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## Milwaukee milk producer. Volume 10 April 1937/March 1938

Milwaukee Co-operative Milk Producers

Milwaukee, Wisconsin: The Producers, April 1937/March 1938

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# MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 10

APRIL 1937

Number 1

## FLUID MILK PRICE STAYS AT \$2.71

The price conference held on March 29 between your Board of Directors and the dealers resulted in an agreement that the fluid milk price should remain unchanged for April.

According to the findings of the Department of Agriculture and Markets auditors, that is about the top that dealers can pay on twelve-cent milk with the fat test running about 3.75 which brings the cost up to \$2.81 per hundred.

The butter market had not nose-dived at that time and the disparity between fluid and manufactured price was not as noticeable as it is at this writing.

We are indebted to Member Joe Piek of Hartford for a framed picture of the famous Johanna Rag Apple Pabst. Joe Piek developed and exhibited this wonderful bull, who was four times All-American winner and sired the All-American Get of Sire for 1935 and 1936.

Mr. Piek sold this bull to Mount Victoria Farm for \$15,000 and old Rag Apple went on to win for his new owner in Canada. Joe Piek also has an all time record as a showman, for dirt farmer that he is, he went out with this bull and beat the millionaire breeders all over the United States.

Agricultural premiums in excess of \$72,000 will be paid at the Wisconsin State Fair to be held in Fair Park, Milwaukee, August 21 to 29, announces Ralph E. Ammon, manager of the fair. This is an increase of \$19,000 over the 1936 premium list.

In order to accommodate a greater number of exhibits and exhibitors and to give more people an opportunity to see them, the fair has been extended to nine days, opening on Saturday, August 21, and closing Sunday, August 29. There will be a complete change of exhibits in many of the buildings during the week.

The 4H livestock club show, in which hundreds of farm boys and girls exhibit calves, lambs, pigs, and colts, will be held the last three days of the fair, August 27 to 29. About \$3,000 has been added to the 4H premium list, bringing the total premiums in this department to \$12,000.

It is thought that this will bring such an expansion in the show that it will be necessary to have the club livestock show and the open class livestock show on different days. Therefore, the open class livestock will occupy the barns the first part of the week and then will move out to make room for the club livestock.

### EMERGENCY CROP AND FEED LOANS UNDER WAY

Over \$5,500,000 of emergency crop and feed loan money went to approximately 53,000 farmers in the first three weeks of March, according to Colonel P. G. Murphy of the Emergency Crop and Feed Loan Section of the Farm Credit Administration.

Murphy said loans were being made in all of the eleven regional offices, with peak activity expected during April.

The emergency crop loan director said field men and local crop loan committees are authorized to receive applications only from farmers who cannot secure loans from other sources such as a production credit association, bank, or individual. The amount of an emergency crop loan

is limited to the applicant's actual cash needs for producing his crop or maintaining his livestock—in no case exceeding \$400 to one borrower.

### WISCONSIN HAS A LARGE BARLEY ACREAGE

A large barley acreage is in prospect for Wisconsin although present planting intentions indicate a slight decrease from the harvested acreage of last year, according to the crop reporting service of the Wisconsin and United States departments of agriculture.

If present planting intentions are carried out by Wisconsin farmers, this year's barley acreage will be about 864,000 acres, which will be the fifth time in the state's history that the barley acreage has gone over the 800,000 mark. Last year farmers in the state harvested 873,000 acres of barley, the crop reporting service said.

### MARCH PRICES

| GRIDLEY DAIRY CO.    |              | LUICK DAIRY CO.       |              | EMMER BROS. DAIRY     |              | FOX DAIRY CO.      |              |
|----------------------|--------------|-----------------------|--------------|-----------------------|--------------|--------------------|--------------|
| Perct.               | Price        | Perct.                | Price        | Perct.                | Price        | Perct.             | Price        |
| Fluid . . . .        | 49.88 \$2.71 | Fluid . . . .         | 58.04 \$2.71 | Fluid . . . .         | 68.38 \$2.71 | Fluid . . . .      | 54.39 \$2.71 |
| Out. relief .        | 2.11 2.48    | Out. relief .         | 2.20 2.48    | Cream . . . .         | 14.04 1.77   | Out. relief .      | .39 2.48     |
| Cream . . . .        | 18.41 1.77   | Cream . . . .         | 16.98 1.77   | Manuf'd . .           | 17.58 1.52   | Cream . . . .      | 17.86 1.77   |
| Manuf'd . .          | 29.60 1.52   | Manuf'd . .           | 27.88 1.52   | Composite price       | ..\$2.37     | Manuf'd . .        | 27.86 1.52   |
| Composite price      | ..2.17       | Composite price       | ..\$2.21     |                       |              | Composite price    | ..\$2.24     |
| BLOCHOWIAK DAIRY CO. |              | GOLDEN RULE DAIRY CO. |              | LAYTON PARK DAIRY CO. |              | SUNSHINE DAIRY CO. |              |
| Perct.               | Price        | Perct.                | Price        | Perct.                | Price        | Perct.             | Price        |
| Fluid . . . .        | 58.57 \$2.71 | Fluid . . . .         | 56.35 \$2.71 | Fluid . . . .         | 49.69 \$2.71 | Fluid . . . .      | 54.42 \$2.71 |
| Out. relief .        | 3.89 2.48    | Out. relief .         | .61 2.48     | Out. relief .         | 2.76 2.48    | Out. relief .      | 1.41 2.48    |
| Cream . . . .        | 13.88 1.77   | Cream . . . .         | 26.52 1.77   | Cream . . . .         | 10.43 1.77   | Cream . . . .      | 18.72 1.77   |
| Manuf'd . .          | 24.16 1.52   | Manuf'd . .           | 16.52 1.52   | Manuf'd . .           | 37.12 1.52   | Manuf'd . .        | 25.45 1.52   |
| Composite price      | ..\$2.28     | Composite price       | ..\$2.25     | Composite price       | ..\$2.15     | Composite price    | ..\$2.22     |



## MILWAUKEE MILK PRODUCER

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Volume 10 APRIL, 1937 Number 1

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### COMPOSITE PRICE HIGHER

It is gratifying to report that the composite price for practically all companies is slightly higher than last month. This rise is due in part to an increase of four cents per hundred pounds in the manufactured price and a correspondent increase in cream milk price also because sales were slightly better. Receipts were higher, but because of the 31-day month against 28 days in the previous month, more overbase or excess milk was taken out of the computation. Manufactured skim milk products are not in good demand and the price steadily declines.

### OZAUKEE HOLSTEIN BREEDERS MEET

The Ozaukee County Holstein Breeders Association held its twenty-first annual meeting at Cedarburg on Tuesday evening, March 30. This organization, never large in number, has held an annual meeting every year and also has held quite a few summer meetings or picnics. Prof. Gus Bolstead of the University of Wisconsin, College of Agriculture, talked on animal nutrition and also showed moving pictures of the Texas Centennial. At the business meeting, Walter Ahlers, the premier breeder of the county, was elected president; Adolph Siefert, well known breeder of Black and White Cattle, Berkshire hogs and Percheron horses, was elected vice-president; Wolfgang Brunnquell, who with his brother has developed a very good herd of Holsteins, was elected secretary. James Coleman, who recently sold a proven bull at a high price to a prominent Iowa breeder, was chosen as treas-

### GHOST WRITTEN RELEASE

A release entitled "Fluid Milk Market Stabilization in Wisconsin," under the signature of F. Schultheiss, commissioner, is at hand.

This release is a pat on the back for the Department of Agriculture and Markets. The ghost writer must have developed a lame hand, by the excessive back slapping for he failed to write about some very interesting things that have happened under Department of Agriculture and Markets regulation.

As an instance, no mention is made of an error in checking reports whereby a concern held back a sum of well over \$15,000 from the farmers and that when the error was brought to the department's attention, nothing was done about it. Nowhere in this release is found the names of City Dairies, Milwaukee Dairies, Golden Crest Dairy, Consumers Co-operative, Quality Dairy, Country Creamery, Dairyland Farms or Producer Consumer. Yet all of these dairies came, beat the farmers out of money (if the farmers' stories can be believed) and then disappeared since the department has been regulating this market.

Outside of the omissions above mentioned the notable parts of the release are its numerous inaccuracies.

### GOOD NEWS

Oleomargarine sales took a heavy drop last month compared with February of last year, stamp sales by the Bureau of Internal Revenue indicate. February sales totalled 28,169,244 pounds, a drop of 9,681,534 pounds or 25.57 per cent, compared with February, 1936. Indicated production the latter month was 37,850,778 pounds.

February's big drop following one of nine per cent in January brings oleomargarine sales for the first two months of the present year 17.32 per cent under the same period last year.

### BANG AREA TEST BILL

The Bang area test bill, which provides for the testing of all herds in counties in which 60 per cent or more of the herd owners sign for such a test, passed the assembly by a vote of 73 to 15 and was immediately messaged to the senate.

urer. Armin Burhop, who has served as treasurer for eleven years and refused to serve longer, was elected a member of the executive committee.

### BUTTER NOSE DIVES

The butter market started out the month of March at 33¾ cents and gradually worked up to 36½ cents on the twenty-fourth, only to drop to 34 for the last two days of the month, averaging \$.35048 for the entire month. This was the best price since February, 1936, and because of it and in spite of a 2¾-cents per hundred drop in the price of skim milk products upped the manufactured price by four cents per hundred.

The United States government report says that considerable reserves of frozen cream were brought out and churned and that surplus sweet cream together with shipments from condenseries and cheese factories were churned, bringing butter offerings up sharply. Butter production at that is still below last year, according to the same report, and storage holdings are still below normal. It's hard to understand a drop of 4¼ cents per pound from March 28 to April 2. Four and a quarter cents per pound means seventeen cents per hundred pounds of milk less for the creamery farmer. Some sock on the nose with present feed prices.

The following letter came in under date of April 5th:

Milwaukee Co-operative  
Milk Producers,  
1633 North 13th Street,  
Milwaukee, Wis.

Gentlemen:

We have been delayed in acknowledging your contribution to the flood relief campaign because of the heavy load of work being carried in this office. We are enclosing the official Red Cross receipt for \$100.00 and want to take this opportunity of thanking you for the splendid co-operation given us during the Ohio and Mississippi Valley flood relief campaign.

In behalf of the flood sufferers, and of the Board of Directors of the Milwaukee County Chapter, may I again say "Thank you."

Yours very truly,

(Miss) Margaret T. Sharp,  
Executive Secretary,

Milwaukee County Chapter,

THE AMERICAN RED CROSS.

MTS:REG  
ENC.

FOR BETTER HEALTH USE BUTTER

# "HOME NEWS AND VIEWS"

ANN T. PRINZ, Editor

## Using More Milk in Cooking Means Better Health and Less Surplus

### SPICE CAKE

- ½ cup butter
- 1 cup sugar
- 1 cup buttermilk
- 1 tsp. soda
- 2 eggs
- 2 cups flour
- ½ cup raisins
- ½ cup nuts
- 1 teaspoon cloves
- 1 teaspoon allspice
- 1 teaspoon cinnamon
- 1 teaspoon nutmeg

Cream the butter and sugar. Add the beaten egg yolks. Then the cup of buttermilk in which the soda has been dissolved. Add the flour and seasonings, raisins and nuts. Fold in the beaten whites of the eggs.

\* \* \*

### Mixed Vegetable Salad with Cottage Cheese

- 1 head lettuce
- 1 can string beans
- 1 can peas
- 1 carrot
- ½ cup French dressing
- 1 tsp. sugar
- 1 jar cottage cheese
- ½ cup chopped celery

Drain peas and string beans and combine with celery, French dressing and sugar. Allow this mixture to marinate one-half hour. Serve on shredded lettuce with a topping of cottage cheese and carrot flower.

\* \* \*

### Baconized Meat Balls

- 1 pound ground veal
- 1 pound ground pork
- 1 pound ground beef
- 1 small onion, chopped
- ½ cup cracker crumbs
- 1 cup tomato soup
- Salt and paprika to taste
- 1 egg
- Bacon strips
- Bay leaf

Mix the meat, chopped onion, cracker crumbs, tomato soup, salt, paprika and the slightly beaten egg, and shape into balls. Roll strips of bacon around the outside and fasten together with wood picks. Place them in a baking pan containing a bay leaf and a small amount of water. Bake in an oven at 375 degrees until well browned and tender. Remove to hot platter and make a cream gravy to pour over meat balls. To each two tablespoons of drippings in pan allow ½ table-

## WAUKESHA DAIRY SHOW

The Waukesha County Dairy Show, held at the Stock Pavilion, Waukesha, March 16 to 19, was of great interest.

A great number of our Waukesha County members were exhibitors at the show. I will attempt to list a few of the award winners in the various divisions.

A. C. Schumacher—first on Golden Glow corn  
Loomis Bros.—first on red clover  
Geo. Blodgett—first on Alsike  
Lloyd Graves—second on barley  
A. C. Schumacher—third on wheat  
Mat Biwer—fourth on rye  
A. J. Biegman—third on oats  
Eliz. Morris—first on pillow  
Dorothy Morris—first on braided rug  
Isabell Wright—first on skirt  
Sarah Mae Lowry—first on pajamas  
Jean Baumgartner—first on canned vegetables  
Mrs. Geo. Bolter—first on angel food  
Lorraine Klussendorf—first on canned tomatoes  
Willard Morris—second on potatoes  
Stanley Grasser—first on potatoes  
A. G. Biegegan—first on beets  
Mitchell Bros.—second on beets  
Harvey Priefer—first on parsnips  
Ed. Haas—first on carrots  
Ed Hahs—first on onions  
H. P. Christensen—first on honey  
Geo. Blodgett—second on honey  
Wm. Kern—first on grade B eggs  
Ed Hahs—first on snow apples  
H. Mierow—second on jelly roll  
H. Hubman—first on doughnuts  
E. Malone—third on doughnuts  
Francis Vogel—first on peaches  
Mrs. S. Gyax—second on blitz torte.

This is not a complete list of the winners, but were picked at random as the exhibits were viewed.

## HONEY WEEK

"A sweet hard to beat" might well be the campaign cry during National Spring Honey Week, April 19 to 24, according to James Gwin, honey marketing specialist of the department of agriculture and markets.

In co-operation with the American Honey Institute, the department will assist in promoting a greater use of Wisconsin honey during that week by furnishing honey recipes free of charge to all home-makers requesting them, Gwin said.

spoon flour, ½ teaspoon salt and ½ cup milk. Mix the flour with the drippings, add the milk gradually. Cook over a low flame until thickened, stirring to avoid lumps. Add salt.

## BEST SHORTENING—BUTTER

Mrs. J. B. Brown, of Hartford, sent us the following recipes which we have found so appetizing that we are publishing them for our members:

### Butter Rings

- 3 cupfuls flour
- 2 tablespoons sugar
- 1 teaspoon salt
- ½ cup butter
- ¼ cup milk
- 2 tsp. sugar
- 1 cake yeast
- ½ pint sweet cream
- 3 egg yolks

Sift flour, 2 tablespoons sugar and salt. Add butter and work until mealy. Heat milk to scalding and add the two teaspoons sugar. Cool to lukewarm, add yeast and stir until dissolved. Add the cream and beaten egg yolks, then stir this into the flour, mixing to a smooth dough. Place in a greased bowl, cover and store in refrigerator over night.

Next morning divide dough into three equal portions, then divide each portion into halves. Roll each piece into a long narrow strip. Put them together in twos and twist. Form the twisted dough into three rings in a large buttered pan. Let rise in a warm place for 1½ hours or until very light. Then bake at 350 degrees for 25 minutes. While still warm, spread with thin powder sugar icing and sprinkle with chopped nuts or cocoanut.

\* \* \*

### Whipped Cream Cake

Combine two cups cake flour, 1½ cups sugar, 3 teaspoons baking powder and ¼ teaspoon salt, sifting twice. Fold together ½ pint heavy cream, whipped, and 3 egg whites beaten stiff. Add to this alternately the dry ingredients and ½ cup cold water. Mix well. Stir in 1½ teaspoons vanilla and place in two greased and floured 9-inch layer cake pans. Bake at 350 degrees for 25 minutes. Cool and put together with whipped cream filling, topping with toasted cocoanut.

### Filling

- 1 pint heavy cream whipped
- Fold in ½ cup sugar and
- ½ tsp. vanilla



## OTHER MARKETS

In the last bulletin we reported that a serious situation had developed in the Twin City market largely because of outside milk reaching the market through the Oak Grove Sanitary Dairy and the Dairymen's Co-operative in St. Paul.

The situation changed somewhat with an unexpected and sudden raise in the price of New York Extra Butter. On February 3 we met with the Twin City distributors for the purpose of considering the price of milk, and on this day the price of New York Extra jumped from 33 $\frac{1}{2}$  cents to 34 $\frac{3}{4}$  cents. This was extremely fortunate for us as it made it possible for us to continue on our present price basis. Since then New York Extra Butter has continued to rise until, as this is written on March 9, the quotation is 35 $\frac{1}{4}$  cents.

Offsetting this, however, has come a large over-production of powder with resulting lower prices. During the month our quoted price on spray powder dropped a full cent per pound, which means 8 $\frac{1}{2}$  cents per hundred less for skim milk. The price on animal feed dropped from 7 $\frac{1}{4}$  cents to 6 $\frac{1}{2}$  cents per pound. This results in a return of 6.4 cents less for skim milk being made into this product.

The outlook is for fairly steady butter prices but decreasing return for milk solids in the form of powder. There has been a very rapid switch on the part of creameries to whole milk. Hundreds of creameries which have always taken in gathered cream have recently put in powder equipment or casein equipment and the patrons have switched to whole milk. Most of these factories have no established outlet for these products and throw them on the market at any price they can get.—Twin Cities Milk Producers' Bulletin.

## OBSERVATIONS

By Robin Hood

European co-operative enterprise is complex; in some respects it appears to be confusing and self-contradictory. It follows no uniform pattern of thought nor procedure. The main body of the inquiry's report is a consensus by six people—a sort of median from which diverge the interpretations of each and his views on the selection of data.

### Agricultural Co-operation

The co-operatives built up by European farmers are not unique. They are similar to those of the

United States and can teach us relatively little that cannot be gleaned from American experience. Barring language difficulties, American and European farm co-operators can easily understand each other's problems, aims and viewpoints.

One exception needs to be noted. Many European governments have delegated tasks to agricultural co-operatives which the American government has reserved to itself. Thus in Denmark and Sweden authority is vested in farm co-operatives to operate production control programs. In Finland, Ireland and Czecho-Slovakia grants are made to co-operatives for the conduct of research or extension work.

As in the United States, the European farmers' marketing associations concentrate on the business tasks of improving their product and selling as efficiently as possible. They handle substantial but widely varying proportions of farm products. They operate the same kinds of facilities that American farm co-operatives operate except that they perhaps go further in processing. This is illustrated by slaughtering plants in Scandinavian countries, and by flour mills in Czecho-Slovakia.

European farm supply purchasing co-operatives likewise follow a pattern in common with such enterprises in the United States. They handle fertilizer, feed, seeds, and other materials used in production; sometimes they add a limited stock of staple products used in the farm home. Their central organizations operate fertilizer mixing factories and feed mills; some manufacture farm equipment. They have grown more extensively than in the United States in proportion to total national farm supply requirements. In England and Scotland these associations are almost the total of agricultural co-operation.

Farm supply and marketing associations are interwoven in many ways. The marketing associations frequently add the supply function in a special department; supply associations often are marketers of farm products. The two functions are so closely linked in some organizations as to compel use of the term "general purpose co-operative" as a description. It is interesting to note that farm supply co-operatives are nowhere in Europe regarded as a part of the consumer co-operative movement.

European rural credit co-operatives usually preceded other types

of farm co-operatives. Such associations are well understood in the United States because they were thoroughly studied before the present farm loan and production credit systems were erected. In Europe all types of farm co-operatives come together into national federations constituting an integrated business structure through which farmers seek to improve their economic position.

## PENNSYLVANIA COURT UPHOLDS FILLED MILK ACT

The Court of Common Pleas of Dauphin County, Pennsylvania, after an extensive study of the constitutionality of the Pennsylvania Filled Milk Act, this week handed down an opinion upholding the validity of that act as against the contention of the Carolene Products Company that the act was unconstitutional and void.

The Pennsylvania case represents a landmark in the battle of dairy farmers to protect their markets and the general public from the fraudulent and deceptive sale of filled milk.

Filled milk is a product which is manufactured by removing the butterfat from evaporated milk and replacing the butterfat with coconut oil. The product is packed in hermetically sealed cans, the same size as regular evaporated milk. Evidence collected by the Federation shows that whenever its sale is permitted, it is "palmed" off fraudulently and deceptively to housewives as evaporated milk. Evidence of such fraud and deception was pointed out by the Pennsylvania Supreme Court in its opinion.

Previous to the trial of the Pennsylvania case, the filled milk people had been able to have the Supreme Courts in Michigan, Illinois and Nebraska declare filled milk laws of those states unconstitutional. Commenting upon these decisions, Mr. Donald Kane, attorney for the National Co-operative Milk Producers' Federation, said: "The decisions of the Michigan, Illinois and Nebraska courts are, in my opinion, erroneous and based upon a misconception of the nature of filled milk and the methods under which it is sold. Unfortunately, representatives of dairy farmers familiar with the history of filled milk legislation and the fraudulent and deceptive methods used in its sale, were not advised of the cases in Michigan, Illinois, and Nebraska until after the cases were tried.

CHEESE AVAILABLE AT YOUR HEADQUARTERS



**VACCINATION OF CATTLE AGAINST BANG'S DISEASE STILL EXPERIMENTAL, MOHLER CAUTIONS**

The vaccination of cattle against Bang's disease during calthood is a promising means of combating this serious cattle malady, says Dr. J. R. Mohler, chief of the Bureau of Animal Industry, United States Department of Agriculture. "Yet," he cautions, "the procedure is still in the experimental stage and livestock owners should hesitate to place faith in claims that promise more than scientific findings to date warrant."

To correct erroneous and misleading statements that have come to its attention regarding vaccination for Bang's disease, the Bureau summarizes present scientific knowledge on this subject:

**Use is Limited Chiefly to Calves**

The Bureau's investigators have found a vaccine prepared with a *Brucella abortus* strain of low virulence, and used only on calves between four and eight months old, to be an encouraging means of coping with Bang's disease. Calves have appeared to be more resistant than mature unbred animals to the vaccinal infection, and the agglutination reactions induced by the vaccine injections have given indication of being of shorter duration in calves than in unbred heifers of near breeding age or in unbred cows.

Because the vaccine, as now prepared, contains living Bang's disease germs, although of low virulence, it should be administered by those veterinarians who are familiar with the precautions that should be observed in the use of living vaccines and who are qualified to judge with reasonable accuracy when and where the use of vaccine is indicated. Vaccine is a preventive only, not a cura-

tive agent. Hence it cannot be expected to benefit cattle already infected.

Vaccine should not be given to pregnant cattle as it may cause them to abort and thus spread infection. It also may cause them to spread infection in the case of a seemingly normal birth. Nor should the vaccine be used in herds that are free from Bang's disease. The vaccination of mature cattle even though non-pregnant is considered inadvisable.

**Must Await Results of Field Tests**

Although calthood vaccination continues to give encouraging results in controlled experiments, it is important that the method give similar results in extensive trials under herd and farm conditions before one may properly conclude that the method merits adoption on a large scale.

The Bureau of Animal Industry is co-operating with about 250 herd owners in different states in a calthood-vaccination experiment on farms where 15 per cent or more cattle have reacted to the Bang's disease test. It is proposed to continue this experiment until such time as all cattle in these herds will be those that were vaccinated when calves.

**FARM SALES EXCEED ACQUISITIONS**

In the past six months the Federal land banks sold more farms than they took over, thus decreasing their real estate holdings for the first time since the beginning of the depression, according to a statement today by Governor W. I. Myers of the Farm Credit Administration. He said the Federal land banks were far from being the largest holders of farm real estate.

Farm sales by the Federal land banks in 1936 numbered 15,014. Real estate sales began increasing in 1934, Myers said. Sales rose from \$17,600,000 in 1934 to \$28,100,000 in 1935 to \$35,200,000 in 1936. The percentage of farms sold to bona fide farm operators has increased steadily. Last year, three out of every four farms disposed of by the Federal land banks were bought by local farmers.

The number of farms owned outright by the Federal land banks reached a peak of 24,355 on August 31, 1936, but declined to 22,505 on February 1, this year. Farm real estate owned was carried on the books of the Federal land banks at \$78,200,000 on August 31, 1936. On February 1, the amount was \$73,500,000.

Although real estate holdings of the 12 land banks were higher at the end of 1936 than at the end of 1935, the percentage increase from the preceding year was the smallest in eight years, the governor pointed out. The heaviest increases in farm real estate holdings occurred in 1932 and 1933. At this time the land banks curtailed their farm land offerings because of the distressed real estate market then prevailing. In 1932 the number of farms owned by the Federal land banks increased 38 per cent, in 1935 the increase was approximately nine per cent, and it was less than two per cent last year. The great bulk of farms which the banks took over in 1935 and 1936 was those on which loans had been made in the relatively prosperous period of the 1920's.

Governor Myers explained that when the Farm Credit Administration was organized in 1933, the Federal land banks stopped foreclosure proceedings wherever possible with

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**E. J. GENGLER**

PHONE HILLTOP 9515-R-1

STATION F, MILWAUKEE, WIS.

the idea of permitting every delinquent borrower with a reasonable chance of working out to remain on the property until the worst of the depression was passed. "In a large proportion of foreclosures," he continued, "the borrowers turned over the property at their own volition, either through abandonment, unwillingness of heirs to carry on after death of the owner, neglect of property, or borrowers otherwise not doing their best. Even when farmers had little chance of working out, foreclosure was usually withheld until it had been clearly demonstrated that the borrower could not carry a reasonable debt load under normal conditions. The remaining number of foreclosures resulted because borrowers were not making proper application of farm income, were giving preference to other creditors, using funds for other business operations arbitrarily refusing to make payment, not taking proper care of security or for other reasons."

#### CITIES GET BETTER QUALITY MILK THAN RURAL TOWNS AND VILLAGES

While the United States occupies an enviable position among nations in the quality of its general market milk supply, there are still attractive possibilities for improvement, according to O. E. Reed, chief of the Bureau of Dairy Industry.

"A crying need today is a better milk supply for small towns and villages," Mr. Reed told dairymen attending the Dairy Industries Visitors' Day convention in St. Paul, Minn.

"Most of the milk in such communities is not pasteurized, and a very large percentage is produced without inspection or control of any kind. It may be possible to establish small co-operative pasteurizing plants in such communities, where milk brought from the farms may be pasteurized, cooled, and then returned to the farm for consumption."

Commenting on the good quality of our general milk supply in the cities, Mr. Reed said: "The old time dipped milk has practically disappeared and the glass bottle or single-service container is set upon the doorstep daily. Milk which soured sometimes within a single day can now be kept for several days without impairment of its quality. Milk can be brought for many hundreds of miles by fast train or auto truck, where formerly the producing centers were limited to the territory immediately adjacent to the cities.

"This change," he said, "has been

brought about very largely by our health departments and by some of the far-seeing members of the dairy industry. The old-time opposition to dairy inspection and control has very largely disappeared, and the market milk producers very generally are co-operating whole-heartedly with the enforcement officials. This has placed our market milk supply in an enviable position among the nations.

"All this has not been accomplished suddenly, but by painstaking efforts on the part of all persons interested in the industry. Research workers are constantly finding out new things about milk and the methods by which it may be handled in an economical manner to produce a better grade. There has also been a remarkable development of dairy equipment to handle milk in a more sanitary manner and more economically.

"One of the greatest developments that has led to lessened infant mortality and morbidity is the improvement and the increase in pasteurization. Milk which at one time was pasteurized very largely for the purpose of making it keep sweet a little longer is now processed by scientifically controlled methods whereby all disease-producing bacteria are killed. A notable feature which has occurred only recently has been the action of the American Association of Medical Milk Commissions to allow the pasteurization of certified milk, the highest grade of raw milk on the market.

"There are possibilities of still greater economies in handling and delivering milk to the consumer."

#### MILK COW POPULATION EXPECTED TO INCREASE

The milk cow population, which has declined seven per cent or nearly two million head during the past three years, is believed to have reached the low point, the Bureau of Agricultural Economics reported in the March issue of the Dairy Situation.

Some increase in milk cow numbers is expected in the next two years and a more marked increase is anticipated in 1939.

The cow population has dropped to a five-year low of 25,040,000 head on January 1 this year. Since the all-time peak of 26,931,000 head at the beginning of 1934, the largest decrease of more than a million cows took place in the West North Central States.

Total milk production on March 1 this year was about the same as on March 1, 1936, but about four per

Here's an Effective,  
Safe Way To Make  
LOW BACTERIA COUNT  
a FEATURE of YOUR Milk!

Combat bacteria scientifically in the same, successful, low-cost way large dairies, creameries, cheese factories and ice cream plants do. Benefit by their experience . . . use a modern cleaning material with thorough, FAST film and dirt-removing action like



### OAKITE GENERAL DAIRY CLEANER

Safe on equipment, removing milk films easily, rinsing completely, this remarkable material, by cleaning utensils and equipment BETTER, helps make low bacteria count a feature of your milk as it does for large establishments. Ask your dealer for OAKITE GENERAL DAIRY CLEANER and OAKITE BACTERICIDE for sterilizing. Your postcard request brings FREE a 16 page booklet on "Modern Dairy Farm Sanitation." Write for it today to

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## Milk Producers . . .

AT LAST — A simple, inexpensive milk stirrer, cooler and aerator, operates on either electric or spring motor. Easy as a spoon to clean, takes up no room in milk can. Mail card for free booklet "Get More Money for Milk". Dealers and agents invited. Write,

COBURN COMPANY  
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FOR SALE—Baled No. 1 Timothy and Alfalfa Hay and Oat Straw. Also servicable Guernsey Bull. Henry W. Riemer, Thiensville, Wisconsin, Route 1.

cent more than on the corresponding date following the 1934 drouth.

There was a less than average increase in production for February 1 to March 1 this year, the explanation being short supplies of feeds and low prices of dairy products compared with prices of feeds and meat animals.

BOOST YOUR INDUSTRY—EAT CHEESE



## Mr. Fletcher Says: . . .

### The New Control Bill

As this is written a new control bill, written and sponsored by the Department of Agriculture and Market officials, has been presented to the legislature for its approval.

This bill is of vast importance to you as co-operative-minded farmers for three distinct reasons: First, because control of the right kind can be of help to co-operative marketing; second, because of the fact that this bill in the form it was drawn may definitely decide whether co-operative marketing is to continue, or dictatorship take its place; and third, because of the fact that it may decide whether you, as farmers, or capital and labor may control the fluid milk industry of your state.

This bill as drawn does three distinct things: First, it places complete control of the fluid milk industry in this state forever, unless repealed, with the officials of the Department of Markets.

Second, it makes the farmers pay for the right to have this done, and third, it takes away from the producers the right to advertise their own products and places that right in the hands of the department officials.

If we consider these phases of the bill in sequence we may find that some future commissioner of agriculture may not be farmer-minded.

He might be labor-minded (and labor would like a place on that commission) or he might be consumer-minded or he may be very favorable to the distributor. In any eventuality that might happen, his findings would be final unless changed by court action, and the farmers would have to accept them and still pay the bill.

When it comes to paying for the costs of this bill, remember this: While it might be logical to say that fluid milk producers, as the possible gainers from this legislation, should pay for their own gains, yet we note that the labor relations bill carried a heavy state appropriation to pay for labor's control act. Certainly, we as producers are as important taxpayers as labor, and for that reason, have as legitimate a reason to ask for state funds to pay for the enforcement of this proposed legislation.

When it comes to the advertising feature, it seems plain suicide for producers to agree to a plan that takes away that right. What would state officials know or care about your local advertising problems? Or

is this just another attempt to build up more power in Madison with more jobs for political henchmen?

Co-operative bargaining in fluid milk markets has been built up slowly over many, many years. It is the only true answer to the producers as a whole in any market of our kind receiving their share of the consumer's dollar. It is the only club we have to help us to counter-balance selfish interests, either distributor, labor or farmer. It needs and can use assistance at times in bringing recalcitrant interests into line. But it never has submitted to regimentation and I hope it never will.

Control measures to be truly of value must recognize the fundamental principle of collective bargaining or they are merely a means of bondage, beneficial or otherwise, to the fluid shippers of this state.

For that reason, I believe that when this bill comes before the legislators of our state, it should be amended in such a form as to really be of lasting benefit.

\* \* \*

To many of you who may not have traveled through the entire length and breadth of this milk shed, it may be a little hard to conceive that this is beyond a question the most progressive, prosperous dairy section of the entire country.

Our good soils, our fine dairy herds, and most of all our fundamentally dairy minded people make this a section of the state we should be and are proud that we live in.

One of the outstanding examples of a good dairy section is the neat, substantial farm buildings and their surroundings, and our section abounds in them.

They are beyond a question one of the best advertisements we as dairymen have, for if we are to keep our city customers milk conscious, then we must favorably impress them with the conditions surrounding the source of supply.

That is one of the reasons it will pay us to have a general clean-up period around our buildings at this time of year, particularly ridding the yard of unsightly rubbish, broken down machinery and the other accumulated trash so easy to have gather around farm premises.

This program assists ourselves in our pride of ownership, so fundamental to prosperous agriculture, and it will also bring intangible cash returns in the advertising value of neat appearing dairy sources.

\* \* \*

The United States National Spring sale held at Waukesha, April 1, was

in many respects one of the most successful sales ever held.

A great number of the cattle entered were from local and state herds and while the prices paid were not abnormal, in the main they were good.

Your director, Ambrose A. Wiedmeyer, Jr., of Richfield, topped the sale with novelty Johanna Piek Spring. This female with her six week old calf brought \$510.00. Mr. Wiedmeyer congratulated inasmuch as this was his first consignment to a sale of this character.

Eugene Stuesser, Richfield; Joseph Piek, Hartford; Albert Meyer, Hales Corners; R. J. Mann, Waukesha; Samuel L. Mann, Waukesha, and Walter Ahlers, Grafton, were others of our members who sold some fine cattle through this sale.

\* \* \*

Led by their able county agent, Fred Thomas, Waukesha County farmers again demonstrated their ability to put on one of the very best county exhibits possible at their dairy show last month.

This show, as usual, was heavily attended and with interesting features and splendid exhibits the crowds had plenty of entertainment from early morning until the close at night.

Our membership as usual took its full share of the prizes in all divisions. In the cattle show they were well represented. Members H. W. Carr & Son, W. H. Swartz, Albert Steinke & Son and Schlicher Bros. carrying away many of the prizes on Holsteins. In the Guernsey class, special mention must be made for the fine showing of the herd of Chas. J. Mitchell & Son. Other winning members were Delbert Kingston, Ewald G. Meider and Wm. Patey; Willard Evans' herd did exceptionally well in the Brown Swiss class. In the rural school cattle judging class Jack Weber, Martin Weber, Jr., and Bernette Kaun won fourth.

It would be impossible to mention all winners in this short article, but all in all this show was one of the best ever and we can only wish the county continued success in carrying on this fine exhibition.

### NEW SUPPORTERS

Fred O. Wandsneider, Pewaukee, R. 2, Box 90  
 Mrs. Katherine Theisen, Richfield  
 Carl Hasslinger, Hartland  
 Elmer H. Scheunemann, Jackson, R. 1  
 Fred Glencke, Waukesha, R. 2, Box 116  
 John Scholl, Belgium, R. 1  
 Wm. N. Schils, Cedar Grove, R. 1  
 Louis Lemke, Thiensville

AFTER ALL THERE'S NOTHING LIKE GOOD BUTTER



*Signals*


Tired Listless  
Indigestion  
Losing Weight  
Cough

Any of these danger  
Signals may mean..

**TUBERCULOSIS**

UNCOVER IT BY MODERN METHODS

*Let the Doctor be your guide.*



### DANGER SIGNALS

How true it is that coming events cast their shadows before! The receding water and the wrecking tidal wave; the angry thunderheads followed by the crackling summer storm; the extra coats of fur on our forest animals before the bitter blasts of winter!

Disease, too, sends up its warning signals. But when they appear, trouble of some sort **already** exists. In the present Early Diagnosis Campaign of the tuberculosis associations all over the United States, everyone is being urged to heed the four danger signs that so often announce the presence of tuberculosis — the cough that hangs on, unexplainable fatigue, loss of weight and continued indigestion. When these danger signs are noticed, it is time—high time—to see the family physician at once.

Of course these symptoms may not mean tuberculosis after all, but they are sufficiently serious to cause anyone to see his doctor immediately. For in the physician's hands, science has placed excellent methods of detecting and combating this age-old destroyer of human life.

So let us all share in this Early Diagnosis Campaign by heeding the danger signals, or better still by going to our doctor before they appear, knowing that he is able to detect tuberculosis in its beginning stages and so save us months and perhaps years of expensive "curing."

If, as a nation, we give the doctor this chance to "Uncover Tuberculosis by Modern Methods," perhaps we can then lessen that staggering toll paid annually to the tiny tubercle bacillus — 70,000 American lives, most of them in the full vigor of young manhood and womanhood.

## COWS

100 Holstein and Guernsey.  
Close and Fresh T. B.  
and Blood Tested.

20 Well Broke Young  
Horses and Mares

### KEATING BROS.

Farm Midway Between Jefferson  
and Fort Atkinson on High Road,  
Near County Farm



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"Milwaukee's Largest Outlying Bank"  
Fond du Lac Ave., and North Ave. at 21st St.

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## PRODUCE BETTER MILK

REBUILD and RETIN YOUR  
USED MILK CANS

... NOW ...

GUARANTEED CANS  
AT A LOWER COST



ASK  
YOUR  
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DEALER

HOT METAL COATING OF STAMPINGS  
AND ALL TYPES OF CASTINGS

STRIP CUPS, FILTER DISKS AND OTHER DAIRY NECESSITIES

## Substantial Discounts

... to Milwaukee Co-operative  
Milk Producers and members  
of their families



on

- COMPLETE GLASSES
- OPTICAL REPAIRS
- LENSES

WRITTEN GUARANTEE

Glasses straightened, adjusted, frames polished without charge . . . Just say Co-operative Milk Producers after our regular prices are quoted to be sure of a discount.

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# MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 10

MAY 1937

Number 2

## FLUID MILK PRICE UNCHANGED

Your Board of Directors met the dealers on April 26 to confer on the price of fluid milk for April. An agreement to continue fluid milk at \$2.71 was reached after some argument.

Sales of fluid milk are disappointing according to the dealers and the reason is said to be the relatively high price of 12 cents per quart. People are looking for bargains and probably think that milk price should decline with butter prices. What would happen in that case can be realized when the manufactured price of \$1.58 for March is compared with the \$1.31 for April. Feed and everything else that the producers buy is very high in price and likely to remain that way. More high priced feed has been bought and probably more poor cows kept in the herds, because the fluid price has been relatively high. All of which builds up surplus and costs the farmers plenty money.

### WARM WEATHER DUE

As this is written on the fifth day of May, with the temperature about like April Fool's day, it seems that we won't get warm weather at all. But it is sure to come and probably we will have some hot days before you read this. Just to remind you, however, to be prepared to cool the milk. It's the first few hot days, when warm milk comes to market every year. After the producers get to using their thermometers, milk is not loaded until it is cold. Cool the milk and save loss of money and temper.

### BUTTER PRICE DOWN

From an average price of \$.35048 as reported by the U. S. Government on Chicago 92 score butter for March, April's price went to \$.31187 or more than 3 $\frac{3}{4}$  cents per pound lower. No very good reason is known for the drop; in fact, if cost of producing milk meant anything, the price ought to have advanced instead of falling.

It's true that consumers did not buy freely at the top price, perhaps feeling that the price was too high. It may be that a great many people were not able to buy as much as desired, especially those families whose wage earners were prevented from working by sit-down and other types of strikes.

### CHEESE INSTITUTE TO HOLD ANNUAL MEET MAY 6 AT MILWAUKEE

The National Cheese Institute will hold its annual meeting at the Pfister Hotel, Milwaukee, Wisconsin, Thursday, May 6, George L. Mooney, Plymouth, Wisconsin, secretary, announces. The annual business meeting probably will be held in the afternoon with the banquet in the evening.

Guest speaker will be Governor Phillip LaFollette of Wisconsin. Representatives of mid-western state dairy departments, as well as the New York department, will be asked to attend. Arrangements are in charge of Harry Hoffman of the J. S. Hoffman Company, Chicago.

### CO-OPERATIVE LOANS GAIN IN POPULARITY

Farmers and farmer co-operatives obtained more credit from Farm Credit Administration units in March, 1937, than during any month in 1936 or so far in 1937, according to a statement by the Farm Credit administration.

Loans and discounts during the month amounted to \$69,800,000 or a 12 per cent increase over March, a year ago. The bulk of the money, \$54,100,000, consisted of short-term loans for farm operations and production, \$11,400,000 of long-term farm mortgage credit, and \$4,300,000 of loans to co-operatives.

Loans made by production credit associations for the month reached an all-time high of \$32,300,000. The federal intermediate credit banks showed a substantial increase compared to March of last year.

With refinancing problems now in the background, the federal land banks and land bank commissioner continued to finance normal long-term credit needs of farmers. The proportion of loans being used to assist in the financing of the purchase of family-size farms bought largely by local farmers continues to increase.

Of the total loaned to farmers' co-operatives, \$3,800,000 was advanced by the thirteen banks for co-operatives for co-operative marketing or purchasing compared to \$2,300,000 loaned by these banks in the same month a year ago.

### APRIL PRICES

| GRIDLEY DAIRY CO.    |        | LUICK DAIRY CO.       |                 | EMMER BROS. DAIRY     |        | FOX DAIRY CO.      |        |        |
|----------------------|--------|-----------------------|-----------------|-----------------------|--------|--------------------|--------|--------|
| Perct.               | Price  | Perct.                | Price           | Perct.                | Price  | Perct.             | Price  |        |
| Fluid                | 48.19  | \$2.71                | Fluid           | 51.48                 | \$2.71 | Fluid              | 53.41  | \$2.71 |
| Out. relief.         | 1.94   | 2.48                  | Out. relief.    | 2.24                  | 2.48   | Out. relief.       | .37    | 2.48   |
| Cream                | 18.21  | 1.56                  | Cream           | 16.92                 | 1.56   | Cream              | 19.12  | 1.56   |
| Manuf'd              | 31.66  | 1.31                  | Manuf'd         | 29.36                 | 1.31   | Gov. Con...        | .38    | 1.56   |
| Composite price      | \$2.05 |                       | Composite price | \$2.09                |        | Manuf'd            | 26.72  | 1.31   |
|                      |        |                       |                 |                       |        | Composite price    | \$2.11 |        |
|                      |        |                       |                 |                       |        |                    |        |        |
| BLOCHOWIAK DAIRY CO. |        | GOLDEN RULE DAIRY CO. |                 | LAYTON PARK DAIRY CO. |        | SUNSHINE DAIRY CO. |        |        |
| Perct.               | Price  | Perct.                | Price           | Perct.                | Price  | Perct.             | Price  |        |
| Fluid                | 56.93  | \$2.71                | Fluid           | 56.20                 | \$2.71 | Fluid              | 50.75  | \$2.71 |
| Out. relief.         | 3.94   | 2.48                  | Out. relief.    | .64                   | 2.48   | Out. relief.       | 1.13   | 2.48   |
| Cream                | 13.82  | 1.56                  | Cream           | 24.91                 | 1.56   | Cream              | 18.22  | 1.56   |
| Manuf'd              | 25.21  | 1.31                  | Manuf'd         | 18.25                 | 1.31   | Manuf'd            | 29.90  | 1.31   |
| Composite price      | \$2.18 |                       | Composite price | \$2.16                |        | Composite price    | \$2.07 |        |



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### NEW CONTROL BILL HAS HEARING

A new milk control bill written by the Department of Agriculture and Markets had a hearing before a joint committee of the legislature on April 14. This bill, if enacted, will take the place of the present control law which expires in July. Your organization believes that the present law is better than the proposed one, in fact that it is a pretty good one, if used. The chief trouble is and has been—lack of enforcement. The big surprise that producers, who were present at the hearing got, was when, after department spokesmen appeared for the bill, they were followed by labor leaders who said that the new bill should be passed because it established permanent control. These labor leaders said that such a law would assure drivers and milk plant employees good wages. The producers had assumed that the union and not the Department of Agriculture and Markets had been responsible for high wages to dairy employees. They also assumed that the new labor disputes law with its \$50,000 per year appropriation of taxpayers money assured employees good wages.

The hearing which lasted all afternoon closed with a rather bitter exchange of remarks between a department employee and a distributor. Some of the people present thought that the wind-up was an entertaining show, others were heard to say that "it was a disgrace to the State of Wisconsin." At this writing the committee has not made a report on the bill.

### JOINT CONVENTION PROBABLE

Several dairy groups met in Fond du Lac on April 13 to discuss the possibilities of a joint convention of state associations, such as cheese makers, butter makers, ice cream manufacturers, milk dealers and producers' organizations, holding a joint convention in Milwaukee in the month of November.

After considerable discussion the general feeling seemed to be that while it might not be possible to have such a gathering in 1937, efforts should be made to have such a convention in 1938.

It would seem that much good could come from a state wide meeting of all dairy interests for various reasons. Good speakers could be induced to come here to talk on tariff and reciprocal trade agreements also how to induce the consumers to use more dairy products. If a good show could be put on, at this convention, the consumers could be attracted in a way which would interest them in consuming more of those good products.

### FARM OUTLOOK DISCOURAGING

A very late spring, alfalfa fields in very bad shape if not entirely ruined, price of seed and dairy feed way up out of sight and everything the dairy farmer has to sell going down, that is the gloomy picture facing farmers today.

Farm machinery is way up in price and butter, cheese and eggs are way down—what has become of that beautiful theory, that when city wages are high, farmers are bound to be prosperous? Farmers who sell eggs direct to city customers find out just what a selling job is like. They have reduced the price in spite of high feed prices, but still the consumer scolds and cuts down the order. No, the egg peddling farmer does not need to ask the milk man about sales resistance. He knows just how it is.

### MANUFACTURED PRICE LOWER

Due to the lower butter price and a big drop in the price of manufactured skim milk, the manufactured price went down twenty-one cents per hundred. Dried skim milk sales are way off and likely to stay that way for many creameries have put in dryers and will continue to dry skim milk and buttermilk even if no profit can be made from the operation. It seems that the manufacturers of milk dryers have put one over on the farmers' creameries.

### IS THE PRICE OF MILK TOO HIGH?

As this is written a long distance call comes from Minneapolis. The Twin Cities Milk Producers' Association is meeting the dealers to bargain for May milk.

April fluid milk in the Twin Cities was \$2.20 and the resale price was eleven cents per quart. Sales lagged and because of low butter and skim milk values, the price creameries were paying was way below city milk prices.

Sales of bottled milk were not good due to competition of canned milk. A drop in price to \$1.90 for fluid milk and a ten cent per quart retail price was proposed. Hard for the farmers to take a cut of thirty cents per hundred with a further drop on the manufactured end, but if sales get too low it is bad too.

What of our market? Would a lower price and greater sale of fluid milk make for a healthier market?

### DAIRY DAY PLANNED FOR STATE FAIR

The state dairy industry was very well represented at a meeting called at Fond du Lac by the State Fair management. The purpose of the meeting was to interest the dairy industry in a dairy day at the State Fair on August 27. The possibilities of helping Wisconsin's greatest industry, by having one day set aside for dairying at the State Fair was freely discussed by some thirty representatives present at the meeting. It was decided that a dairy queen should be selected as one means of getting attention to Wisconsin's dairy products.

Exhibits that would impress people with the importance of the dairy industry were also discussed. A committee was appointed to make plans for the selection of a dairy queen and help in other ways to make Dairy Day at the State Fair a greater success than at previous Fairs.

President Hartung and Secretary Dineen attended this meeting and the Secretary was named on a committee to work with the State Fair Board in making plans for the Dairy Day program.

"I'll be frank with you," said the young man when the embrace was over. "You're not the first girl I ever kissed."

"I'll be equally frank with you," she answered. "You've got a lot to learn."

FOR BETTER HEALTH USE BUTTER



# » » » "HOME NEWS AND VIEWS" « « «

ANN T. PRINZ, Editor

## Using More Milk in Cooking Means Better Health and Less Surplus

### Molded Rice with Chicken

- 3 cups cooked rice
- 2 tablespoons butter
- 2 tablespoons parsley
- 2 cups fresh milk
- ½ teaspoon salt
- 3 eggs

Melt butter in double boiler, add milk, cooked rice, salt and beaten egg yolks, stirring constantly until mixture thickens. Add chopped parsley and fold in stiffly beaten whites. Turn into buttered ring mold, set in pan of hot water and bake forty-five minutes in moderate oven (350 degrees). Unmold on large platter. Fill center with creamed chicken.

\* \* \*

### Cottage Cheese Salad

- 1 ½ cups cottage cheese
- ¼ cup chopped nuts
- 4 teaspoons gelatine
- ½ cup cold water
- 1 teaspoon salt
- ¾ cup hot water
- ½ cup sugar
- 4 tablespoons lemon juice
- ¾ cup grated pineapple
- ¾ cup whipping cream

Soak gelatine in cold water, dissolve in boiling water. Add salt, sugar, and lemon juice. When it begins to set, add remaining ingredients and fold in stiffly beaten cream. Pour into wet molds and allow to set. Serve on lettuce leaves with dressing.

\* \* \*

### Buttermilk Spice Cakes

- 1 cup butter
- 2 cups brown sugar
- 3 eggs
- 2 cups buttermilk
- 1 teaspoon soda
- 2 ½ cups flour
- 1 cup chopped nuts
- 1 cup raisins
- 1 teaspoon allspice
- 1 teaspoon cinnamon
- 1 teaspoon vanilla

Cream butter, add sugar gradually, then beaten eggs. Mix and sift dry ingredients, add alternately with milk to first mixture. Add vanilla, nuts and raisins, mixing thoroughly. Bake slowly 300 to 350 degrees in a large loaf pan for one hour. Ice with chocolate frosting.

Of interest to our many readers will be the announcement of the marriage of Mr. and Mrs. Edward J. Land, which took place at 9 o'clock Saturday, May 1 at St. Joseph's church of Milwaukee. Mrs. Land is the former Barbara Mueller of this city.

Mr. Land came to us six years ago and was employed as an office clerk. Due to his conscientious nature, his application and desire to learn and advance, he has been promoted to the position of an assistant laboratory technician.

The office and laboratory forces extend to Mr. and Mrs. Land congratulations and best wishes.

### COTTAGE CHEESE

Cottage cheese is a delicious, easily digested nutritious milk product. It is made from the curd of soured milk. The chief constituent of the curd, and consequently, of cottage cheese, is casein, an excellent type of muscle-building material—protein.

Cottage cheese is usually made of skim milk, and therefore contains little fat or vitamin A when it is freshly made. When ready for the consumer, however, it has a considerable amount of both, for cream has been added in the meanwhile.

The product has gained in food value and palatability and is now known as creamed cottage cheese. It retains some of the valuable calcium and phosphorus present in milk from which it is made.

### SWEETS

Sugar is a good food if we eat only a little. Too many sweet foods take away the appetite for other foods. Sweet foods should be eaten at the end of a meal, never before or between. Molasses and brown sugar are more nourishing than white sugar. Children may have a little candy after meals. Candy is a good dessert.

Fruits have sugar in them and are the best sweet food.

Customer: "Are those eggs strictly fresh?"

Grocer (to his clerk): "Feel of those eggs, George, and see if they're cool enough to sell yet."

### BEST SHORTENING—BUTTER

## THERE IS NO SUBSTITUTE FOR BUTTER

Because of its rich Vitamin A content, together with its delicious flavor and high energy value, there is no substitute for butter either as a spread for bread or for use in preparing family meals. There is no other food fat that is so rich in growth promotive and health protective vitamin A.

Tasty dishes prepared with butter, through their appeal to the appetite, create most favorable conditions for digestion. The daily use of butter to add flavor and food value to meals has become a family habit. Butter on bread, butter on vegetables and butter in cooking is a necessary part of the menu.

## HITS FOR GOOD CAKES AND COOKIES

1. Use level measurements.
2. Sift flour before measuring.
3. Gather all ingredients and necessary utensils together and grease cake pan or cookie sheet before starting to mix cake.
4. Cream shortening and sugar together very thoroughly. On this depends a good textured cake.
5. Beat cake batter from 1 to 3 minutes after all ingredients are in. Rich cakes require longer beating than plain cakes.
6. Never let cake batter stand around after mixing. Have oven at correct temperature and put cake in at once.
7. If baking without a thermometer, or oven regulator, divide the baking time as follows: first quarter—cake batter should rise. Second quarter—cake should continue to rise and begin to brown. Third quarter—rising should be completed and cake continue to brown. Fourth quarter—cake should settle and shrink from pan.
8. When cake is done:
  1. It will spring back when pressed lightly with finger.
  2. It shrinks from the sides of the pan.
9. Cool cake quickly, on wire rack, but do not let it dry out.
10. Frost cake as soon as cool.

April 18, 1937

Mister Editor:

I write you a letter about a hearing in Madison. My senator told me to come to see him some time and so I went to Madison. My senator said to come into the assembly parlour to hear about a milk control bill. So I went to that fine room and pretty soon big crowd comes in and then some men sit at big table. One fellow say its time to start and who is talking for this bill. Short fat fellow gets up and says he will talk until another fellow comes. I am in back seat and don't hear no names. Then another fellow comes and talks nice like a lawyer and man at top of table says anyone else for bill. Big guy rushes up and say he is for the bill to be a law so that milk drivers get good pay. Says before we had milk law it was hard to get good wages. Drivers and fellows in milk plant get good pay now. Another big fellows comes and says about same thing. Then some farmers from Madison and Racine and other places say law did lots of good. Then a man gets up and says he don't like this bill for a law, be alright in Russia he thinks no good here. He don't like fellows talking for milk wagon driver says driver always get plenty wages. Don't like some fellows coming from Madison making orders making law suits and other trouble. Then some other fellows says new bill not so good like old law was. Boss on the top of table says its late and other side can talk some more. Big fellow with two big suit cases pass paper to other fellows and whisper in ears but don't come to the table. Then man who don't look like farmer but must be work very hard plenty tired look in the face stands at table and talk fast and loud but I don't know what he wants I think he is from both side of bill. Then other man who talk before something about Russia come to table and say this man don't say the truth he should not get paid from state for such kind of talk he gets very cross with the very tired looking man. Everybody is getting up and talking pretty soon I think it all over and I look for my sentaor but he is gone and I go home. Sometime I come to your place and get acquainted and talk some about milk bill.

Yours truly,

Leo Szwalkiewicz.

A sit down strike at the Tiptop Creamery, Princeton, Indiana was settled but the terms of settlement were not published.

**OTHER MARKETS**

A price reduction to consumers of regular Grade A pasteurized milk became effective April 1. The retail price delivered to homes was reduced from 12½ to 11 cents per quart and the price to the grocer was reduced to 8.1 cent per quart. The resale price at grocery stores is generally 10 cent per quart.

Some producers have asked about the reasons for this lowering of the selling price and have perhaps questioned the necessity and wisdom in making this price change because they know it will affect the price they receive. I have tried to carefully consider all angles before coming to the decision that a reduction in price must be made.

O. K. Co-operator—Oklahoma

Blended price for base milk testing 3.5 per cent butterfat for the period ending April 15, 1937: Omaha, \$2.12 per cwt.; Waterloo and Irvington, \$2.07 per cwt. Excess price: Omaha, \$1.37; Waterloo and Irvington, \$1.32. For each .1 per cent above 3.5 per cent, 3½ cents are added to the blended and to the excess price, and for each .1 per cent below, 3½ cents are subtracted.

The weighted average price for 3.5 per cent milk figures to \$1.98.

A milk control bill was killed by the State Senate of Delaware after the lower house had passed it.

In Milwaukee a fellow named Knappe (one is tempted to write it Krappe) is writing penny a line slush about this market in a small time paper. He wants the city to take over the milk business and apparently is quite willing to be untruthful in his endeavors to strengthen his case.

Dairyman's Journal, St. Louis, Mo., announcing the beginning of its 25th year as the official publication of the dairy industry in the St. Louis milk shed, makes the following statement:

"There have been times, during the hectic days of the industry, when I have had to fight, and fight hard, for the principles of co-operative marketing that I thought were sound and just.

"I believe that the dairy farmers of the St. Louis territory are entitled to bargain collectively in the sale of their milk. And I believe that they are entitled to a fair share of the consumer's dollar."

A dynamite bomb injured one person, when it exploded in a dairy plant in Cleveland, Ohio. The plant was wrecked and adjoining buildings damaged. The dairy plant was being remodeled and non-union labor was doing part of the work.

**PURE MILK NAMES CASE MANAGER**

Shortly after his election for the third time as president of Chicago Pure Milk Association, John P. Case resigned to accept the full time position of general manager of the association. Case has acted as general manager and president since the resignation of Don Geyer in March, 1936.

Gerhardt Ekhooff was elected president to succeed Mr. Case.

**RECORD OF MILK PRICES**

To complete the record in print, the weighted price of monthly base milk for the month of March, 1937, was \$2.23 per cwt. for 3.7 per cent, equivalent to \$2.35 for milk of 4 per cent test. Butterfat differential, 4 cents per 100 pounds for each 1/10 point above or below 3.7 per cent, applying to base milk only.

As a matter of permanent record also, excess milk was paid for at the rate of \$.45 per pound butterfat during March; second-grade milk, average local butterfat price for the month, or \$.3264 per pound fat.

Cincinnati, Ohio.

**CURE CATARACT WITH MILK**

Chapel Hill, N. C.—Paul L. Day, William J. Darby and K. W. Cosgrove of the University of Arkansas School of Medicine, at a meeting of the American Chemical Society held here recently, stated that experiments indicated that eye cataract can be prevented and even arrested after it has started with the use of Lactoflavin or vitamin B2. Lactoflavin is found in milk and lack of it is said to be the direct cause of cataract.—Dairy Record.

**IOWA BOY NAMED NATIONAL 4-H HOLSTEIN CHAMPION**

The Holstein-Friesian Association of America has selected Martin J. Warren of Iowa City, Johnson County, Iowa, as national champion 4-H Holstein Club boy for 1936 on the basis of the reports of his achievements as a 4-H Club member in Holstein-Friesian Calf Club work. Martin was chosen as the Iowa State champion and now in competition with the state champion boys from other states has been awarded the gold medal as the national champion.

**CHEESE AVAILABLE AT YOUR HEADQUARTERS**



**AAA AMENDMENTS  
REQUESTED BY PRODUCERS  
FEDERATION AIMED AT  
INTER-STATE MILK**

The use of federal marketing agreements in markets where interstate milk is involved is provided for in a bill which passed the House of Representatives, without opposition, on April 19. This bill designated as H. R. 5722 was introduced in congress at the request of the National Co-operative Milk Producers' Federation, speaking for nearly 400,000 organized dairymen of the United States.

The measure would re-enact certain sections of the Agricultural Adjustment Act which were more or less suspended because of the decision of the Supreme Court in the Hoosac Mills case where production control and processing tax features of the AAA were held unconstitutional.

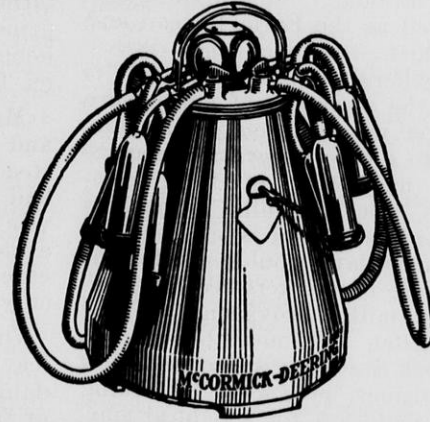
The proposed legislation would specifically validate the marketing agreement and order sections of the AAA. The amendments make clear that these sections are not intended for the control of the production of agricultural commodities.

The amendments would also broaden the milk price features of the AAA. The secretary of agriculture, in fixing milk prices, could take into consideration local conditions such as high feed prices. The bill also provides for a system of federal mediation or arbitration between co-operative marketing associations and milk dealers available in any market upon request of any co-operative.

It is hoped that the senate will act promptly in passing the measure so that milk markets desiring to take advantage of its provisions may

**McCormick - Deering  
Milkers**

**Keep  
the  
Bacteria  
Count  
Down**



**D**AIRYMEN who have had long experience with mechanical milkers praise the McCormick-Deering for its features of sanitation. They report producing milk with a lower bacteria count than ever before, due to the fact that the McCormick-Deering is so easy to keep clean.

The fully - enclosed, no-oil, no-spring pulsa-

tor; the two-piece teat cup assembly; the replaceable cylinder in the pump; the vacuum tank; the positive vacuum regulator and vacuum gauge; the one-piece sanitary pail cover; and the anti-freeze stall cocks are other features of real importance on the McCormick-Deering Milker.

*A demonstration will be arranged for any time you say.*

**GEORGE SCHUBERT & SONS**  
THIENSVILLE, WIS.

**SAVE 80% ON FENCING COSTS with**

- 1—Positively holds all live stock . . . 2—Saves 80% in cost of wire, posts, braces . . . 3—Only one wire needed . . . 4—Only one-third the number of stakes . . . 5—Costs only a dime a month to operate . . . 6—No gates to buy . . . 7—One man can fence 10 acres in half a day . . . 8—Harmless to man or livestock . . . 9—more and better pastures . . . 10—Saves — time and hard work.

*Good Used Units at Attractive Prices*

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STATION F

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**PRIME  
ELECTRIC FENCE  
CONTROLLER**

**\$29.50 Up**



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do so before the flush period gets under way. In addition to the National Co-operative Milk Producers' Federation, the measure has the support of various co-operative units of the National Co-operative Council as well as the Farm Bureau and the Grange.

The general object of the bill is to give the secretary of agriculture the power under its marketing provisions to set up programs for more orderly marketing of farm commodities, especially milk, in markets where federal action is justified.

The new law would supplement in the case of markets receiving inter-state milk, provisions of the Rogers-Allen bill now before the New York State Legislature. Under its provisions, producers by taking a vote, could ask for a federal marketing agreement and could establish permissive regulations if they desired to do so. As in the case of the Rogers-Allen measure, this federal legislation is along the same general lines as an Indiana law which has proved beneficial in markets of that state.—Dairymen's League News.

#### REPORT COMMUNICABLE DISEASES

In the February, 1936 issue, producers were asked to report to the dealer when a communicable disease affected any member of the household. The dealer in turn must report to the Health Department. If the producer prefers he can report to this office and the health department will be notified.

Do not depend on some outsider to make this report. One of our good members did just that and the report did not get to the Health Department, with the result that when the Health Department found the place quarantined, the producer was barred.

Failure to report may mean that the producer may be barred from the market. Failure of the milk hauler to report may result in penalties also.

The Health Department will allow milk to be shipped if certain quarantine regulations are observed but all cases must be reported so that the Health Department may judge whether or not proper precautions are taken so that no one in contact with the affected persons has anything to do with the milk or milk utensils.

#### FOUND

The Hotel Schroeder management has turned over to us a man's scarf left there at the last annual meeting. If the owner will call at this office, the scarf will be returned to him.

#### WALTER YAHR

Walter Yahr, a staunch member of this co-operative, a very good farmer and an upright man of high principle, passed away at his farm home in Fredonia, Ozaukee County, on Tuesday, April 27.

Mr. Yahr, a World War Veteran and operator of the Yahr Homestead, a beautiful 160 acre farm, had worked in the field on Monday, was stricken with pneumonia that evening and in spite of the best of care and medical attention, lived only twenty-four hours.

Only 42 years old, Walter Yahr leaves a widow, a son of nine, a daughter of twelve and a great host of friends to mourn his early death.

#### JAMES B. MOORE

The Milwaukee Co-operative Milk Producers, lost a very loyal member in the death of James B. Moore, prominent Waukesha County farmer. Suffering from poor health for several years, Mr. Moore died in a Milwaukee hospital on April 29 and was buried at Waukesha on Monday, May 3. He was 49 years old and is survived by his wife.

Mr. Moore served as clerk of the town of Waukesha for twenty-six years and also served on committees at the annual meetings of this co-operative very often.

#### MILK STONE TROUBLESOME

Your organization is carrying in stock, a supply of milkstone remover for the convenience of members who have trouble with the fine, white film that sometimes coats the inside of milk cans and other utensils and is known as milkstone. This chemical has been tried out by a number of our producers and all of them report good results.

#### STUDY MILK FLAVORS

Oxidized flavor, commonly referred to as tallowy, cappy, cardboard of papery, the most prevalent off-flavor in milk, is found most frequently in milk with high butterfat content or raw bacterial count, according to a study made by C. T. Roland, C. M. Sorenson, and R. Whittaker of the Sealtest Laboratories. Premium grade milk is found to have oxidized flavor much more frequently than the standard grades.—Dairy Record.

**AFTER ALL THERE'S NOTHING LIKE GOOD BUTTER**

Here's an Effective,  
Safe Way To Make  
**LOW BACTERIA COUNT**  
a FEATURE of YOUR Milk!

Combat bacteria scientifically in the same, successful, low-cost way large dairies, creameries, cheese factories and ice cream plants do. Benefit by their experience . . . use a modern cleaning material with thorough, FAST film and dirt-removing action like



### OAKITE GENERAL DAIRY CLEANER

Safe on equipment, removing milk films easily, rinsing completely, this remarkable material, by cleaning utensils and equipment BETTER, helps make low bacteria count a feature of your milk as it does for large establishments. Ask your dealer for OAKITE GENERAL DAIRY CLEANER and OAKITE BACTERICIDE for sterilizing. Your postcard request brings FREE a 16 page booklet on "Modern Dairy Farm Sanitation." Write for it today to

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**OAKITE**  
CLEANING AND STERILIZING  
MATERIALS

## Milk Producers . . .

**AT LAST** — A simple, inexpensive milk stirrer, cooler and aerator, operates on either electric or spring motor. Easy as a spoon to clean, takes up no room in milk can. Mail card for free booklet "Get More Money for Milk". Dealers and agents invited. Write,

**COBURN COMPANY**  
B - 208 - - Whitewater, Wis.

#### DANCE

The Milwaukee County Holstein Breeders' Association will hold a dance on Wednesday, May 12 at 8:00 P. M., at the Greenfield Town Hall. Music will be furnished by Johnnie Olson and his Rhythm Rascals of the W.T.M.J. broadcasting station. Admission is fifty cents per person and excellent door prizes will be awarded. Everyone is invited to attend.

## Mr. Fletcher Says: . . .

In the township in which I live, on April 18 occurred the greatest tragedy ever to befall a member of our organization.

At John Walszak's home, a box of dynamite stored under the cellar steps exploded, killing nine members of the family.

To us reading about this tragedy, we may not entirely visualize the picture. But if you go to the farm and see the complete destruction of that house, you then can more deeply realize the appalling loss.

Five of these children went to our country school. The oldest boy at home, at one time was on our 4-H cattle judging team, and the team won first in the county. We knew those children intimately and the other evening when at the scene with my little boy he picked up a school book, lying on the ground and said "Daddy, this was Lottie's book." All I could do was choke up and walk away.

The sincere sympathy of the entire organization goes to Mr. Walszak and his two surviving children. It is the least we can do and may we hope that never again may we witness any tragedy like that anywhere.

\* \* \*

I was very much interested in a series of articles in a minor newspaper of this city by former City Attorney Edwin Knappe.

These articles were written following the recent government release of marketing conditions of 1934 compiled by C. W. A. and F. E. R. A. workers.

If these articles were written by a man with a thorough knowledge of the milk business, they might be taken seriously, but when compiled by "authorities" such as Knappe, are merely amusing. For, unless my memory serves me wrong, this is the man who, when asked at a public hearing where cream came from, had to admit he did not know it was derived from milk.

Such "authorities" as Mr. Knappe may be well meaning but they certainly are not modest, for they are willing at all times to make statements and express convictions on matters they know nothing about. Uninformed people read these articles and may believe some of it. Result, another customer lost for the fluid industry, lower prices to the farmer and less employment for labor.

Yet they pose as friends of the common people.

As I travel over the milk shed this spring, I find that the producers are faced with a very serious problem in regard to the coming hay crop.

Present indications would point to the fact that not more than 5% of the alfalfa and clover has survived the winter and with a very small percentage of carry over of any type of feed, many are wondering what to do.

To answer that problem correctly would be almost impossible, because each farm and farmer has its own individual problem that they alone can solve.

I believe however, that with the use of emergency hay crops and a heavily increased acreage of corn, most of our producers will pull through, but I also believe that per farm, milk production for the coming year will be materially lessened.

It is pretty difficult to make a high milk production without good hay and that we definitely will not have this coming year.

That will be something for you to think about when you are laying your plans for base for the coming year. Build, if possible, a base adequate for your production's needs of the winter.

The shipper who spends too much to make a higher base than he can use, is almost as bad off as the farmer who neglects his base, because base only means a uniform production adequate to your and your dairy's needs.

\* \* \*

On April 6th it was my pleasure to attend a meeting of the shippers of the Fox Dairy, held at the plant auditorium. This meeting was extremely interesting because milk marketing problems were discussed and better methods of controlling quality was one of the main topics.

After the discussion, a very nice program was presented to the shippers. Two of the company employees, Robert Lockman and Howard Howitt, furnishing some fine musical selections following which, a play was given by some of the leading women of Waukesha, all of whom were customers of the Fox Dairy.

More meetings of this character, held throughout the milk shed would be extremely beneficial both to the company and to the producers, because it is only by an actual knowledge of the problems faced by the producers and the distributors mutually understood by both parties,

## NEW SUPPORTERS

Dr. Leander J. Foley, Thiensville, R. 1  
 Peter N. Schmit, Sta. F, R. 1, Box 435, Milwaukee  
 H. C. Wuestkoff, Thiensville, R. 2  
 W. G. Hanson, care Wm. Kuehn, Pewaukee  
 Quineilo Farm, Thiensville  
 Baker & Baker, Eagle, R. 2  
 Carl Styberg, Union Grove, R. 1, Box 47  
 John Kastenbauer, Waukesha, R. 3, Box 89  
 C. L. Chapman, Waukesha, R. 2, Box 19  
 Wilfred S. Baas, Waukesha, R. 3  
 Carl Splinter, Sta. D, R. 2, Box 876, Milwaukee  
 A. Bartelax, Sta. D, R. 2, Box 1187, Milwaukee  
 Mrs. B. Merkel, Hales Corners, R. 2, Box 273  
 Harold Boldt, Mukwonago, R. 2  
 Jacob Manke, Sussex, R. 1  
 Paul Schultz, Sta. F, R. 1, Box 466, Milwaukee  
 Mrs. John Rott, Sta. F, R. 1, Milwaukee  
 Sporer Bros., Grafton  
 Joseph J. Oberst, Belgium, R. 1  
 Mr. John Krick, Belgium  
 Alfred Lueneburg, South Milwaukee, R. 1, Box 125  
 Wm. Kraeblen, Thiensville, R. 1  
 John Becker, Richfield  
 Sophie Schmit, South Milwaukee, R. 1, Box 591  
 Alex Koelsch, Hales Corners, R. 2

## WHY COOL MILK

The Illinois Experiment Station has a bulletin entitled Producing High Quality Milk by M. J. Prucha from which the following information on bacteria growth is taken:

"The cooling of milk is done mainly for one reason — to hinder bacterial growth. Bacteria are like any other vegetation; they grow rapidly in a warm temperature and slowly in a cold temperature. To what temperature the milk should be cooled on the farm is shown by a test made at this Station. Samples of the same milk were placed at varying temperatures, and at the end of 12 hours tests showed the following conditions:

"At 40 degrees F. there was no increase of bacteria.

At 50 degrees F. the increase was very slight.

At 60 degrees F. each bacteria produced 15 new ones.

At 70 degrees F. each bacteria produced 700 new ones.

At 80 degrees F. each bacteria produced 3,000 new ones."

that we can obtain that true cooperation needed at all times.

Mr. Fox is to be congratulated on his efforts along these lines, and his shippers are to be more than congratulated for their fine cooperative spirit shown at that company.



**DESSERTS**

It is always wise to serve a light dessert after a hearty meal. If a gelatine dessert is desired do not let the mixture become too stiff as it will result in the dessert becoming tough and rubbery. It is important that custards are cooked over hot water and stirred constantly. If the custard has a tendency to separate remove from fire and beat with an egg beater so it returns to its normal state.

Never fill the molds for steamed puddings more than three quarters full because it will rise during the cooking.

Keep water boiling in the utensils in which you steam puddings. Be sure to add boiling water if more water is needed.

**OREGON GIRL NAMED NATIONAL 4-H HOLSTEIN CHAMPION**

The Holstein-Friesian Association of America announces the selection of Rose Lena Anderegg of Clackamas, Ore., as the national champion 4-H Holstein Club girl for 1936 in competition with state champion girls from other states throughout the country.

Don't make so  
much fuss about

**KILLING**

Kill germs easily and quickly. Use B-K Powder. It cuts bacteria content. Gives you low-count, top-price milk.

B-K destroys bacteria on utensils the moment it touches them. Sterilizes. Works fast in hot or cold water. Contains 3 to 15 times more active germ-killing chlorine than other dairy bactericides.

Costs 1/6 of a cent  
a gallon to use!



**FREE... B-K Booklet**  
helps cut bacteria  
count as much as 99%!

**General Laboratories**  
Div., Penn. Salt Mfg. Co.,  
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Address \_\_\_\_\_

MMP-2

**COWS**

100 Holstein and Guernsey.  
Close and Fresh T. B.  
and Blood Tested.

20 Well Broke Young  
Horses and Mares

**KEATING BROS.**

Farm Midway Between Jefferson  
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Near County Farm

**BADGER STATE BANK**

"Milwaukee's Largest Outlying Bank"  
Fond du Lac Ave., and North Ave. at 21st St.

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REBUILD and RETIN YOUR  
USED MILK CANS

...NOW...

GUARANTEED CANS  
AT A LOWER COST



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YOUR  
WACHO  
DEALER

HOT METAL COATING OF STAMPINGS  
AND ALL TYPES OF CASTINGS

STRIP CUPS, FILTER DISKS AND OTHER DAIRY NECESSITIES

**Substantial Discounts**

... to Milwaukee Co-operative  
Milk Producers and members  
of their families



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- COMPLETE GLASSES
- OPTICAL REPAIRS
- LENSES

WRITTEN GUARANTEE

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615 N. 3rd St., Milwaukee, Wis.

# MILWAUKEE MILK PRODUCER

"Run by Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 10

JUNE 1937

Number 3

## FLUID MILK PRICE STAYS AT \$2.71

No change was made in the fluid milk price when your Board of Directors met with the dealers on May 26. There were some arguments made against \$2.71 for fluid milk on the grounds that it was more than one dollar per hundred above condensery, allowing for higher cartage to the city. On the other hand, bread and many other staple articles have advanced in price without complaint of the consumer. It was also stated by a member of your board that while the fluid milk price was high as compared with what manufacturing plants were paying, the true answer was that condenseries were not paying enough rather than that fluid milk was too high.

### FEDERAL GOVERNMENT BUYS SOME BUTTER

The United States Government seems inclined to keep butter from going below 30 cents. When signs of weakness show in the Chicago market, some butter is bought by the A.A.A. and although the amount purchased was not large, the market held at 30 cents or better during May.

### COMPOSITE PRICE LOWER

The composite price ranges from two to three cents lower for May than for April. This is due principally to the five cent lower manufactured price. Butter was lower as was manufactured skim milk

(Continued on page 2)

### MICROSCOPIC EXAMINATIONS HAVE REVEALED—

In recent weeks due to the advent of warmer weather, we have had occasion to make a goodly number of microscopic examinations of reject-ed or questionable milk.

In many instances the chief trouble has been a matter of improper and poor cooling. Of course, we realize that this is a busy time of the year and each and every one of you are knee deep in work. Nevertheless it is vitally important that you cool your milk thoroughly if you want to save yourself financial losses—in the form of returned milk.

Proper cooling is of utmost importance. It is done to hinder bacterial growth—they multiply rapidly in warm temperatures and but very little and slowly at low temperatures. Cool to sixty degrees just as soon as possible and lower if you can get it there. Let me emphasize this especially in connection with your evening's milk. There is a tendency on the part of some producers to slight the evening cooling, feeling that a few plunges will suffice and that by morning the contents of the can will be down to a proper and acceptable temperature.

Some milk specimens examined showed types of bacteria that we usually associate with unclean utensils—or utensils that have been contaminated in some way, say either by the use of a strainer cloth, wiping of the inside of the can with a cloth, or dust collection in the pails or cans.

We do not recommend the use of

strainer cloths at any time because it is almost a physical impossibility to completely sterilize them. Complete boiling for a long period of time is about the only means of sterilization and then it isn't real satisfactory, especially at this time of the year.

Milk should be strained through filter discs and utensils should be washed in hot water with washing compounds and a brush. Sterilize with hot water and either rinse just before using with hot water—clean cold water or a chlorine rinse if you prefer to use that.

We have not written this article to criticize, but more in the light of helping you to a point where you suffer no financial loss due to a confiscated or returned product.

ROY P. KNOLL,  
Chief, Laboratory Division.

### HERE AND THERE AMONG THE MEMBERS

Under the heading "Ozaukee County Dairy Cows Make Good," Arthur Hunsader, in charge of a dairy herd improvement association, sends us a very interesting letter. This commentator would change the title, however, for without any disparagement to the cows in Ozaukee County the title ought to be "Ozaukee County Farmers Make Good." Without a doubt there are many other good cows in that county, outside of the herd improvement association, but their owners did not prove them out as did Fred Schroeter, Erwin Bartell, Rudolph Wilde,

(Continued on page 5)

### MAY PRICES

| GRIDLEY DAIRY CO.    |              | LUICK DAIRY CO.       |              | EMMER BROS. DAIRY     |              | FOX DAIRY CO.      |              |
|----------------------|--------------|-----------------------|--------------|-----------------------|--------------|--------------------|--------------|
| Perct.               | Price        | Perct.                | Price        | Perct.                | Price        | Perct.             | Price        |
| Fluid . . . .        | 47.92 \$2.71 | Fluid . . . .         | 51.43 \$2.71 | Fluid . . . .         | 65.24 \$2.71 | Fluid . . . .      | 53.15 \$2.71 |
| Out. Relief.         | 1.83 2.48    | Out. Relief.          | 2.00 2.48    | Out. Relief.          | 2.35 2.48    | Out. Relief.       | .38 2.48     |
| Cream . . . .        | 19.64 1.51   | Cream . . . .         | 17.58 1.51   | Cream . . . .         | 13.93 1.51   | Gov't sales.       | .34 2.48     |
| Manuf'd . . .        | 30.61 1.26   | Manuf'd . . .         | 28.99 1.26   | Manuf'd . . .         | 20.83 1.26   | Cream . . . .      | 19.45 1.51   |
| Composite price      | ..\$2.02     | Composite price       | ..\$2.07     | Composite price       | ..\$2.23     | Manuf'd . . .      | 26.68 1.26   |
|                      |              |                       |              |                       |              | Composite price    | ..\$2.09     |
| BLOCHOWIAK DAIRY CO. |              | GOLDEN RULE DAIRY CO. |              | LAYTON PARK DAIRY CO. |              | SUNSHINE DAIRY CO. |              |
| Perct.               | Price        | Perct.                | Price        | Perct.                | Price        | Perct.             | Price        |
| Fluid . . . .        | 60.99 \$2.71 | Fluid . . . .         | 56.27 \$2.71 | Fluid . . . .         | 46.78 \$2.71 | Fluid . . . .      | 50.08 \$2.71 |
| Out. Relief.         | 3.45 2.48    | Out. Relief.          | .45 2.48     | Out. Relief.          | 2.35 2.48    | Out. Relief.       | .92 2.48     |
| Cream . . . .        | 15.56 1.51   | Cream . . . .         | 25.68 1.51   | Cream . . . .         | 10.18 1.51   | Cream . . . .      | 19.41 1.51   |
| Manuf'd . . .        | 20.00 1.26   | Manuf'd . . .         | 17.60 1.26   | Manuf'd . . .         | 40.69 1.26   | Manuf'd . . .      | 29.59 1.26   |
| Composite price      | ..\$2.21     | Composite price       | ..\$2.14     | Composite price       | ..\$1.98     | Composite price    | ..\$2.04     |



# MILWAUKEE MILK PRODUCER

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Volume 10 JUNE, 1937 Number 3

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## SOCIALISTS NEED A CAMPAIGN ISSUE

Mayor Hoan nearly lost the last election and he did lose control of the Common Council, City Treasurer, City Attorney and Comptroller. Of course, that must not happen again so a campaign issue must be found that will appeal to the voters.

What could sound better to the voters than cheap milk? So to Madison goes the mayor and ex-assistant city attorney who wants to get on the city payroll again. The mayor talked about profits and waste in the city milk business which, of course, would be out if the politicians get the milk business. When asked about the bill he wanted passed, he admitted he did not know what was in it but Knappe would know.

Anyhow, Hoan had sold some potatoes and apples and, of course, could run any business after that. Knappe talked about everything but the bill until he too is asked by the chairman to talk about the law the socialists wanted passed. "Oh, yes," he says, and reads the bill and snarls some more at everybody in the dairy industry. The Department of Agriculture and Markets would see that the farmers got treated right says Knappe and then goes on to condemn that department as "unfair and unreliable," but, of course, the farmers need not bother.

And what was the mayor's argument? Why some sentences read from a report gotten up several years ago by relief workers who knew nothing about the milk business but were sore at everyone who was doing an honest day's work. The consumers could save 92 cents per hundred and the farmers get 14

cents per hundred more. Isn't that something now? Farmers are told that they may get 14 cents per hundred more if the sole right to sell milk in Milwaukee is given to the politicians.

Farmers are economic slaves, shouted Knappe. Mrs. Price of Waukesha answered that they were not but it would be better so, than to be slaves to a bunch of city politicians that were not elected by farmers. Yes, Hoan and his gang need an appeal to the voters and cheap milk will be promised and is being promised and if the city gets a monopoly we farmers will have to furnish the cheap milk or lose our market to outside plants or to canned milk.

## DAIRY COUNCIL AGAIN ACTIVE

The Milwaukee Dairy Council, composed of the dairies of Milwaukee and the 4,200 dairy farmers supplying the Milwaukee market, began the big "drink more milk" advertising campaign in June.

Eighty full size bill boards are being used, in all of the best "spots" in the county; and everywhere everyone goes the brightly colored, attractively illustrated milk message is seen. The design of the bill-boards will be changed each month, both in picture and new milk message.

In addition to that widespread coverage of bill-boards, newspaper advertising is being used, all of the Milwaukee daily newspapers carrying four milk advertisements each month, reaching every family in Milwaukee County four times a month.

This will constitute the milk advertising for the summer months. With the arrival of fall, and into the winter, the advertising will be enlarged, together with educational work in the schools, and before women's groups, in food shows and other similar events.

## COMPOSITE PRICE LOWER

(Continued from page 1)

products and the latter are constantly going down.

The receipts of milk were also higher in May but did not increase to a great extent.

The manufactured price is \$1.45 less than the fluid price and about 75 cents less than the composite price. Compared with May, 1936, the manufactured price is 10 cents higher this year, the fluid price 71 cents higher and the composite price 26 cents higher.

Butter was four cents per pound less in May, 1936, but manufactured skim was over six cents per hundred higher than this year.

## BASE MAKING PERIOD STARTS JULY 1

Beginning July 1, all producers may ship their entire production at the average or composite price as the base making period starts at that time and ends November 30. For the month of December, the base now allowed will hold. As stated in the March issue of this paper, producers may have the choice of the base made this year or the average of this and the two preceding years for 1938.

With such a wide choice, it seems that most every producer would have a satisfactory base.

Some producers are inclined to neglect the cows during the summer season on the theory that feed is too high and then feed right up to the cow's capacity to eat when winter comes. They seem to forget that feed is more costly in winter than in summer.

## MILK BOTTLE CAPS REDEEMED

It appears that most everything has a value nowadays—even used milk bottle caps. One dealer offers theater tickets in exchange for a certain number of used (or misused) caps. Now why does he want to get back those old, greasy, unsanitary caps? Why give theater tickets when he could just as well give a nice new chisel which would be useful in most any home?

## COOLING MILK

In the May issue on page 1 under the heading "Warm Weather Due," quick cooling of milk was urged. On page 7 of the same issue quotations from a bulletin of the Illinois Experiment Station giving reasons why milk should be cooled were printed.

In spite of these suggestions and although there was no warm weather before the last two days of May, considerable warm milk came to market. If we all use a thermometer, no warm milk need arrive at the market since the trucks are all insulated. Let's see if we can cut down the loss caused by warm milk.

## DANGER LURKS IN SOME ELECTRIC FENCES

The attention of the state legislature has been directed to the danger of permitting the sale of electric fence units that are crude imitations of such tried and safe units as the Prime Electric Fence.

Many very cheaply built and unsafe units are on the market and farmers are cautioned about using them.

FOR BETTER HEALTH USE BUTTER

# » » » "HOME NEWS AND VIEWS" « « «

ANN T. PRINZ, Editor

## Using More Milk in Cooking Means Better Health and Less Surplus

### Chicken Terrapin

- ¼ cup butter
- ½ cup flour
- ½ teaspoon salt, dash pepper
- 2 cups rich fresh milk
- 1 cup chicken broth
- 1 cup mushrooms
- ½ can small peas
- 2 chopped pimentos
- 2 cups diced chicken
- ½ teaspoon lemon juice

Melt butter in saucepan. Add flour mixed with seasonings and stir until well blended. Add milk and chicken broth. Cook several minutes, stirring constantly. Add mushrooms, peas and pimentos cut in small pieces and cook for five minutes. Add diced cooked chicken. Place over hot water until serving time. Add lemon juice before serving.

### Asparagus Custard

- 2 eggs
- 1 cup cooked asparagus
- 1 tablespoon butter
- ½ cup minute tapioca
- 1 cup milk
- ½ teaspoon salt
- 2 teaspoons flour
- ¼ teaspoon pepper

Beat eggs slightly, add asparagus, cut into small pieces, melted butter, flour blended with milk, tapioca and salt. Pour into buttered custard cups and bake in pan of hot water according to directions given for chicken custard. Cooked peas may be substituted for asparagus.

### Pineapple Cream Pie

- ¾ cup sugar
- 3 ½ tablespoons flour
- 3 egg yolks
- 1 ½ cup milk
- ¾ cup crushed drained pineapple
- baked pastry shell
- 3 egg whites
- 3 tablespoons sugar

Blend sugar and flour in top of double boiler. Add egg yolks slightly beaten, mixing thoroughly. Stir in hot milk. Cook over hot water fifteen minutes, stirring constantly until mixture thickens. Then cover and stir occasionally. Remove filling from fire, beat until smooth and cool. Drain pineapple and add to filling. Turn into a baked pie shell. Cover with meringue made with beaten egg whites, and three tablespoons granulated sugar. Place in slow oven to brown about 15 minutes. Cool before cutting.

## LET'S ALL PLAN TO GO TO THE PICNIC

The date for the Annual Picnic of our organization was set by the Board of Directors for Wednesday, July 21, at Kerler's Grove, West Allis. As you will note, the picnic has been advanced somewhat from previous years. The reason for this change is because of the late spring and wet fields which made planting impossible and will therefore make harvest time late, it will give all our members a splendid opportunity to attend the picnic.

At this writing no definite program of entertainment has been worked out but from present indications it will be a bigger and better picnic than ever before. We therefore urge you to plan to come to your picnic, we know you will not regret it.

## THE CHANNEL ISLANDS

### Storied Isles

In the English Channel, near the coast of France, are the tiny islands known as the Channel Islands. The history of these little islands is an interesting one. Roman conquerors, Norman rulers, French Monks and privateers have played a part in it. Many very old buildings and many ruins help tell the story of the islands to the visitors who come to them by the hundreds because of their delightful climate.

The largest of the Channel Islands is Jersey, famous for its cows. A long time ago the people of Jersey realized that their cows gave exceptionally rich milk. They took care to keep other kinds of cattle from the island so that their cows would all be pure-bred Jerseys. Today a very large number of the people of Jersey earn their living by raising cattle. The cows of Jersey are not allowed to wander about the pastures to graze. Instead, they are tethered to stakes set in rows. Each cow grazes in a circle about the stake to which she is fastened. The farms of Jersey are small, each cow is tethered so that the pasture is evenly divided among them. The climate is so mild and moist and the soil so rich that the farmers are able to raise large crops. At certain times of the year they put on their land kelp brought from the seashore. The people of Jersey, like the people of the other Channel

Islands, are sturdy and healthy. Their work in the open air and the milk, butter and fresh vegetables they eat help make them so. The kelp which the farmers put on their fields has much iodine in it, and it is believed that this iodine helps the people to keep well.

Guernsey, the second largest of the islands, is called "England's Greenhouse" because in its greenhouses great quantities of flowers, vegetables, and fruits are raised for the English markets. Its greenhouses, if put end to end, would stretch for several hundred miles. About half of the tillable land of the island is under glass. The people of Guernsey, like their neighbors of Jersey, have developed a very fine breed of cattle—Guernseys.

Much of the richest milk produced in our country today comes from herds of Jersey or Guernsey cows. There are now hundreds of thousands of Jersey and Guernsey cows in America. These cows themselves or their ancestors came from the Channel Islands. The people of our country should certainly be grateful to the people of those little islands.—National Dairy Council.

## FARM LETTER

By Eleanor Graham

There is so much to say—so much to say,  
And yet I tell you little things like these:

I made those sugar cakes you like,  
today,  
And picked a mess of tender early peas.

The hens aren't laying well. Perhaps the heat  
Accounts for that. The weather's very dry.

They say this year will be no good for wheat,  
And oats are heading up six inches high!

The oldest cow came fresh again last week—

A pretty little heifer calf. The mare

Can take the jump so nicely at the creek,

That people on the highway turn and stare.

I cannot find the words for love, and so

I send you news—and hope that you will know.

**BEST SHORTENING—BUTTER**



## OTHER MARKETS

### New York Has New Milk Control Law

Governor Lehman made the following comment when he signed what is known as the Rogers-Allen Bill:

"This bill returns milk control to the milk industry where it belongs. In my annual message of this year I recommended that the Legislature create a special committee to study the milk problem and to hold public hearings in various parts of the state in order to obtain at first hand the views and opinions of the producers, distributors and consumers.

"Such a committee, bi-partisan in character, was created by the Legislature and public hearings were held. This bi-partisan committee, representing both houses of the Legislature, recommended as a result of these hearings that the price-fixing provisions of milk control, in the form we have had for the past four years, should no longer be continued. Accordingly these price-fixing provisions of the milk control law expired on March 31 of this year.

"With the state thus removed from this phase of the milk situation at the request of the industry, it then became the responsibility of the industry to provide a substitute or alternative plan of milk price determination to preserve stability of the price structure. Different types of bills embodying the industry's ideas were introduced. One of these is the so-called Rogers-Allen Bill, Assembly Introductory Number 2376, printed Number 3240.

#### Responsibility on Producers

"This bill was substantially modified during the course of its consideration and passage by the two houses of the Legislature. It places upon producers themselves the duty and responsibility of doing something to stabilize the industry and of devising machinery to assure the producer a reasonable price for his milk.

"This bill does not permit the fixing of prices to consumers. It does not give distributors control of the industry. Control under this bill is kept with the producers.

#### Approved by Majority

"The bill is strongly urged by the New York State Conference Board of Farm Organizations. It is approved, I believe, by a majority of the producers of the state.

#### Sound, But Not a Cure-All

"While this bill is not a cure-all

# Used Round Wooden Tanks

Approximately 45 inches high and 45 inches in diameter. Cypress wood bound with heavy iron hoops, no nails. Cost \$50.00 to build, will sell at

## \$10.00

Turn east from Center of 16th St. Viaduct to  
253 SOUTH MUSKEGO AVENUE

### L. & S. SALES COMPANY

and in fact may not prove as effective as its proponents believe it will, I do think it is a sound measure containing machinery for substantial assistance to the producers.

#### Requires Fair Dealing

"The bill permits collective bargaining between distributors and producers. It affords opportunity for the industry to demonstrate that it is again competent to manage its own affairs.

"It is, however, evident to me that successful operation under the bill will depend largely on the degree of co-operation that is given by producers and distributors alike. A spirit of understanding and of fair dealing will go a long way to improve conditions in the milk industry. A spirit of obstruction or of individual self-interest will render the bill largely ineffectual.

"I appeal to all producers and distributors to recognize their responsibility and to give evidence of their determination to preserve the stability of an industry which furnishes a livelihood to hundreds of thousands of our citizens.

"The bill is approved."  
(Signed) HERBERT H. LEHMAN

#### CHICAGO PRICE ARBITRATED

In a conference prior to May 1, distributors asked that the differential on which the payments of PMA price is based be reduced to 25c per cwt., namely, from 58c to 33c per cwt. over the code condensation price, and distributors be required to purchase only 110 per

cent of their fluid milk requirements instead of 120 per cent as set forth in the milk sales agreement.

This matter went into arbitration on Saturday, May 15, before three arbitrators, namely, E. W. Tiedeman, selected by producers; W. A. Wentworth, selected by distributors, and these two in turn selected Dr. Leland Spencer as the third arbitrator.

Testimony was presented by distributors and producers at length. Producers presented a government statistician and professors representing the three universities in our milk shed to testify as to the condition of feeds and forage in the three states.

#### Producers' Testimony

Producers presented testimony as to the high cost of feed as compared to cost in former years; high cost of farm labor; poor condition of pastures; poor outlook for future legume hay crops; costs involved in meeting stringent requirements in order to produce milk for this market; upward trend of all other prices, and upward trend of costs to producers.

Distributors based their contentions on competitive market prices under which other producers, not members of PMA, were willing to sell their milk in this market; the excess over 120 per cent of distributors' requirements that must be carried at the Class One price and which had to be put into cream, while cream could be purchased at a lower figure if bought on the open market; the continued high produc-

(Continued on page 6)

**BOOST YOUR INDUSTRY—EAT CHEESE**

## HERE AND THERE AMONG THE MEMBERS

(Continued from page 1)

Ervin Voland, Fred Burhop and Walter Ahlers, who Mr. Hunsader points to as being members of this co-operative who have developed very good herds. Of course the cows had what it takes, but it was the farmers and their wives who by intelligent care and hard work brought out the best that was in them. Mr. Hunsader's article would have been printed in full, but it came in too late.

\* \* \*

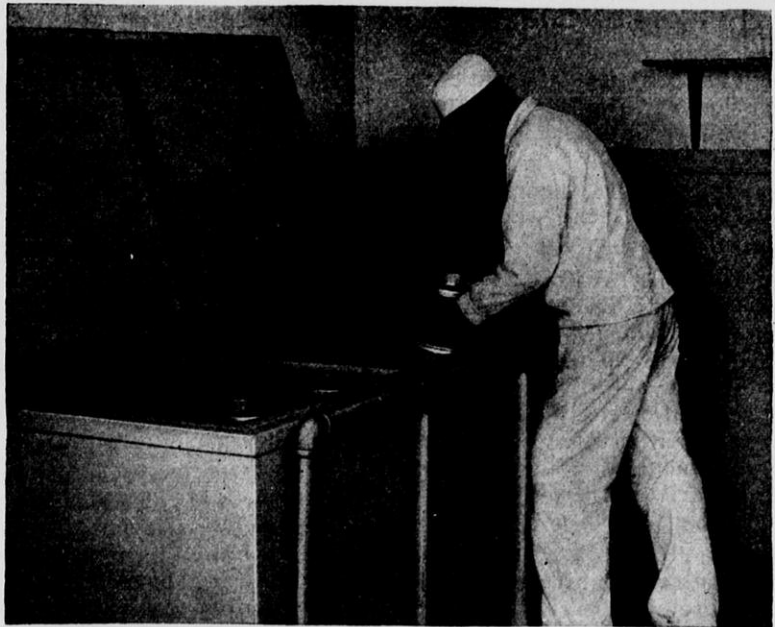
Friends of Emil Grade, living at Colgate in Waukesha County, will be pleased to know that he successfully underwent a goitre operation at the Deaconess Hospital the past week.

### OZAUKEE COUNTY PRODUCTION SHOW

Ozaukee County Holstein Breeders are holding a production show and picnic at Hilgen Spring Park, Cedarburg, on Thursday, June 10, from 10:30 A. M. to 4:30 P. M. Everyone is cordially invited.

### YOUR ANNUAL PICNIC

The Board of Directors voted at the meeting held on May 26 to hold the Co-operative's Annual Picnic on Wednesday, July 21. This date was selected to avoid conflict with fairs and other picnics. It's an earlier date this year but the directors just could not figure when harvesting or threshing time would be on account of the late spring. Fact is farmers are busy about all the time and it would be hard to pick a date two months in advance that might not conflict with some important farm operation. Mark that date on your calendar for a bigger and better picnic in the making.



Here is the 6-can size, electric-drive McCormick-Deering Milk Cooler. Other sizes available.

## McCORMICK-DEERING MILK COOLERS Do Their Job Quickly, Thoroughly

Simple, Compact, Economical and Easy to Operate

Milk cooled to the correct temperature every day of the year—and kept at that temperature automatically—that's what the McCormick-Deering Milk Cooler does for you.

This cooler, THE ONLY ONE WITH PNEUMATIC WATER AGITATION, is lined inside and out with heavy galvanized, rust-resisting steel containing copper and is insulated with the best quality cork, three inches thick. It is equipped with an overload-control switch, temperature-control switch, and a scale trap installed in the refrigerant line.

For farms not equipped with electricity, an engine-powered attachment is available. Ask us to tell you about this up-to-date method of cooling milk.

**GEO. SCHUBERT SONS COMPANY, Thiensville, Wis.**

## SAVE 80% ON FENCING COSTS with

1—Positively holds all live stock . . . 2—Saves 80% in cost of wire, posts, braces . . . 3—Only one wire needed . . . 4—Only one-third the number of stakes . . . 5—Costs only a dime a month to operate . . . 6—No gates to buy . . . 7—One man can fence 10 acres in half a day . . . 8—Harmless to man or livestock . . . 9—more and better pastures . . . 10—Saves — time and hard work.

Good Used Units at Attractive Prices.

We have on hand INSULATORS and light 4 pt. HOG WIRE.  
FENCE POSTS especially adapted to Electric Fencing.

**E. J. GENGLER**

Station F

Milwaukee, Wis.

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## PRIME ELECTRIC FENCE CONTROLLER

**\$29.50 Up**





## AMERICAN INSTITUTE OF CO-OPERATION

The American Institute of Co-operation will hold its thirteenth annual session at Iowa State College, Ames, Iowa, the week of June 21 to 25.

The following is taken from a leaflet sent out by the secretary of the institute:

The American Institute of Co-operation is widely recognized as the authoritative educational body of the Agricultural Co-operative movement. It has as its sole purpose the dissemination of practical and timely information on every factor and development affecting the marketing of agricultural products and the purchasing of farm supplies.

Each year it meets as the guest of a leading college or university. Each year it centers its major attention on the immediate problems confronting farmers' purchasing and marketing organizations. In general it serves by:

1. Collecting and making available knowledge of the co-operative movement.
2. Clarifying thought and advancing harmony and unity of action among organizations and services directly or indirectly connected with co-operation.
3. Training and developing leaders and workers.
4. Assisting educational institutions in improving their co-operative courses and their investigational work in co-operation.
5. Focusing interests in co-operative ideals as a medium of community and national development.

All the sessions of the American Institute of Co-operation will be held in co-operation with the Country Life Institute of Iowa.

Taking advantage of an opportune occasion many other farmers' and allied organizations will hold meetings at Ames during the Institute week.

There will be the semi-annual director's meeting of the National Co-operative Council; a director's meeting of the National Co-operative Milk Producers Federation; and numerous other sessions including those of Farm Credit Administration officials, vocational education teachers, county extension agents, etc.

Thirty-eight separate meetings and conference groups make up the 1937 Institute schedule—more than 100 hours of concerted application, were it possible for any one individual to attend them all.

## CHICAGO PRICE ARBITRATED

(Continued from page 4)

tion of members of the Association during the past winter and spring; increase of dairy cows in our present milk shed, and the future outlook of production during the coming anticipated flush season; premiums paid by condensaries over the code price, which were in effect last fall and early winter, and which have now been practically discontinued.

### Arbitrators' Decision

After a three-day session, the Board of Arbitrators rendered the following decision:

"From May 1 to May 16, inclusive, the differential is to remain the same, that is, 58c over condensary.

"Effective May 17, the differential be reduced to 50c over condensary and distributors be required to purchase 120 per cent of their fluid milk requirements as set forth in the milk sales agreement, instead of 110 per cent as requested by them."

### Spencer Makes Statement

A statement rendered by Dr. Spencer, Chairman of the Board of Arbitrators, sets forth the following views:

"(1) The total production of milk had increased approximately 3 per cent, and the average production per farm had increased at a greater rate; (2) total number of cows in the close-in area increased approximately 3 per cent during the past year; (3) with the future outlook, production will probably increase about eight million pounds of milk for June as compared to April; (4) arbitrators had considered the serious drought and winter damage to clover and alfalfa seedings, also possible damage to pastures from turning cows out too early this spring, will tend to check production later in the summer; (5) prices of concentrate feeds show increases of approximately 70 per cent, and alfalfa 25 per cent as compared with the prices for last year; (6) farm wages and the prices of some other items required in milk production also have increased; (7) that milk which would have to be purchased at the Class One price and used as cream would be at a considerably higher cost as compared to cream which could be purchased by distributors on the open market."

### MEMBERS SELL AT GOOD PRICES

Walter Ahlers, Grafton, sent three head of his good Holsteins to the National Sale at Deerfield, Illinois, held in connection with the annual meeting of the Holstein-Friesian As-

## Quality Milk Deserves This SURE PROTECTION

Don't take chances . . . give your milk the PROTECTION it deserves by cleaning milkers, pails, separators, cans and other utensils the thorough, quick Oakite way . . . then sterilize before using with that NEW, more powerful, quick-acting sterilizing material . . .

## OAKITE BACTERICIDE

Instantly ready for use, it gives you SURE PROTECTION . . . MORE COMPLETE sterilization due to its more active form of available chlorine. You have the assurance always that bacteria counts will be LOWER!

Your dealer has OAKITE BACTERICIDE or will get it for you. Order a can today. Ask him also about other Oakite dairy materials for safely and quickly cleaning utensils at low cost. Write for interesting booklet free on request to



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OAKITE PRODUCTS, INC.  
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**OAKITE**  
CLEANING AND STERILIZING  
MATERIALS

## PAINT

BLUE, GRAY, GREEN  
AND BLACK

1 gal. can . . . . \$1.10  
5 gal. can . . . . 5.00

Suitable for both iron and wood

**L. & S. SALES CO.**

253 S. MUSKEGO AVE.

Turn off of center of 16th St. Viaduct

sociation of America. Ahlers' top cow brought \$365.00, the other two selling at a slightly lower price.

Ambrose Wiedmeyer, Richfield, sold a cow for \$375.00 and a two-year-old heifer for \$250.00 at the same sale.

Pretty good news, for these men are practical dairy farmers who bred and developed these animals while taking care of their regular farm operations.

**AFTER ALL THERE'S NOTHING LIKE GOOD BUTTER**

## Mr. Fletcher Says: . . .

We farmers, who are supplying the fluid markets, find that probably our greatest competitor today is condensed milk. Our fluid product, produced under rigid sanitary and production control plans, cost much more to produce and brings a relatively high price compared to condensed milk. Due to this higher price, we find many of the customers drifting away from the use of the fluid product.

This problem of how to retain a fair price for fluid milk and increase our per capita consumption is one that challenges the ability of the best brains in the industry. In most cases it would seem as if the only logical thing to do would be to reduce the fluid price, so the spread between condensed value and fluid prices would not be so wide. However, this is not practical without reducing the farmers' price and the wage of the driver and plant employees, none of whom are willing or probably justified in accepting less.

Therefore unless the fluid industry is willing to accept lower volume or lower prices in their business, an educational program relative to the value of our product seems to be the only answer left. A great deal of this can be done by intelligent, efficient milk drivers such as we have in this town.

Only recently a milk driver told me that last month he made an especial drive to convert condensed milk users to fluid milk consumers, with the result that he increased his point load by twelve by that method alone. That driver was doing the fluid dairy industry a great deal of good. If he had merely taken that much business from someone else the total sales for the market would not have increased, but when he increased his volume by intelligently recognizing and meeting his worst business competitor, he helped not only himself but his fellow workers and the producers to the market.

More of that type of approach by the dairy industry may do more good than the constant fight for position so often carried on.

\* \* \*

At the recent hearing on the municipal milk bill before the assembly agricultural committee occurred the weirdest spectacle by the affirmative that I believed was ever witnessed. When the chairman called for those who favored the

bill, Mayor Hoan of Milwaukee headed the procession. He quoted from a C.W.A. and P.W.A. report that at the best was only a theory; he quoted everybody's salary but his own and then told about the potatoes he bought in Virginia to break the Wisconsin market. Maybe that is where he is planning on getting his milk. He didn't tell what became of that profit. Not a constructive word on how this scheme could be made practical, but when the committee asked him some pertinent questions, he frankly admitted he did not know what this was all about, but that it was a good theory anyway. Following him came the great expert Knappe. He damned the two price plans, he said milk at 7 cents could be more profitable than at 12 cents (to the consumers possibly), he talked about some farmer being shut off, he raved about Wall Street but said they planned to borrow the money to start with from that source. He insulted the farmers, he said the control law was no good but would be the farmers' protection. To remember all he said would be impossible but not one word about HOW TO MAKE THE PLAN WORK.

Mrs. Jankowski-Petersen fluttered from one to another wanting to know why buttermilk was not cheaper. She probably don't drink any other type of dairy product. Carl Minkley just made a good job of insulting everybody.

On the negative side appeared practically every fluid milk organization in the state, with sound, sane arguments why this would be making the fluid industry of the state a political football and extremely detrimental to the interests of producers.

On the affirmative, not one practical man appeared to favor the bill. On the negative every person that appeared and many present who did not appear, were practical people with a thorough knowledge of what this would mean to the industry.

If the legislature really has the interests of producers at heart, this bill will never get past the assembly.

\* \* \*

As the summer season approaches, some of the producers are having trouble producing milk of acceptable quality. There is some trouble over odors, caused from pasturing strong smelling feeds such as rye or quack. Some of the trouble is sediment from failure to properly clean udders, and some is utensil contamination.

Would you please look at this demand for quality milk from a marketing angle for one moment? The butter value of milk today is \$1.26 per hundred, condensery market is \$1.45 and we are receiving \$2.71, for our fluid value.

The milk in the \$2.71 classification is what we are naturally the most interested in. That milk going to the customer must stand the searching inquiry of the housewife, and most highest competitive conditions from other producers through their dealers. Therefore if we wish to increase our volume of fluid sales and justify our fluid price in relationship to manufactured value we must maintain quality. This means extra care and effort.

The condensery and manufactured dairy product farmer, may never have as much incentive to produce quality but the fluid shipper not only has the incentive, but it is absolutely necessary that his product remain outstanding if he is to retain his price.

The financial angle is extremely important to all of us so instead of cussing inspection let us welcome it and intelligently do all in our power to build quality that in turn will build sales and give us better milk checks.

### NEW SUPPORTERS

D. Handorf, Sta. D, R. 2, Box 709, Milwaukee  
 Robt. Hartman, R. 7, Box 148, Wauwatosa  
 Joe. E. Schuster, R. 1, Box 37, Germantown  
 Armin Clausing, Grafton  
 J. B. Schuster, R. 1, Box 143, Germantown  
 Art Schmidt, Sta. F, R. 3, Box 853, Milwaukee  
 Alvin Weldboon, Cedar Grove  
 Wilbert Gartman, Cedar Grove  
 Donald Evans, R. 1, Nashotah  
 Geo. Bott, Germantown  
 Otto Schuedler, R. 1, Burlington  
 Thomas Corstvet, Germantown  
 Herbert J. Schultz, R. 1, Saukville  
 Lawrence Hughes, R. 1, Box 338, Waukesha  
 Robt. Zimmerman, R. 7, Wauwatosa  
 Norbert Puetz, R. 1, Hales Corners  
 Alf. Blohnn, R. 8, Box 808, Wauwatosa

### FOR SALE

Guernsey Bulls Pure Bred by A. R.  
 Bulls from A. R. Dams \$75.

### HAPPY HOLLOW FARM

A. M. KAILING, Proprietor  
 Thiensville, Wis. Telephone Marquette 1833

WANTED—Want to rent small house within twenty miles of Milwaukee for three months. Electric light desired. Write or call Milwaukee Co-operative Milk Producers, 1633 N. 13th Street, Marquette 4432.

AMERICAN—Loaf and horns—BRICK—fresh and cured—LIMBURGER—BEER KAESE



**"A LITTLE EXPLANATION"**

As the majority of you know, from having received our test cards, the test periods in most all instances end on the 8th, 18th and 28th of each month.

One company has always followed the practice of sending out your tests on the weight tickets dated the 10th, 20th and 30th. This raised a question in the mind of one of our members recently and he asked if we were sampling his milk on different dates than the dairy company. His deduction was that if our card showed a last test on the 8th and then he got a weight ticket from the company on the 10th showing their test that they had sampled the extra two days.

To clear this up, let me say that the companies end their test periods exactly as we do, but in some cases they have made it a customary practice to record your current test always on the weight tickets of a certain date.

As I mentioned previously this one particular dairy has pursued a policy of sending out their test results on the weight tickets of the 10th, 20th and 30th, having ended the test period on the regular date of the 8th, 18th and 28th.

ROY P. KNOLL,  
Chief, Laboratory Division.

**Keep this  
KILLER  
handy**

Want to cut bacteria count as much as 99%? Then use B-K Powder. B-K Powder instantly kills bacteria on utensils. Sterilize daily with B-K if you want low-count milk.

B-K kills on contact—in hot or cold solution—because its chlorine is readily available for killing bacteria. B-K Powder has 50% available chlorine (3 to 15 times more than any other dairy bactericides). Never corrodes utensils when you use it as directed. B-K kills bacteria for 1/6 of a cent a gallon.



Sign—Send FREE  
B-K BOOKLET

General Laboratories  
Div., Penn. Salt Mfg. Co.  
1009 Widener Building  
Philadelphia, Pennsylvania

Name.....  
Address.....MMP-3

**COWS**

100 Holstein and Guernsey.  
Close and Fresh T. B.  
and Blood Tested.

20 Well Broke Young  
Horses and Mares

**KEATING BROS.**

Farm Midway Between Jefferson  
and Fort Atkinson on High Road,  
Near County Farm



**BADGER STATE BANK**

"Milwaukee's Largest Outlying Bank"  
Fond du Lac Ave., and North Ave. at 21st St.

**THE WACHO MANUFACTURING CO.**

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Milwaukee, Wis.

**PRODUCE BETTER MILK**

**REBUILD and RETIN YOUR  
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...NOW...

**GUARANTEED CANS  
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YOUR  
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**HOT METAL COATING OF STAMPINGS  
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**STRIP CUPS, FILTER DISKS AND OTHER DAIRY NECESSITIES**

**SUBSTANTIAL  
DISCOUNTS...**

To Milwaukee Co-operative Milk  
Producers and their families on

- COMPLETE GLASSES
- OPTICAL REPAIRS
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*Written Guarantee on all work*

Glasses cleaned, straightened, adjusted  
and frames polished without charge . .  
Just say Co-operative Milk Producers  
after our regular prices are quoted to  
be sure of discount.



**KINDY OPTICAL CO.**

Tel. MARquette 7225

615 N. 3rd St., Milwaukee, Wis.

# MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers'

Volume 10

JULY 1937

Number 4

## JULY FLUID MILK PRICE \$2.71

At the conference between your directors and the milk dealers held on June 25, it was agreed that the fluid milk price would remain at \$2.71 for July. The dealers reported a rather heavy surplus for the first half of June with a decline in the last half. A drop in consumption was noted for the last half of the month, caused probably by people leaving the city following the closing of schools.

While the dealers felt that the fluid price was very high compared to that paid by condenseries, cheese factories and creameries, they voted for \$2.71 unanimously on the first ballot.

### BUTTER PRICE UNIFORM

A study of the price quotation for the month of June, revealed the fact that butter was quoted at thirty cents a pound for every day.

Your organization has tabulated the daily quotations of Chicago 92 score butter as reported by the United States Government since April, 1925 and there has been in all that time, no month that the price remained the same for every day. The uniformity of price has been attributed to the government purchasing of butter whenever there was a sign of weakness.

Producers may argue that the price of butter is too low but there can be no argument against a fairly uniform price, as far as steady consumption is concerned, for when prices do not fluctuate; consumers are inclined to buy more freely and more regularly.

### RULES AND SUGGESTIONS FOR 1937 DAIRY QUEEN CONTEST

At State Fair, Dairy Day—  
Friday, August 27

**Purpose**—To elect a Wisconsin dairy queen candidate from 4-H clubs in each county.

**Local Contests**—First, local groups will elect, select, or otherwise choose their nominees for local queen. The club girls nominated as local winners in each county will be the candidates for county-wide honors.

**Eligibility**—Any bona fide 4-H club girl who attained 15 years of age on or before June 1, 1937, who has been an achievement club member for one year or more.

No county contestant will be recognized in the state contest unless she has competed in a county contest or Dairy Day celebration in which 10 or more girls are contestants.

Each local club may name one to five girls to compete in county contest, the county committee to determine the number from each club.

**County Contests**—Selection shall be made either at the county fair on a day set aside as dairy day or on some special county fair dairy program, or at some county celebration such as a production show, picnic, or festival.

**Judging Information**—Physical examinations are to be made at the point of the county contest and contestants must score 85 or more to be eligible to win county contest.

(Continued on page 2)

### PICNIC ENTERTAINMENT

Director George Drought, who has charge of the games and contests for young people, who will attend your picnic, has many new features in mind for contests and games.

The old tried and true one will be put on, including dressing up in a hurry. Mr. Drought thinks that the girls will beat the boys in this game, for they pay more attention to dressing, although they do not wear quite as much.

There will be entertainment for the young people and of course the usual scramble for peanuts and coins.

Mr. Drought states that he will have plenty of assistance so that all of the contests will move along in good order.

### MILK AND SHOES

The Jersey Journal recounts that Haggard and Greenburg of Yale investigated the value of an in-between-meal, lunch of milk and angel food cake, on the production of shoes in a near-by factory. Forty operators, having three meals a day, were divided into two groups. Group one received no dietary supplement, group two received milk and cake in mid-forenoon and mid-afternoon.

Group one averaged 183½ shoes sewed per hour over a period of two weeks, while group two averaged 193 shoes sewed per hour over the same period.

The farmer puts in long hours in the field and would be greatly re-

(Continued on page 5)

### JUNE PRICES

| GRIDLEY DAIRY CO.    |              | LUIOK DAIRY CO        |              | EMMER BROS. DAIRY     |              | FOX DAIRY CO.      |              |
|----------------------|--------------|-----------------------|--------------|-----------------------|--------------|--------------------|--------------|
|                      | Perct. Price |                       | Perct. Price |                       | Perct. Price |                    | Perct. Price |
| Fluid                | 45.78 \$2.71 | Fluid                 | 48.55 \$2.71 | Fluid                 | 62.28 \$2.71 | Fluid              | 52.31 \$2.71 |
| Out. Relief          | 1.53 2.48    | Out. Relief           | 1.82 2.48    | Cream                 | 10.89 1.49   | Out. Relief        | .26 2.48     |
| Cream                | 17.02 1.49   | Cream                 | 15.12 1.49   | Manuf'd.              | 26.83 1.24   | Govn't Sales       | .31 1.49     |
| Manuf'd.             | 35.67 1.24   | Manuf'd.              | 34.51 1.24   | Composite price       | 2.17         | Cream              | 19.93 1.49   |
| Composite price      | 1.97         | Composite price       | 2.01         |                       |              | Manuf'd.           | 27.19 1.24   |
|                      |              |                       |              |                       |              | Composite price    | 2.06         |
| BLOCHOWIAK DAIRY CO. |              | GOLDEN RULE DAIRY CO. |              | LAYTON PARK DAIRY CO. |              | SUNSHINE DAIRY CO. |              |
|                      | Perct. Price |                       | Perct. Price |                       | Perct. Price |                    | Perct. Price |
| Fluid                | 62.83 \$2.71 | Fluid                 | 53.66 \$2.71 | Fluid                 | 46.72 \$2.71 | Fluid              | 48.08 \$2.71 |
| Out. Relief          | 3.82 2.48    | Out. Relief           | .46 2.48     | Out. Relief           | 2.27 2.48    | Out. Relief        | .80 2.48     |
| Cream                | 18.83 1.49   | Cream                 | 29.26 1.49   | Cream                 | 9.29 1.49    | Cream              | 16.19 1.49   |
| Manuf'd.             | 20.02 1.24   | Manuf'd.              | 16.62 1.24   | Manuf'd.              | 41.72 1.24   | Manuf'd.           | 34.93 1.24   |
| Composite price      | 2.23         | Composite price       | 2.10         | Composite price       | 1.97         | Composite price    | 1.99         |



## MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor  
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Volume 10 JULY, 1937 Number 4

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### NEW MILK CONTROL LAW

A new milk control law has been enacted which will run for two years, unless the department of agriculture and markets decides prior to that time there is no need of this law. The first bill drafted by the state people met with so much opposition that a new draft was drawn which had a rather stormy time in the senate but finally passed 22 to 8.

When it came up in the assembly on June 30, it met with much opposition, not because there were any assemblymen opposed to milk control, but for the reason that many members of the legislature both senators and assemblymen, felt that the administration of the law was not in good hands. Bitter attacks were made on the commissioners, but on the final vote in the assembly, 60 assemblymen voted for and 18 against the measure. The new law is thought to be somewhat better than the one that ceased to exist on June 30, but it will be unsatisfactory if not vigorously, impartially and honestly enforced.

### RULES AND SUGGESTIONS FOR 1937 DAIRY QUEEN CONTEST

(Continued from page 1)

A standard score card will be supplied by the state 4-H club office and must be used. From contestants who have scored 85 or more, a committee of three or more shall choose the county winner on the following basis:

1. Health and appearance of health.
2. Personality and charm.
3. Poise and grace.
4. General attractiveness.
5. Voice and manner of speech.

(Continued on page 4)

there is extra quota to be distributed.

For the last six months of the present year, July through December, payment of milk will be on the basis of total deliveries instead of quotas.

### INSTITUTE OF CO-OPERATION WELL ATTENDED

President Hartung, and Directors Kiekhaefer, Wiedmeyer and Fletcher attended the American Institute of Co-operation at Ames, Iowa, June 21, 22, 23 and 24.

From 37 states and Canada more than 1,200 leaders and participants in farmers' merchandising enterprises met at Iowa State College for the thirteenth annual session of the American Institute of Co-operation. Their objectives were:

1. An appraisal of the present factors affecting co-operatives.
2. An analysis of the present scope of co-operative services.
3. A charting of most effective means of adapting services to current trends.

Co-operative executives, nationally-known economists, marketing specialists, and government officials were included among the 100 speakers on the program of 54 general sessions and commodity group conferences. Discussions ranged from production curves and governmental control to changing market outlets and consumer demand.

Many controversial issues, upon which the institute takes no stand, enlivened the meetings. Among these were the desirability and effect of state and federal regulatory devices; the relationship between the producers' and consumers' co-operative movements; the responsibility of public education to co-operative development; and the type of co-operative best fitted to serve the several commodity groups, such as livestock and dairying.

Aside from these and similar general questions, the sessions were mainly devoted to a direct attack on present problems through an evaluation of practical solutions that have been attempted or achieved by successful marketing and purchasing organizations.

As to the future of the agricultural co-operative movement, two significant long-range viewpoints were expressed. Both were concerned with the relationship between co-operative activity and the industry-wide programs of national control.

### MERGER RUMORED

A merger of two milk companies is talked about. A state employee who has a liking for meddling with affairs of other people is said to be trying to effect this merger.

One of the concerns mentioned in the proposed merger, has been allowed to pay twenty-five cents per hundred less than the ordered price for fluid milk. The other was under-financed to start with, if reports be true, and has had a hard row to hoe. Whether it will be helped by having the first mentioned concern grafted on is doubtful, particularly if the meddling muddler is to be the guiding spirit in selecting the personnel.

### NATIONAL FEDERATION TO MEET IN BALTIMORE

The twenty-first annual convention of the National Co-operative Milk Producers Federation of which your organization is a charter member, will be held at Baltimore, Maryland, November 1, 2 and 3, 1937.

The Maryland Co-operative Milk Producers, Inc., will be the host and will be assisted in entertaining the Federation by the Maryland & Virginia Milk Producers Association, Washington, D. C. and also by Inter-State Milk Producers Co-operative, Inc. of Philadelphia.

The Federation has in its membership 55 organizations marketing the products of approximately 350,000 dairy farmers located in 41 states. It is the largest and oldest commodity Federation representing farmer-owned co-operative associations in America.

### DAIRY COUNCIL ADVERTISING PRAISED

This letter indicates that the Milwaukee Dairy Council advertising is getting attention:

"Route 3,  
Tomah, Wisconsin

"Milwaukee Dairy Council  
Milwaukee, Wisconsin

"Dear Sir: You have the finest collection of "Milk Health" posters I have ever seen published in a daily paper "Wisconsin News." Surely this is the time above all to use milk freely when so many foods are so brightly and highly advertised. Milk usually agrees with everyone and corrects many human ailments.

"I shall continue to collect your posters from the Wisconsin News.  
"Yours interested in good health.

A rural teacher  
Helen M. Prochnow."

ATTEND YOUR ANNUAL PICNIC

# » » » "HOME NEWS AND VIEWS" « « «

ANN T. PRINZ, Editor

## Using More Milk in Cooking Means Better Health and Less Surplus

### Spinach Ring with Creamed Shrimp

- 3 cups cooked spinach
- 1 teaspoon grated onion
- 1 tablespoon butter
- 1 teaspoon salt
- 1/6 teaspoon black pepper
- 2 eggs
- 1/2 teaspoon paprika
- 3 cups cream sauce
- 1/2 cup fine bread crumbs
- 1 to 2 cups whole canned shrimp

Chop spinach fine and add grated onion which has been browned in butter. Season with salt, black pepper, paprika and add the well-beaten egg yolks. Mix the spinach with one and one-half cups of cream sauce and fold in the well-beaten egg whites. Place in a buttered ring mold and dust with bread crumbs. Place in a pan of hot water and bake in a moderate oven for twenty minutes. Loosen the spinach by pressing from the side of the mold. Heat the shrimps with the rest of the white sauce. Garnish and serve.

\* \* \*

### Summer Fruit Salad

- 1 medium cantaloupe, peeled and cut into cubes
- 2 cups raspberries or dewberries
- 2 cups diced fresh or canned pineapple

Chill and then mix lightly together. Serve portions on crisp lettuce or watercress and top with banana dressing.

### Banana Dressing

- 2 ripe bananas
- 2 tablespoons strained honey
- 1 tablespoon lemon juice
- 1/2 cup whipped cream

Crush the bananas but do not mash until smooth. Add the honey and lemon juice and fold in the whipped cream. Serve at once over the salad.

\* \* \*

### Corn Sticks

- 1/2 cup flour
- 3 teaspoons baking powder
- 1/2 teaspoon salt
- 2 tablespoons sugar
- 1 cup yellow cornmeal
- 1 egg beaten
- 1 cup milk
- 2 tablespoons melted butter

Sift together dry ingredients. Add cornmeal, egg and milk. Add butter. Bake in buttered, hot iron corn stick pan in moderate oven at 400 degrees about 30 to 40 minutes. Makes 9 large or 12 small sticks.

July 5, 1937

Dear Ladies:

As it is impossible to write to each of you personally, I am taking this opportunity to address you in an open letter.

Just a few facts to remind you of the approaching date of that eighth annual picnic, Wednesday, July 21. The office is humming with excitement as that day draws nearer, and prizes are pouring in from our good donors. Elsewhere in this issue you will find a list of contributions received to date.

A word on entertainment. Director Drought was fortunate in securing the services of the famous Waterford High School Band to again furnish music for our picnic. This, now uniformed band, is gaining state-wide acclaim, having received various awards including recognition at the State High School Band Tournament. It is a group of young people that will go far in the musical world.

As usual we will have the tallest and shortest lady contest, and the requirements are over six and below five feet respectively; the fattest lady (must be over 200 pounds) and the thinnest lady (????). A worthwhile prize will be presented to the most newly married couple on the grounds (a marriage certificate must be presented). There will also be a prize for the largest family in attendance.

Tickets to be deposited for prize drawings will be furnished at the gate, together with two tickets per person for free milk. Candy, ice cream, soda and other refreshments may also be bought.

So I am again asking you to reserve that date. Pack your lunch at home, or if you desire, you may purchase same at the stand.

Hoping and expecting to see you all again at Kerler's Grove this year in a day of renewed acquaintance—fun and gayety, I am,

ANN T. PRINZ.

### CONGRATULATIONS

Our congenial laboratory technician "Wally" Bolander, became the proud father of an eight pound three ounce baby boy at the Deaconess Hospital, Milwaukee, on Sunday, July 3. Mother and son are doing fine. We can tell how "Wally" is feeling by the big smile he is wearing.

## "DRINK MORE MILK"

The National Association of Chain Stores inaugurated the period between June 12th and July 10th as "Drink More Milk Month." It is the chain stores, voluntary co-operation with the dairy farmer to increase the use of milk by the public, and thus decrease the dairy farmer's milk surplus.

Chain stores, including the chain drug stores in Milwaukee and Wisconsin, are contesting with other states during this June 12 to July 10 period in sales of milk foods, drinks made with milk, and are especially desirous of making the biggest record because Wisconsin is the principal dairy state in the nation.

Special milk food menus are featured at all luncheon counters, together with summer drinks made with milk, and many of the stores contain huge window and back bar displays suggesting milk drinks to the public, with the dairy farmer in the background as the beneficiary.

The Milwaukee management of one large chain store group has said that dairy products now constitute 40 per cent of their food purchases for all their Wisconsin stores, and it is their aim to increase the present volume by 25 per cent before July 10 and to keep it there as a result of the "Drink More Milk" month's drive.

## BUTTERMILK

There is an old saying "A man may live without bread—without buttermilk he dies." While such a statement is not accepted in its entirety in modern times it is worthwhile to consider special dietary qualities attributed to buttermilk by modern scientists.

The essential difference between sweet milk and buttermilk is in the presence of more acid in the latter. The ease and speed of digestion of buttermilk in the stomach are attributed to: (1) pre-coagulated milk such as buttermilk shows small tendency to re-coagulate in the stomach; thus the digestive juices need not be delayed in their action; (2) the contents of the stomach do not normally pass into the small intestine until they are thoroughly acidified. Buttermilk, already acidified, thus promotes digestion.

TAKE THE DAY OFF — COME TO THE PICNIC JULY 21, 1937



## OTHER MARKETS

### Secretary Wallace Reinstates Suspended Boston Milk Order

A formal notice reinstating the order regulating the handling of milk in the Greater Boston, Mass., marketing area, was signed by the Secretary of Agriculture. Provisions of the order which require handlers to file reports of their operations with the market administrator, in charge of administering the marketing program, became operative July 1. Other provisions relating to minimum prices which handlers would be required to pay producers, and to the pooling plan under which payments to producers are prorated, become operative August 1.

The order is being reinstated after having been in suspension since August 1, 1936. A ruling by the Federal District Court in Boston held that the marketing agreement and order provisions of the Agricultural Adjustment Act were also invalidated when the Supreme Court nullified on January 6, 1936 the production control provisions of the Act. A decision rendered nearly two weeks ago by the Circuit Court of Appeals unanimously reversed the lower court's ruling.

The Milk Producer, Peoria, Illinois, reports that the net pool price in that market for May was \$1.57 per hundred for milk testing 3.50 per cent.

The quota-forming period will start July 1 and continue through November. Quotas made during these five months will go into effect next January 1.

To hold your present quota for 1938 your average deliveries for the five months of the quota-forming period must equal your present quota. Those who deliver more than their quota, as an average for the five months, will be eligible for quota increases next January 1 if

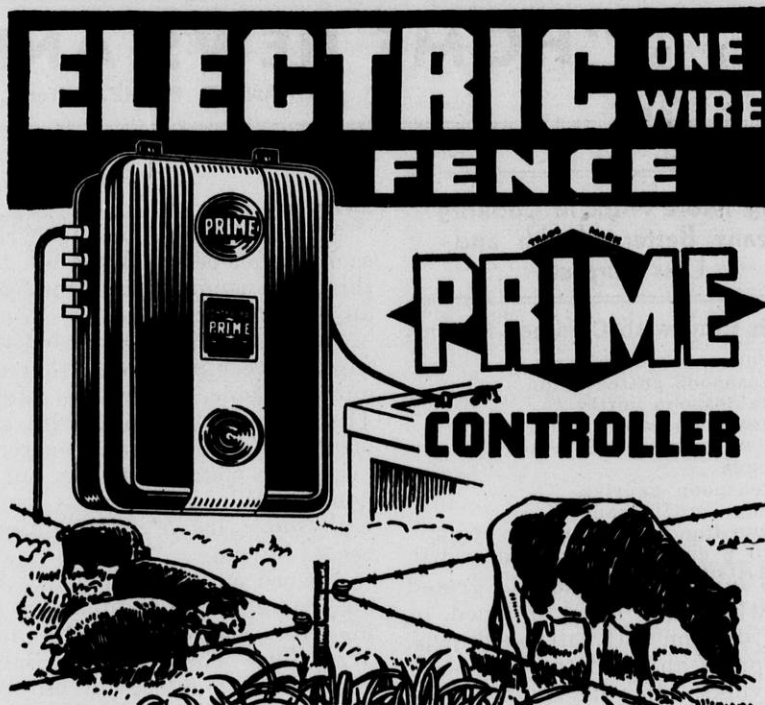
### RULES AND SUGGESTIONS FOR 1937 DAIRY QUEEN CONTEST

(Continued from page 2)

It is suggested that the judges be selected from outside the county. Among those who will make suitable judges are county extension agents, home demonstration agents, club leaders, dramatic teachers, theater managers and others experienced in club work or in dramatics.

**Dates**—Local queen contests should take place early enough to provide ample time to build interest in the dairy day at the county fair or celebration. Name and photograph of county winner should be mailed to

(Continued on page 7)



*The World's most effective and cheapest way to fence livestock*

Only one wire controls any herd—saves 80% on fencing cost—no gates to buy—  
one man can fence 20 acres a day—positively keeps cows, calves, horses, mules,  
hogs, sheep, bulls fenced in at all times.

Price... **\$29.50 and Up**

**FREE**—Lloyds of London Insurance Policy with each unit

For further information on this amazing new way of fencing see your dealer or

**E. J. GENGLER**

Phone Hilltop 1826

Station F, Milwaukee, Wis., (Located on Highways 100 and 57, 4 miles North of Milwaukee)

### WHO WILL BE THE LUCKY WINNER?

Who will be the lucky winner of one of the following grand prizes donated by our good friends for our Eighth Annual Picnic to be held at Kerler's Grove, West Allis, on Wednesday, July 21.

Feed supplies, Inc., Milw., 2—100 pound bags Square Deal Scratch Feed; Feed Supplies, Inc., Milw., 2—100 pound bags Square Deal Egg Mash; Feed Supplies, Inc., Milw., 2—50 pound bags Square Deal Calf Meal; Wilbur Lumber Co., West Allis, 1—\$5.00 Merchandise certificate; E. I. DuPont DeNemours & Co., Milw., 24—1 pound cans Floragard; Wm. Steinmeyer Co., Milw., 1 bag Big Jo Flour; Milw. Cheese Co., Milw., 2—5 pound Milwaukee Beer Kaese; Andis Clipper Co., Racine, 1 Andis Animal Clipper; Waukesha Products Corp., Waukesha, 5—100 pound bags Supreme

Barnlime; Hales Milling Co., Milw., 10 bags 20% Egg Mash; Hales Milling Co., Milw., 10 bags Dairy Feed; W. M. Sprinkman Corp., Milw., 1—10 gallon Superior Milk Can; Walsh Harness Co., Milw., 1 Adjustable Collar; Bank of Jackson, Jackson, \$2.00 Cash; Farmers & Merchants Bank, Menomonee Falls; 2—\$2.50 Checks; Thiensville State Bank, Thiensville, 1—\$5.00 Check; Acme Chemical Co., Milw., 1 box Assorted Products; Badger State Bank, Milw., 1 Indirect Lighting Floor Lamp; Mammoth Spring Canning Co., Sussex, one-half gross Pencils and Napkins; Geuder, Paeschke & Frey Co., Milw., 1 Sky Test Strainer No. 22; J. B. Ford Sales Co., Milw., 1 barrel Cleaner & Cleanser; Schlueter Boiler Works, Waukesha, 1 Dairy Farm Tank; Diversey Corp., Chicago, 10 cans Dumore; Diversey Corp., Chicago, 10 cans Diversol; Gezelschap & Sons, 1 kitchen clock; and The Olsen Publishing Co., 4 boxes stationery.

**REMEMBER KERLER'S GROVE—WEDNESDAY, JULY 21**

## FREE THE PHILIPPINES

Full and early independence of the Philippines as a measure of protection to domestic dairymen was urged by the National Co-operative Milk Producers' Federation in a vigorous protest filed with the Joint Preparatory Committee on Philippine Affairs against any possible recommendation for the repeal or lowering of present excise taxes on coconut oil.

Contending that the President is without power under the Reciprocal Trade Act to modify excise taxes, the organization declared that the coconut oil levy is essential to maintain adequate price levels for domestic dairy production; that the tax has been a valuable source of revenue to the Philippines; and that its repeal or reduction would benefit soap manufacturers rather than consumers.

The brief was submitted by Charles W. Holman, secretary of the Federation; A. Donald Kane, counsel, and Richard J. Foote, economist.

"Direct competition exists between coconut oil and domestic oils and fats in every important oil and fat-using industry," it was stated. "In 1936 coconut oil was the most important ingredient used in the production of oleomargarine. Although oleomargarine is an inferior product, it nevertheless is a substitute for and a direct competitor with creamy butter on the markets of the United States. As long as manufacturers of oleomargarine can obtain cheap foreign fats and oils, dairy farmers will be unable to obtain fair prices for their butter.

"Dairying is the most important single agricultural industry in the United States from the standpoint of income. American agriculture cannot prosper unless dairying is a profitable enterprise."

## MILK AND SHOES

(Continued from page 1)

refreshed by a light lunch in mid-forenoon and mid-afternoon. The writer speaks from experience, for I can well remember how refreshed I used to feel and how much "pepped" up by having a light "snack" in the field about 10:00 a. m. and another about 3:30 p. m.

While there was no record kept of the work done, I am sure I shocked more wheat, or pitched more hay than I would have done, had there been no light lunches.

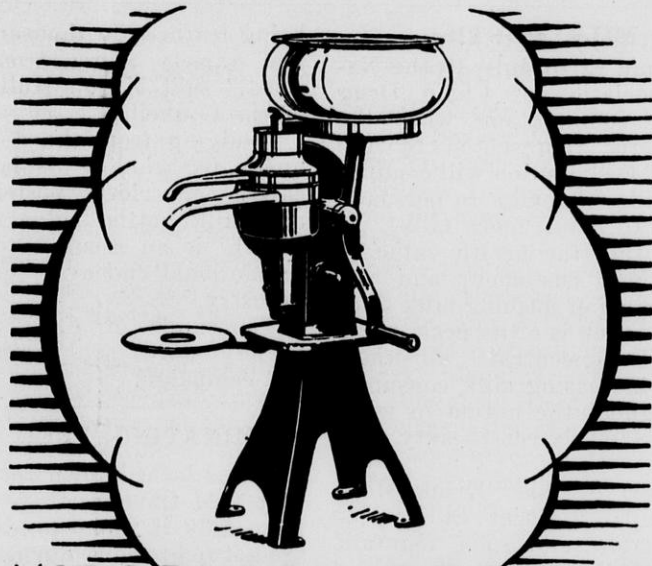
There are many farm children who spend long hours in the field and need more food than they can get in three meals a day. Investigations have found that many chil-

dren on our farms are undernourished. They need more than three meals a day, and would be greatly benefited by a pint of milk and two or three slices of bread between meals.

In the rush of farm work, let us not forget the welfare of "dad" and the "children," as they plod up and down the corn row or set up the golden grain.—"Uncle Jerry."

## NO SUBSTITUTE

Don't take chances! The most significant thing about a substitute—any substitute, if you please!—is the very obvious and unqualified recognition of the high standard of quality in the product it is intended to replace! What greater compliment could be paid? Imitation is the sincerest of flattery!



## MCCORMICK-DEERING

### A MONEY MAKER EVERY DAY OF THE YEAR

● A cream separator can be a money maker—or it can steal profits. Make sure you get all the profits you deserve by choosing a new McCormick-Deering Cream Separator. In six sizes, there is one to fit the needs of every farmer whether he has one cow or a hundred.

Among the many fine features of the McCormick-Deering Separator are:

- 1—Stainless steel discs—acid-resistant, rustproof, sanitary, easy to clean.
- 2—High-grade ball bearings.
- 3—Automatic splash lubrication.
- 4—Enclosed main driving gear.
- 5—Positive friction clutch.
- 6—Close-skimming, perfectly balanced bowl—performing equally well for milk at temperatures ranging from 55° to 140°.

Hand-operated McCormick-Deering Cream Separators can be changed easily to operate with electric motor or power-drive attachment. Stop in and see our line the next time you are in town.

**GEO. SCHUBERT SONS COMPANY, Thiensville, Wis.**

Nowhere can this be said with greater truth than in the case of milk. But, why take chances on so-called "milk substitutes" when you can buy and use the genuine article with absolute confidence and maximum results. Milk itself supplies Nature's own essential elements as they can be provided in no other way. There is, in fact, NO substitute for milk. Milk is, definitely, a superior product.

Dry skim milk supplies the unchanged milk proteins, milk minerals, milk sugar, and both important growth vitamins G and "filtrate factor" in most economical and convenient form. Insist on dry skim milk in all your mixed feeds and enough of it to insure milk results. Don't buy a gold brick!—The Maryland Farmer.

YOU CAN'T BEAT FUN; ATTEND YOUR PICNIC



### A MILK MONTH

From June 12 to July 10 the National Association of Chain Drug Stores in co-operation with the variety stores represented by the Institute of Distribution will conduct a nation-wide campaign to persuade the public to drink more milk.

Appreciating the health value of milk to their customers and the economic value of pushing milk sales when production is at its peak, these stores will concentrate all their efforts on increasing milk consumption throughout the nation in what they call the sixteen-to-sixty age group.

In support of this "Drink More Milk" campaign, local radio programs, window and soda fountain displays, menus and menu riders featuring milk and dairy products and newspaper advertising will be used extensively. Sixty thousand clerks behind the soda fountains have been instructed to offer tempting new milk drinks and ice cream combinations. The clerks will also wear milk bottle badges prepared by the National Dairy Council carrying the sales suggestions, ". . . and a glass of milk" and, "Make Mine With Milk."

The National Association of Chain Drug Stores is offering cash prizes totalling \$750 to employees in participating stores for the best milk drink recipe, the best window displays and the best back bar displays featuring milk and milk products.

"We hope to persuade thousands of customers who patronize our soda fountains and lunch rooms daily to drink more milk and use more dairy products during this promotion," said Fred J. Griffiths, secretary of the National Association of Chain Drug Stores.

"Since efforts to dispose of more milk have usually been aimed at the housewife and the child, we hope to increase the adult consumption of dairy products in the sixteen-to-sixty group which our customers represent.

"We estimate that forty cents out of every dollar now spent at the soda fountain in our stores goes for milk, ice cream and other dairy products. It is our aim to increase this expenditure by at least fifty per cent during this promotion and by educating our customers in the milk habit, to greatly increase milk consumption throughout the country."

Dairy groups throughout the country are co-operating with the chain drug stores in the campaign. "The National Dairy Council is gratified with the widespread response to the National Milk Month now

being featured in thousands of drug and variety stores from coast to coast," said Milton Hult, president of the Council.

"Judging from the deluge of requests for window displays, counter cards, menu riders, posters, booklets and milk bottle badges, the 'Milk Month' is an assured success as a promotional endeavor for the dairy industry."

Thousands of drug stores and variety stores are participating in the campaign.

### ELIMINATING FEED FLAVORS

It has been known for some time that feed flavors can be eliminated from milk if flavor-producing feeds are not fed to cows during the 5-hour period before milking. This can be accomplished by following practical herd management procedures. A number of studies have been made in this field of research at the University Farm at Davis. The following results are noted:

When alfalfa hay was fed exclusively, and the cows had free access to the feed placed in the racks after each milking, the animals consumed an average of 2.4 lbs. of feed during the 5-hour period before the morning milking, and an average of 4 lbs. before the afternoon milking. This quantity of alfalfa hay did not significantly affect the flavor score of the milk.

When the cows were given access to alfalfa pasturage during the entire interval between the morning and afternoon milkings, sufficient feed was consumed during the latter part of the day to cause a noticeable feed flavor in the milk. When the cows were pastured throughout the 24-hour period, the feed flavor in the night's milk was less prominent than that produced when the cows were pastured only during the day.

The interpretation placed upon these observations is that, if cows are pastured during only a portion of the day, they consume a larger quantity of the feed in a given period than when they have access to pasturage throughout the day. To avoid feed flavor in milk, under this system of feeding, it would be desirable to remove the animals from the pasture at least 3 hours before milking.

When an average of 14.2 lbs. of corn silage of good quality was consumed per cow one hour before milking, the milk contained a slight feed flavor. The average flavor score for this milk was 22.3 as compared with 22.8 for milk produced when silage was fed after milking. Consumption of an average of 18.9 lbs. of corn si-

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### PRODUCTION CREDIT UNITS HOLD PICNIC

Farmer members of production credit units from surrounding counties held a big picnic at Schoenbecks Grove, Washington County, on Sunday, June 20. Games and contests were supervised by the Washington County Agent. Guide Schroeder was master of ceremonies, introduced the speakers and supervised the drawing for numerous prizes donated by business men. Mr. John D. Jones, Jr., Racine County farmer, former commissioner of agriculture and now general agent for the Production Credit Bank of St. Paul, was the principal speaker. John made a good speech—he always does.

lage per cow reduced the flavor score to an average of 21.8, and caused a distinct and undesirable feed flavor in the milk.—California Agricultural Experiment Station.

## Mr. Fletcher Says: . . .

We are now entering base making months in this market, and in order to refresh your memory on the plan, we will again state that your average production for July, August, September, October and November, or the average for the base periods of 1935, 1936 and 1937 will be your base for 1938.

This, of course, leaves open base for those five months with all milk at the average price. This is one of the most liberal base plans used in any market, and should be used only to fulfill its purpose—to make a base adequate to your own needs and collectively adequate to your dealer's needs.

In analyzing base, it seems to me as if two classes of farmers lost money through base. First, the farmer who builds a base too high for his farm needs. His base made during a time when production is difficult, and not used during the balance of the year may cost him more than the returns warrant. The other farmer who neglects his base, finds that his excess overbase reduces his average price to the point that his failure to provide adequate base leaves him with a composite price little better and possibly not as good as the condensery value.

However the farmer who can arrange his herd so that his base production practically meets his production needs for the rest of the year finds that his average price usually is good at all times of the year.

Try and produce what you need, when your dairy needs it, without flooding the market and reducing the price.

Again we come to the time of the year when we cast our cares aside and gather as one great group to enjoy one of the best times we ever had. On Wednesday, July 21, the producers hold their annual picnic at Kerler's Grove, and you all know from past experiences, this means a day of full enjoyment from start to finish.

Games, prizes, music, refreshments, entertainment, exhibitions and what not will be the order of the day. From 9:30 a. m. until you decide the day is through, something will be doing all the time. So mark that day on your calendar and bring your family and friends, and we will try to make it a day of which you will have pleasant recollections throughout the year.

In the closing minutes of the last session, the assembly passed the milk control act, assuring market control until December, 1939. This is probably as it should be. This law, after many redrafts, seems to be drawn so it may be of benefit to producers if properly enforced.

In that respect it is no different than any other law, for the value of laws only lie in whether they are properly enforced. Under the old law the record still stands—that no dealer was ever successfully prosecuted for failure to pay for his milk though dozens of farmers shipped to this market without pay of any kind. If we are to judge by past performances, there is no reason to believe that those parties now charged with enforcement will change their methods in the future.

To me, it seems this is more the responsibility of our governor than any one else. There are three vacancies on the commission and he has not shown willingness to either replace these men or extend to them a vote of confidence by reappointment. Instead he has talked vaguely about reorganization, but though controlling both houses of the legislature, nothing tangible has been suggested. Under those circumstances, judging by the expressed criticism in the legislative bodies and by farmers generally throughout the state, our great department of markets finds its popularity at an extremely low ebb.

At a time like this we need a department of great strength and vigor. Farmers' problems are becoming more complex daily and farmers need men of intelligent understanding to help solve these problems. Our governor has shown his willingness to co-operate properly with labor, but apparently in this matter since election, we find the farmer the "forgotten man."

### NEW SUPPORTERS

Servite Fathers, Station F, Milwaukee  
Ludwig Felscher, Route 1, Box 104,  
Eagle

E. H. Whitehouse, Waukesha, R. 3

Edgar Musbach, Grafton, R. 1

Axel Solberg, Waukesha, R. 5, Box  
65A

Julia B. Becker, R. 1, Box 183, Hales  
Corners

Sophia Long, West Allis, R. 4, Box 224

Mrs. Mary Schattner, Caledonia, R. 2,  
Box 4

Frank Zamecnik, Caledonia, R. 1, Box  
123

Emmet Meyer, Lake Beulah, R. 1

Ben Krause, Jackson, R. 1

Harold Kressin, Rockfield, R. 1

## OZAUKEE COUNTY PRODUCTION SHOW

The Holstein Breeders of Ozaukee County put on their first production show on June 10. This show, held at Hilgen Spring Park, brought out some 50 head of black and white cattle.

Ernie Clark, fieldman for the Holstein Friesian Association of America, and Art Collentine, of the College of Agriculture, officiated as judges. Jack Nesbit, secretary of the Wisconsin Dairyman's Association, was master of ceremonies. Short talks were given by the above mentioned men and also by County Agent Gilman and Hugo Schroeder. C. A. Schroeder of West Bend was introduced as the oldest breeder of Holsteins in Wisconsin.

The following farmers, all members of the Milwaukee Co-operative Milk Producers, exhibited cattle: Ben Schoessow, Armin Burhop, C. E. Dineen, Gus. Pipkorn, Charles Coughlin, Brunnquell Bros., Ed. Wegemann, Ray Blank, Herb. Wuestow, Charles Dineen, Ed. Radue and Walter Ahlers.

## RULES AND SUGGESTIONS FOR 1937 DAIRY QUEEN CONTEST

(Continued from page 4)

the Publicity Dept. of the State Fair, West Allis, Wis., immediately after the selection at the queen contest and none will be accepted after August 20th.

**County Queen Activity**—Selected and crowned with whatever ceremony may be arranged by the county committee. Selection in the morning and crowning in afternoon or evening is suggested.

**County Queen Prize**—A free trip to the State Fair for the Dairy Day celebration, August 27th, at State Fair Park, Milwaukee. The expenses paid by the State Fair will be the equivalent of a round trip railroad fare from the candidate's home to State Fair Park, plus the necessary hotel and the meals incidental to the trip, and entertainment at the Fair. (County groups may offer any additional prizes.)

The county queens will be judged by competent judges at the Fair and from their number will be selected the Wisconsin Dairy Queen. All queen candidates will participate in the ceremony of the crowning of the state queen.

**State Queen**—Winner of State Contest to be given an all-expense trip to the National Dairy Show in Columbus, Ohio, and other valuable trips.



**CHECK OVER THE HERD**

With a declining butter market, high prices of dairy feed and a pretty good price for cows at the stock yards, it would be wise to check over the herd for old cows, low producers and bad uddered ones. Perhaps most of us could let one or two go at a profit. Cows with bad udders should not be kept, old ones go down in value and the poor producer certainly is a work maker and a money loser.

**ANNUAL MID-SUMMER DAIRY CATTLE SALE**

Waukesha, Wis.  
Thursday, July 15

30 purebred Holsteins  
70 choice high grade Holsteins and Guernseys  
Springers and fresh with records up to 550 lbs. fat.  
T. B. accredited, negative to blood test.  
Also 10 yearling registered bulls.  
Sale starts at 12 noon, Waukesha Sale Pavilion

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# MILWAUKEE MILK PRODUCER

"Run by Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 10

AUGUST 1937

Number 5

## \$2.71 IS PRICE OF FLUID MILK FOR AUGUST

At the bargaining conference held on July 26, your directors argued for a ten cent increase in fluid milk price for August but the dealers claiming that the margin is narrow and that the present price is much too high in comparison with the price condenseries, cheese factories and creameries pay, refused to agree on a raise in price.

As a result the fluid milk price stays at \$2.71. Heavy rains, which fell July 23 & 25 in many parts of the milk shed made the outlook for pasture, particularly in hay fields, much better than a week previous to the conference. Receipts had gone off about 15% from the high point but were still quite high. Vacation time has an effect on sales for with the return of better times and paid vacations for most everyone but the farmers, many people leave the city. July and August are poor months for milk sales.

## OZAUKEE ON PARADE

On August 13, 14 and 15, Ozaukee County will hold its annual fair at Cedarburg.

The premium book lists a long array of prizes in the open class department and the premiums offered for 4-H exhibits are very attractive.

Some twenty-six 4-H girls are entered in the contest for Ozaukee County's representative in the State Queen Contest.

Free entertainment of a high type is promised. A horse pulling contest is among the attractions. Harry Hill, Manager of Pine Hurst farms at Sheboygan, will judge Holsteins and horses. Art Collentine of the College of Agriculture will judge other livestock and with Mr. Hill will place the 4-H awards.

## WISCONSIN STATE FAIR

This year's Wisconsin State Fair will be the first to enjoy the newly expanded \$800,000 building program when the throngs crowd into State Fair Park from August 21 to 29. Slowly the entire face of the fair grounds is being remodeled and visitors this year will witness the completion of the first phase of the 10 year building program.

Most notable of the new structures is the addition to the grandstand. Built of Lannon Stone and of very modern design it seats 7200 people and was built at a cost of \$130,000. This brings the seating capacity of the entire grandstand to over 20,000. It is here that the audience will sit during the performances of "The World of Stars", a lavish \$19,000 night show featuring the finest in musical and dance entertainment.

A new building has been inaugurated, the Boys and Girls Club building, which will accommodate 1040 4-H club exhibitors during the nine days of the fair. Reconstructed from the old Resource building it will provide excellent facilities to take the place of the tents which formerly housed the 4-H Club exhibitors. The inconveniences of rain and wind will be eliminated in the new dormitories.

The dormitory has beds for 250 boys and 270 girls for each half of the nine day program, making accommodations for a total of 1040 for the entire fair program. Here everything is offered for the comfort and recreation of the young farmers, special dining halls, social rooms, and shower facilities have been included.

The program which has been financed by the Federal government, the state, and the State Fair

Association has already spent large sums draining the Fair Park, banking a small river and making numerous other invisible improvements which will form the foundation for the second phase of the 10 year program.

"Final plans envisage a completely new building for the 4H Club boys and girls, bigger exhibit halls where needed, and possibly a swimming pool which would be large enough to serve for state water sport meets and aquatic festivals," declared R. E. Ammon, director of the fair.

With only three weeks before the fair's opening the entertainment program has been completed with a view to bringing the public the most sensational features ever assembled in Wisconsin's 87 years of fair history. All of the Indianapolis A.A.A. drivers will come to the fair to race a total of 225 miles. On four afternoons 200 horses will race a total of 12 events for \$4,200 in purses in a complete harness racing program. To complete the speed program A.M.A. motorcycle races will be held, and Capt. F. F. Frakes will crash his plane into the side of a house on Thrill Day, August 28th.

With the final premium list \$23,000 above last year's figure, Ralph Ammon, Director of the Wisconsin State Fair, announced that the nine days of the Fair, August 21 to 29, would witness the greatest number of entries in Wisconsin's 87 years of fair history.

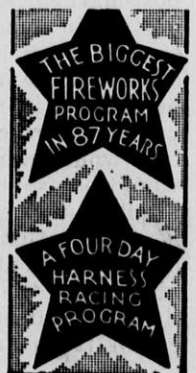
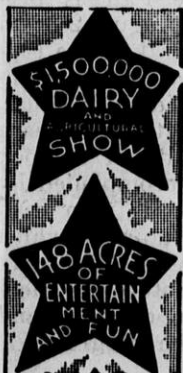
Accompanying the expanded premium list and the extension in the duration of the fair to nine days, a

(Continued on next page)

Prices on Page 4

## Program of All Star WISCONSIN STATE FAIR

|                |                 | Afternoon   | Evening                      |
|----------------|-----------------|---|------------------------------|
| Veterans' Day  | Sat., Aug. 21   | Rodeo   | Rodeo and Fireworks          |
| Wisconsin Day  | Sun., Aug. 22   | A.A.A. Auto Races   | World of Stars and Fireworks |
| Children's Day | Mon., Aug. 23   | Rodeo, 2 Harness Races  | World of Stars and Fireworks |
| Pioneer Day    | Tues., Aug. 24  | Rodeo, 3 Horse Races  | World of Stars and Fireworks |
| Governor's Day | Wed., Aug. 25   | Rodeo, 3 Horse Races  | World of Stars and Fireworks |
| Milwaukee Day  | Thurs., Aug. 26 | Auto Races  | World of Stars and Fireworks |
| Dairy Day      | Fri., Aug. 27   | 4 Horse Races   | World of Stars and Fireworks |
| Thrill Day     | Sat., Aug. 28   | Thrill Show, Airplane Crash, A.M.A. Official Motorcycle Races | World of Stars and Fireworks |
| 4-H Club Day   | Sun., Aug. 29   | Auto Races  | World of Stars and Fireworks |



COLLEGE OF AGRICULTURE  
UNIVERSITY OF WISCONSIN



## MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

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

Phone Marq. 4432 MILWAUKEE, WIS.

Volume 10 AUGUST, 1937 Number 5

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## EIGHTH ANNUAL PICNIC A BIG SUCCESS

You who were present need not be told that the Eighth Annual Picnic was a very successful one. You who could not be there missed a day of happy contacts with your fellow members, missed the good music, the antics of the clown, the fun of the prize drawings, the contests on the platform and on the greensward.

You missed a few good short talks. One by Gordon Crump, that happy enthusiastic dairyminded publicity manager of the Wisconsin State Fair. A short forceful talk by Assemblyman Bichler, a member of your Co-operative. A good speech by Milo Swanton, Executive Secretary of the Wisconsin Council of Agriculture, not to mention the Bingo games and the baby show and a lot of other things.

And did the people drink milk? Ask the boys who passed it out. All in all it was a good day, a good crowd and everybody had a good time, including a few who refuse to be with us except at our picnic.

## MAN AFRAID OF HIS SHADOW

An anonymous communication post-marked "Milwaukee" and purporting to come from members, came to this office. The nameless writer asks that the jumbled misstatements be printed in this issue. We doubt very much whether any of our members would write anything that they would be ashamed to sign. As every intelligent person knows, unsigned communications are never printed because the publisher must know the identity of the sender, not necessarily for publication, but in the interest of truth and fair play.

## MILWAUKEE DAIRY COUNCIL

Many of our members who believe that the organization should be interested in promoting butter sales as well as milk sales, will be pleased to know that the Milwaukee Dairy Council has affiliated with the National Dairy Council. The National which is made up of Councils such as ours, spends considerable money promoting butter consumption.

The Milwaukee Dairy Council will also profit by having contact through the National with the following local Councils: California Dairy Council, Los Angeles, Calif.; Cleveland District Dairy Council, Cleveland; Columbus Milk Council, Columbus, Ohio; Dairy Council of Detroit, Detroit, Mich.; Dairy Council of Kansas City, Kansas City, Mo.; Milk Foundation, Inc., Chicago, Ill.; Oregon Dairy Council, Portland, Ore.; Philadelphia Inter-State Dairy Council, Philadelphia, Pa.; Pittsburgh District Dairy Council, Pittsburgh, Pa.; St. Joseph Valley Unit of N. D. C., South Bend, Ind.; The Dairy Council, Dayton, Ohio; Twin City Unit of the N. D. C., St. Paul, Minn.; and Washington State Dairy Council, Seattle, Wash.

The interchange of ideas between the different Councils cannot help but improve the work of all of them. The Milwaukee Dairy Council has ten directors who are very much interested in inducing people to use more dairy products and are constantly studying methods of getting the milk message before consumers and with the help of the National Dairy Council good results should follow.

## COMPOSITE PRICE LOWER

To the surprise of most producers the composite price of nearly every company was lower for July than for June.

This in spite of a one-cent increase in the price of manufactured milk. The reason, no producer was held on base except as some company may have a different base plan than the market-wide one. Much milk that would not be in the computation of the average or composite price if producers were held on a base did figure in the composite price for July and close estimates indicate that the composite price is about ten per cent lower as a result.

A producer who would have been held within his base amount if the base plan was in effect lost heavily while the man who exceeded his base had all of his shipments at the composite price. The uniform shipper was penalized and the other one got a break.

## WISCONSIN STATE FAIR

(Continued from page 1)

giant \$800,000 building program is nearing completion which will make possible the housing of more exhibits and the accommodating of the ever increasing crowds. Last year a new attendance record was established with 429,446 paid admissions; this was by far the highest attendance mark on record.

The crowds of the past few years and the increased entries which swell the exhibit halls have so taxed the capacity that expansion was necessary, declared Mr. Ammon. "The people of Wisconsin are rapidly learning that the more money the fair makes the greater is the amount which the management puts into premiums. As attendance increases the size of the prizes also increases, and the ultimate purpose of the State Fair in encouraging agriculture and industry is achieved."

Last year's acclaim by the general public was a challenge to the management of the Wisconsin Fair to present the greatest array of exhibits and talent ever assembled at the State Fair Park in Milwaukee. To provide better accommodations for these larger and more interesting exhibits, especially for the livestock, the fair time is being divided into two main parts; thus patrons may see two completely different fair programs between Aug. 21 and 29. In many departments there will be a complete change of exhibits during the week.

The \$1,500,000 worth of blue blood livestock will compete for \$15,000 in premium awards which represents a substantial increase. The judges will include the outstanding stock authorities in America.

The thrillingly breathtaking program for general entertainment has been arranged, bringing the finest international performers to the fair. "The World of Stars," the 10 Circus Acts, the horse races, and the speed entries, will be climaxed every night by a lavish fireworks display, "Fountains of Fire."

An example of the sensational entertainment at the Fair is provided by Thrill Day, August 28. On this day Capt. F. F. Frakes, the Flying Fire Phantom, crashes his high-speed plane into the side of a house, while Jean DeLuca tempts death when she sommersaults in a stock automobile. She is accompanied by her troupe of daredevils who risk every conceivable danger which driving at 100 miles an hour may bring. The A.M.A. motorcycle races provide an afternoon of spills and thrills to complete the program.

# » » » "HOME NEWS AND VIEWS" « « «

ANN T. PRINZ, Editor

## Using More Milk in Cooking Means Better Health and Less Surplus

### Roast Beef with Yorkshire Pudding

- 3 ½ pound rump roast
- 1 ½ cups flour
- ¼ teaspoon salt
- Pepper if desired
- 1 ½ cups fresh pasteurized milk
- 2 eggs, separated

**Roast:** Season meat with 2 teaspoons salt and as much pepper as desired. Place on a rack in roasting pan and bake in hot oven (500 degrees F.) for 10 minutes, until seared; then reduce heat to 350 degrees and continue cooking 1¾ hours for a rare roast or 2½ hours for medium. (If a meat thermometer is used, cook to 155 degrees F. for rare, 165 degrees for medium or 175 degrees for well-done.)

**Pudding:** Sift flour, measure, and resift with salt and pepper. Add milk and beat until smooth. Add beaten egg yolks, fold in the beaten whites, and turn into the roasting pan under the roast, 30 minutes before the meat is done. Bake. Drippings from meat will add appetizing color and flavor. When serving meat, cut pudding in squares and arrange on platter around roast. Yield: 5 to 8 servings.

### Cucumber Ring Salad

- 2 cups cottage cheese
- 1 cup whipping cream
- 1 tablespoon gelatine
- ¼ cup hot water
- ¼ cup cold water
- 2 cucumbers, watercress or lettuce
- French dressing

Soak gelatine in cold water for five minutes, then dissolve in hot water. Put cheese through sieve, add gelatine mix until light and fluffy and combine with stiffly beaten cream. Put in mold and place in refrigerator until set.

Peel cucumbers and slice in slices one-fourth inch thick. Remove centers from cucumbers with a thimble or small knife. Place in ice water until crisp. When ready to serve arrange watercress on serving plate, place molded cheese mixture on bed of watercress and garnish with row of cucumber rings. Serve with French dressing.

Over 1000 4-H Club boys and girls are expected at the 4-H Club Camp at the Wisconsin State Fair, Milwaukee, August 21-29.

A countrywide search is being made by the managers of one of the nation's largest rodeos for outlaw horses which are wild and mean enough to test the riding ability of over fifty of the best riding cowboys and cowgirls ever assembled.

This great wildwest rodeo which is to appear at the 87th Annual Wisconsin State Fair, August 21, opening day, and three other days is experiencing great difficulty in securing horses which are unconquerable and untamed, according to R. E. Ammon, Wisconsin State Fair Manager.

One horse, "The Killer" the black demon which has never been successfully ridden by any person, was secured from Texas where he seriously injured three riders in small rodeos before he was purchased and trucked nearly 2,000 miles by the Joe Greer rodeo. This horse, a powerful, ugly western outlaw will feature the bucking contests of the state fair rodeo shows. Ronnie Lonnie, world's champion cowboy, and bucking bronco rider, has vowed that "The Killer" will be ridden during the fair or else—

The world knows no more dangerous sport than is offered by this big rodeo. Imagine if you can a man climbing astride a maddened brama bull, the animal that bull fighters the world over refuse to meet in an arena and trying to conquer him. Picture too, a cowboy leaping from a running horse onto the head of a wild Texas steer and clinging to the horns and twisting the animal's neck until it falls in the dirt with the cowboy's body.

Truly a dangerous business that results in many falls and injuries. Lonnie Ronnie, who was named world's champion cowboy at the Chicago Stadium in 1936, has broken his right leg four times, his left arm three times and has suffered five other broken bones. He has had his skull fractured and has seen three of his buddies killed in this dangerous game in the twelve years he has been a big time bronco buster.

Many of our citizens in the Middle West and the East have driven thousands of miles to see a big time rodeo with its thrills, action and spills. The Wisconsin State Fair offers one of the country's biggest and most complete rodeos with over 200 head of stock including the large

est herd of untamed steers and bucking broncos ever offered anywhere right here in your own back yard. Just one of the many entertainment features at the All Star Fair, August 21—29.

### PICNIC NEWS

As is the custom after a special occasion, we too have been holding a "post-mortem" of our picnic. Our many members coming to the office are all assuring us of the splendid time they had.

They enjoyed the music, games, contests, clown and, of course, the lucky winners were "tickled" about the prizes they took home.

The judges had quite a time deciding on the prettiest baby for they all were pretty, but after deliberating, decided that Raymond Elroy Martin, Waukesha, and Mardell Kirkman, Burlington, were two of the prettiest. Mr. and Mrs. Smith Johnson, of Rochester, married for fifty years, were awarded the table lamp donated by the Mealy Furniture Store at Waterford, as they were the oldest married couple on the grounds. Mr. and Mrs. Al Mathews, Pewaukee, were awarded a kitchen clock, donated by Gezelschap & Sons Co., Milwaukee, as they were the most newly married couple present.

Mr. and Mrs. Heinz, Hales Corners, who had the largest family on the grounds, received \$2.50 donated by the Waukesha National Bank. Mrs. John Spitzner and Mrs. J. Stuesser, both of Waukesha, were adjudged prize husband callers. Mrs. Lutterbach of Waukesha, Helen Nevin, Kansasville, Mrs. Joe Pick, Hartford, Mrs. F. Polasky, Waukesha, Mrs. Al Kurth, Hales Corners, Mrs. Reisch, Waukesha, Mrs. Geo. Nieman, Mukwonago, Mrs. Norbert Martin, Waukesha and Mrs. Stein, Rockfield, were also winners of various contests and prizes.

### LUCKY WINNERS AT YOUR PICNIC

Three cans florigard ea., Grasselli Chemical Co., Milwaukee, John Mamerow, Sussex, Frank Belden, Milwaukee, J. Jacobi, Mukwonago, John Wittenberg, Nashotah, Mrs. Christopherson, Waukesha, Ed. Salzman, Waukesha, Ralph Lingelbach, Pewaukee, and Mrs. A. Piek, 2872 N. 19th St., Milwaukee.

One bag 20 per cent egg mash,



Hales Milling Co., Milwaukee, Walter Uecker, Caledonia; 1 bag 10 per cent dairy feed, Hales Milling Co., Milwaukee, Elmer Scheuneman, Jackson; 2 pounds coffee, 1 jar salad dressing, Adashek & Parks, Waukesha, V. King, Muskego; 25 pounds Pillsbury's flour, J. L. Davies & Son, Waukesha, H. Schaefer, R. 4, West Allis; 100 pounds Square Deal egg mash, Feed Supplies, Inc., Milwaukee, Mrs. F. Hanold, Milwaukee.

One tea kettle, Cash Way Store, Waukesha, R. Schmit, Milwaukee; 1 sieve and noodle ring, Cash Way Store, Waukesha, Phil. Martin, Germantown; three five-pound bags Wyandotte cleanser, J. B. Ford Co., Milwaukee, ea., Mrs. Wm. Schaich, Menomonee Falls, J. E. Ebert, Waterford, Mrs. J. Kazmic, 2068 S. 95th St., West Allis, Mrs. Otto Evert, Pewaukee, Marion Kurt, Mukwonago, Ed. Garbe, Franksville, Mrs. P. Keske, Waukesha, Mrs. B. Merkle, Hales Corners.

One bag 20 per cent egg mash, Hales Milling Co., Milwaukee, R. Friede, Thiensville; 1 bag 10 per cent dairy ration, Hales Milling Co., Milwaukee, Art Gruse, Hales Corners; 1 purse, J. C. Penny Co., Joe Unreim, Hartland; 100 pounds Square Deal egg scratch, Feed Supplies, Inc., Milwaukee, Geo. Wolf, Waukesha.

One box stationery, Olsen Publishing Co., Milwaukee, Betty Jane Roeber, Rockfield; 1 bag 20 per cent egg mash, Hales Milling Co., Milwaukee, Al. Kurth, Germantown; 1 bag 10 per cent dairy feed, Hales Milling Co., Milwaukee, Geo. Reich, Waukesha; 1 box stationery, Olsen Publishing Co., Milwaukee, R. Holler, Sta. D., Milwaukee; 100 pounds Square Deal scratch, Feed Supplies, Inc., Milwaukee, F. Miller, Menomonee Falls.

One Bugaboo and gun each, Wadhams Oil Co., Milwaukee—Theo. Kurtz, Cedarburg, George Burns of West Allis, Ernest Miller of Waterford; 1 bag 20 per cent egg mash,



"He's just sore 'cause he can't have truckle with that fat widow in the other pasture since Farmer Zeb put in that new fence."



## MAKES GOOD FENCE GOOD . . . MAKES POOR FENCE HOLD 'EM

One wire is the whole fence when electric current is controlled by the Prime.

Price... **\$29.50** and Up

FREE—Lloyds of London Insurance Policy with each unit

See your dealer or

### E. J. GENGLER

Phone Hilltop 9515-R-1 Station F Milwaukee, Wisconsin  
(Located on Highways 100 and 57, 4 miles North of Milwaukee, Brown Deer Road)

Hales Milling Co., Milwaukee, Marg. Pries, R. 4, West Allis; 1 bag 10 per cent dairy ration, Hales Milling Co., C. Lueneburg, Sta. D., Milwaukee; 1 box stationery, Olsen Publishing Co., Milwaukee, W. Buse, Hales Corners.

One milk can, W. M. Sprinkman Corp., Milwaukee, Jack Weber, Merton; 1 box stationery, Olsen Pub-

lishing Co., Milwaukee, R. C. But- tles, Lake Beulah; 100 pounds Square Deal egg mash, Feed Sup- plies, Inc., Milwaukee, Paul Knepel, Germantown; 50 pound bag Square Deal calf meal, Milwaukee Feed Supplies, Inc., Mrs. J. Schmit, Mil- waukee; 1 folding chair, Schmidt's Furniture, Menomonee Falls, F. Stair, Milwaukee; 25 pounds Pills-

### JULY PRICES

| GRIDLEY DAIRY CO.    |        |        | LUICK DAIRY CO        |        |        | EMMER BROS. DAIRY     |        |        | FOX DAIRY CO.      |        |        |
|----------------------|--------|--------|-----------------------|--------|--------|-----------------------|--------|--------|--------------------|--------|--------|
|                      | Perct. | Price  |                       | Perct. | Price  |                       | Perct. | Price  |                    | Perct. | Price  |
| Fluid                | 43.81  | \$2.71 | Fluid                 | 45.25  | \$2.71 | Fluid                 | 60.26  | \$2.71 | Fluid              | 52.14  | \$2.71 |
| O. D. R.             | 1.49   | 2.48   | O. D. R.              | 1.51   | 2.48   | Cream                 | 9.45   | 1.50   | O. D. R.           | .22    | 2.48   |
| Cream                | 15.66  | 1.50   | Cream                 | 12.65  | 1.50   | Manuf'd               | 30.29  | 1.25   | Cream              | 19.04  | 1.50   |
| Manuf'd              | 38.03  | 1.25   | Manuf'd               | 40.59  | 1.25   | Composite price       | 2.15   |        | Manuf'd            | 28.60  | 1.25   |
| Govt. Sales          | 1.01   | 1.50   | Composite price       | 1.96   |        |                       |        |        | Composite price    | 2.00   |        |
| Composite price      | 1.95   |        |                       |        |        |                       |        |        |                    |        |        |
| BLOCHOWIAK DAIRY CO. |        |        | GOLDEN RULE DAIRY CO. |        |        | LAYTON PARK DAIRY CO. |        |        | SUNSHINE DAIRY CO. |        |        |
|                      | Perct. | Price  |                       | Perct. | Price  |                       | Perct. | Price  |                    | Perct. | Price  |
| Fluid                | 58.92  | \$2.71 | Fluid                 | 57.78  | \$2.71 | Fluid                 | 45.40  | \$2.71 | Fluid              | 46.94  | \$2.71 |
| O. D. R.             | 4.97   | 2.48   | O. D. R.              | .37    | 2.48   | O. D. R.              | 2.21   | 2.48   | O. D. R.           | .61    | 2.48   |
| Cream                | 11.07  | 1.50   | Cream                 | 24.12  | 1.50   | Cream                 | 7.28   | 1.50   | Cream              | 14.33  | 1.50   |
| Manuf'd              | 25.04  | 1.25   | Manuf'd               | 17.73  | 1.25   | Manuf'd               | 45.11  | 1.25   | Manuf'd            | 38.12  | 1.25   |
| Composite price      | 2.19   |        | Composite price       | 2.15   |        | Composite price       | 1.95   |        | Composite price    | 1.97   |        |

bury's Best, J. L. Davies, Waukesha, Nic Lauer, Menomonee Falls.

Pen and pencil set, S. J. Olsen Co., Milwaukee, Milton Lemke, Greenleaf; 1 can cup grease, Barnsdall Co., Waukesha, Majory Hagan, R. 1, Waukesha; 1 spot master Motor Service Co., Hales Corners, Art Giese, Hales Corners; 1 bag 20 per cent egg mash, Hales Milling Co., Milwaukee, Paul Bartelt, Jackson; 1 year's subscription to Menomonee Falls News, Ralph Logan, R. 4, West Allis.

Sinclair axle grease, Sinclair Service Station, Waukesha, Mrs. J. Rush, Rockfield; 1 pound coffee, Thomas Schmidt, Hales Corners, Mrs. Wandschneider, Menomonee Falls; 1 bottle Wilson's vanilla, E. H. Miller, Waterford, Edw. Quentin, So. Milwaukee; 1 case beer, Fox Head Brewery, Waukesha, Mrs. Sucharski, Hales Corners; 25 pounds herd tonic, Dr. David Roberts Co., Waukesha, Dorothy Klotz, Grafton.

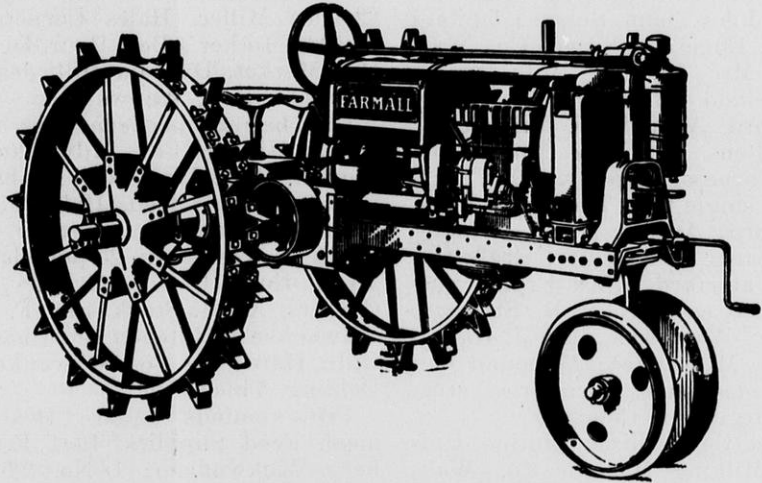
Five pounds grease, S. J. Salentine Garage, Tess Corners, Phyllis Schroeder, Hales Corners; 1 kettle, Thomas Walch Hdwe., Hales Corners, C. Centgraf, R. 1, Menomonee Falls; 1 lawn chair, Parmentier & Abel, Waukesha, B. Heup, Hales Corners; 1 bag 10 per cent dairy feed, Hales Milling Co., Milwaukee, L. Mecikalski, R. 5, West Allis.

One gallon fly spray, Wm. A. Connel Implement Co., Waukesha, Mrs. H. Kressin, Rockfield; 1 can motor oil, Black Eagle Oil Co., West Allis, Alvin Mierow, Waukesha; 1 can cup grease, Carl Sprung Implement Co., Merton, F. Kannenberg, Rockfield; 1 gallon house fly spray, Standard Oil Co., Waukesha, John Schmid, Caledonia.

Fifty pounds Mother's Best flour, Cedarburg Supply Co., Cedarburg, Al Blomberg, Hales Corners; 10 pounds sugar, Bubenik Grocery, Union Church, C. Centgraf, Menomonee Falls; 1 bag 20 per cent egg mash, Hales Milling Co., Milwaukee, Mr. Meyer, Hales Corners; \$5.00 merchandise coupon, Wilbur Lumber Co., West Allis, Ruth Buse, Hales Corners.

One can grease, R. A. Mayer, St. Martins, Paul Bast, Richfield; 1 bag 20 per cent egg mash, Hales Milling Co., Milwaukee, Ernst Tinn, Sussex, R. 1; 1 pocket knife, Fardy Drummond Co., Waukesha, A. C. Diekfuss, Waukesha; dry cleaner and fluid, Valley View Oil Co., Waukesha, Ray Henning, Cedarburg; ½ gallon varnish, Theo. A. Ries, Merton, Walter Kirchhoff, Granville; 25 pound bag Golden Sheaf flour, J. E. Elger, Prospect, Ernst Fryda, Sussex; 2½ gallons Wadhams oil, B. W. Bosch

## NEWS FLASH!



### McCormick-Deering **FARMALL 12**

Now \$625

f. o. b. factory, with regular steel-wheel equipment. Belt pulley \$4.00 extra. Same reduction on F-12 with rubber tires.

ASK US TO DEMONSTRATE

THE TRACTOR BARGAIN OF THE YEAR!!!!

**Geo. Schubert Sons Co.**  
THIENSVILLE, WIS. Thiensville 175-F-13

Garage, Durham Hill, Wm. Schmidt, West Allis.

One bag 10 per cent dairy ration, Hales Milling Co., Milwaukee, A. Zillmer, R. 5, Waukesha; 1 bag 10 per cent dairy ration, Hales Milling Co., H. Sentgraf, Menomonee Falls; \$1.00 merchandise coupon, Enterprise Dept. Store, Waukesha, Mr. Komerowski, R. 4, West Allis; 1 summer sausage, Beckman & Ebert Market, Merton, J. Jacobi, West Allis.

One picnic basket, McCoy Dept. Store, Waukesha, N. Jones, Caledonia; one glass set, Boston Store, Milwaukee, Anita Kurth, Hales Corners; 50 pounds Mother's Best flour, Waterford Mills, Waterford, Mrs. Wm. Kressin, Rockfield; 100 pounds laying mash, Mayr Feed & Seed Co.,



### BADGER STATE BANK

"Milwaukee's Largest Outlying Bank"  
Fond du Lac Ave., and North Ave. at 21st St.

West Allis, Earl Drought, Waterford; 1 box stationery, Zimmer Drug Store, Waterford, G. Schmidt, Wauwatosa.

One pan, Dixon Store, Waterford,



G. Griffey, Waukesha; 1 pantry set, John Steinke Hdwe., Waterford, Don Fitzgerald, Wauwatosa, 1 pound coffee, L. F. Kortendick Market, Waterford, Louis Mierow, Waukesha; 1 playground ball, Irving Foat, Waterford, John Timm, Sussex; 1 pitchfork, A. Engel Implement Co., Waterford, Mrs. W. Box, Mukwonago.

Household set, Sheile Hardware, Waterford, Arlin Szali, Milwaukee; 2½ gallons oil, Holz Motor Co., Hales Corners, Otto Conrad, Cedarburg; 1 single tree, Thomas J. Maas, Waterford, Arnold Kurth, Waukesha; cleaner and sponge, Grafts Garage, Waterford, Ernst Fryda, Sussex; \$1.00 cash, Edw. B. Stillman, attorney, Waukesha, Mrs. J. Hauerwas, So. Milwaukee; 25 pound bag King Midas flour, Horn Bros., Muskego, Virgil Neu, Colgate.

One bottle sterilizer solution, Universal Milking Machine Co., Waukesha, H. Peul, Cedarburg; 1 barn broom, Sears, Roebuck & Co., Waukesha, J. Laubenheimer, Richfield; \$5.00 merchandise coupon, Wilbur Lumber Co., Waukesha, B. Schweitzer, Hales Corners; 50 pound bag Big Joe Flour, H. E. Beckman, Merton, John Willms, Milwaukee; 100 pounds egg mash, Diamond Feed & Coal Co., Hales Corners, Mrs. Wm. Goff, West Allis; \$5.00 merchandise coupon, Ries Lumber Co., Waukesha, Wm. Meyer, Hales Corners.

One year's subscription, Tri-Town News, Hales Corners, Gladys Thurston, Milwaukee; 2½ gallons Wadhams oil, Holz Motor Co., Hales Corners, P. W. Zillmer, Waukesha; 5 gallons oil, W. M. Hardiman Co., Sussex, Peter Kohl, Richfield; ½ case peas, Merton Canning Co., Merton, Ed. Timm, Brookfield; 1 electric fan, J. F. Herda, St. Martins, Herman Fickau, Hales Corners; ½ case peas, Merton Canning Co., Merton, Otto Evert, Waukesha; \$2.50 case, State Bank of Hales Corners, Mrs. Wm. Goff, West Allis.

One case beer, Weber Brewery, Waukesha, Angeline Salentine, Waukesha; 1 bag 20 per cent egg mash, Hales Milling Co., Milwaukee, Guy Howard, Mukwonago; 1 bag 10 per cent dairy feed, Hales Milling Co., Milwaukee, Harvey Klumb, Richfield; \$2.50 check, Farmers & Merchants Bank, Menomonee Falls, Mrs. Wm. Sabin, Sta. D., Milwaukee.

Floor lamp, Badger State Bank, Milwaukee, Art. Baerenwald, Granville; plate and saucer set, R. Hille & Son, Menomonee Falls, R. Holler, Sta. D, R. 2, Milwaukee; 1 barn sprayer, Sears, Roebuck & Co., Waukesha, Hans Nelson, North Lake; 1 milk pail, G. W. Bosch, Durham Hill, Shirley Cowle, So. Milwaukee.

One barn broom, Farm Bureau, Waukesha, Ralph Butke, Lake Beulah; \$2.00 trade value, W. G. Slugg Feed Store, Menomonee Falls, F. Rudolph, Menomonee Falls; 5 gallons oil, Martin & Rindt, Prospect, Charles Miller, Hales Corners; 25 pounds Mother's Best flour, Durham Hill Market, Durham Hill, Jeanette Hartman, R. 7, Wauwatosa.

One bag 20 per cent egg mash, Hales Milling Co., Milwaukee, J. Rausch, R. 4, West Allis; 1 bag 10 per cent dairy feed, Hales Milling Co., Milwaukee, M. Klewein, R. 5, Box 442, West Allis; 25 pounds Gold Medal flour, Castine Grocery, Tess Corners, A. W. Stark, Sta. F, R. 3, Milwaukee; 1 kitchen set, Chas. Savadil Hardware Co., Milwaukee, F. Dehling, Thiensville.

Fifty pounds Square Deal calf meal, Feed Supplies, Inc., E. Rehberg, Mukwonago; 1 No. 23 Sky-Test strainer, Geuder, Paeschke & Frey Co., Milwaukee, Alw. Hinz, Cedarburg; 1 milk stool, J. J. Becker Imp. Co., Menomonee Falls, Joe Jungbluth, Hartland; 100 pounds Wayne No. 32 per cent dairy ration, Merton Feed Co., Merton, Mrs. J. Krueger, Sussex; Andis clipper, Andis Clipper Co., Racine, R. Martin, Milwaukee; 1 box cigars, donated, E. Friede, Thiensville; 1 kitchen set, Nies Brechtel Co., West Allis, Wm. Duhnke, Waukesha; 1 hassock, J. K. Randl & Son, Waukesha, F. Johnson, Caledonia; \$2.50 check, Farmers & Merchants Bank, Menomonee Falls, M. Dineen, Cedarburg.

One spot master, Bast One Stop Station, Menomonee Falls, M. Sauer-

Here's an Effective,  
Safe Way To Make  
LOW BACTERIA COUNT  
a FEATURE of YOUR Milk!

Combat bacteria scientifically in the same, successful, low-cost way large dairies, creameries, cheese factories and ice cream plants do. Benefit by their experience . . . use a modern cleaning material with thorough, FAST film and dirt-removing action like



## OAKITE GENERAL DAIRY CLEANER

Safe on equipment, removing milk films easily, rinsing completely, this remarkable material, by cleaning utensils and equipment BETTER, helps make low bacteria count a feature of your milk as it does for large establishments. Ask your dealer for OAKITE GENERAL DAIRY CLEANER and OAKITE BACTERICIDE for sterilizing. Your postcard request brings FREE a 16 page booklet on "Modern Dairy Farm Sanitation." Write for it today to

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

OAKITE  
CLEANING AND STERILIZING  
MATERIALS

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

**PRODUCE BETTER MILK**

**REBUILD and RETIN YOUR  
USED MILK CANS**

...NOW...

**GUARANTEED CANS  
AT A LOWER COST**



ASK  
YOUR  
WACHO  
DEALER

**HOT METAL COATING OF STAMPINGS  
AND ALL TYPES OF CASTINGS**

**STRIP CUPS, FILTER DISKS AND OTHER DAIRY NECESSITIES**

essig, Fredonia; 1 bag 20 per cent egg mash, Hales Milling Co., Milwaukee, Mrs. Otto Meyer, Hales Corners; 1 bag 10 per cent dairy feed, Hales Milling Co., Milwaukee, Mrs. Geo. Nieman, Mukwonago; 1 milk stool, J. J. Becker Co., Menomonee Falls, Peter Larson, Waukesha.

Five pound bag Wyandotte, J. B. Ford Sales Co., Milwaukee—Mrs. J. Garbe of Franksville, L. F. Tendler of Sussex, Mrs. Neverling of 2554 Wayne Ave., Chicago, John Bruening of Hales Corners, Mrs. Stadler, Sta. D, R. 2, Milwaukee, Mrs. Frank Snyder of Milwaukee and Mrs. J. W. Browne of Milwaukee.

One electric fence unit, E. J. Gengler Co., Brown Deer, Mrs. A. Kiekhaefer, Thiensville; 1 beer kaese, Milwaukee Cheese Co., Milwaukee, Pearl Rothe, R. 1, Box 84, So. Milwaukee; 1 beer kaese, Milwaukee Cheese Co., Mrs. H. Pittle-kow, Hales Corners; 1 horse collar, Walsh Harness Co., Milwaukee, C. Erickson, R. 5, West Allis.

One bag Big Joe flour, Wm. Steinmeyer Co., Milwaukee, G. Thurston, 3601 N. 42nd St., Milwaukee; \$2.00 cash, Bank of Jackson, Henry Kania, West Allis; 1 fly spray gun, Wm. Puetzer Garage, New Berlin, Chas. Schmidt, Wauwatosa; 50 pounds binder twine, Geo. Schubert Sons, Thiensville, Wm. Duhnke, Waukesha.

One gallon sterilizing solution, Geo. A. Gerrit, Cedarburg, Carl Fritz, Rockfield; 1 gallon fly spray, Swister Service, Fond du Lac Road, Edith Ross, Slinger; 5 pounds lard, Walter's Market, Lannon, Mrs. Jensen, Milwaukee; 25 pounds Golden Sheaf flour, Nettesheim & Otto, Sussex, Geo. Behling, Hales Corners.

Two theater tickets, Park Theater, Waukesha—Helen Posbrig, Mukwonago; Caroline Janicek, R. 2, Box 118, Franksville; Beatrice Lubbert, Butler; 4 package cartons Oakite ea., Oakite Products Co., Milwaukee—A. Pontell of Pewaukee, Mary Adamick of R. 5, Box 368, West Allis, H. Kressin of Rockfield, R. Kurth of Hales Corners, R. 2, Mrs. J. Spitzner of Mukwonago, Mrs. Snyder of 2246 S. 78th St., Milwaukee, Emily Herda of Hales Corners, Ernest Falk of Sussex, Georgiann Weimer of Burlington, Walter Uecker of West Allis, John Wendt, Geo. Reich, A. Laubenheimer, Mr. Van Eps, Pewaukee.

One gallon motor oil, Ray's Garage, Tess Corners, Theo. Lennartz, Cedarburg; 1 thermos jug, E. C. Holt Hardware, Tess Corners, C. Miller, Hales Corners; 1 pair overalls, Oscar Roehmel, Richfield, David O. Hanson, Waterford; one 5-pound

pail grease, Robt. Laubenheimer, Richfield, Mrs. Ed. Hahs, Waukesha; 5 pound pail grease, Robt. Laubenheimer, Richfield, Mrs. Sucharski, Hales Corners.

Fifty pounds Silk Finish flour, Wm. D. Wolf & Sons, Richfield, A. Williams, Pewaukee; 1 chicken feeder, Leisner Hardware, Jackson, Elsie Bernet, R. 4, Box 254, West Allis; 1 fork, Butzke Electric Shop, Jackson, Walter Wehrle, Cedarburg.

Fifty pounds Fireplace flour, Hoge & Gumm, Jackson, E. Centgraf, Menomonee Falls; 50 pounds Sunshine Flour, A. Held, Jackson, E. M. Bruening, Hales Corners; \$5.00 Cash, Pewaukee State Bank, Pewaukee, Merton & Brookfield, R. Loppnow, R. 1, So. Milwaukee; 1 summer sausage, A. Herbst, Thiensville, Henry Schmidt, Milwaukee.

One pair gloves, A. G. Elsner Co., Milwaukee, Wm. Duhnke, Waukesha; 1 table lamp, T. M. E. R. & L. Co., Milwaukee, R. Martin, Milwaukee; 1 neck yoke, Wm. C. Krueger, Blacksmith, Cedarburg, Elroy Friede, Menomonee Falls; 1 year's subscription Waterford Post, Rich. Schroeder, West Allis; 1 electric lighter, H. M. Trinborm, Waterford, H. Albrecht, Mukwonago.

One can Dumore, Diversey Corp., Donald Schowalter, Jackson; 1 can Diversey, Diversey Corp., W. Fickau, Hales Corners; Johnson polishing set, Cooper & Utter Lumber Co., Merton, M. Therfechter, Rockfield; \$10.00 credit on pump, Heil Co., Loraine Mecikalski, West Allis.

Milk stool, Wilbur Lumber Co., Waterford, Daniel Klein, Milwaukee; 1 quart oil, Gamble Store, Mary Albert, R. 4, West Allis; 1 quart oil, Bakers Garage, Waterford, Thomas Morden, 3114 S. Brisbane, Milwaukee.

One pound coffee, Nevens Store, Waterford, Mary Hejny, Milwaukee; 1 pound coffee, Autermans Store, E. F. Ebert, Waterford; 1 pound coffee, Hogensen's Store Wind Lake, Mrs. Sucharski, Hales Corners; casserole, Alf. Anderson, No. Cape, Mrs. J. Rusch, Rockfield; 1 summer sausage, Cedarburg Market, Eugene Stuesser, Richfield.

**WANTED TO BUY**—Unmanageable, ugly, mean, outlaw horses. One of the country's biggest rodeos which appears at the Wisconsin State Fair, August 21, 23, 24 and 25, will purchase any horse which its cowboys cannot ride. Send in description of horse, name and address of owner too.

Outlaw Horse Department  
State Fair Park  
West Allis, Wisconsin

## Mr. Fletcher Says: . . .

To produce high grade milk, it is necessary to have healthy cattle, fed on clean, wholesome food without offensive odors, clean production methods, clean, sanitary utensils and containers and a way to cool milk quickly.

Healthy cattle must be healthy in every sense of the word. Merely to have passed the T. B. and Bangs test does not insure a sound animal. An udder affected with mastitis makes a cow unfit for production of safe milk.

Clean production means clean cattle in a clean barn milked by a clean person into clean utensils. To cool quickly a plentiful supply of clean, cold water, flowing into a clean tank of proper size for the amount of milk produced until the milk is below sixty degrees is necessary unless mechanical refrigeration is used.

Some hints on production methods would be to rinse all utensils previous to milking with clean, cold water or chlorine solution. Immediately following milking, rinse with cold water and brush previous to washing with cleaning compound, scald and place on rack. Brush cows carefully before milking, use filter pads only (no top cloth) and change pads on each ten gallons of milk.

In cooling drain tank completely before each milking. Place each can as milked in tank and start pump when first can is full. Stir reasonably until cooled then place cover on can tightly. Restir all milk in morning previous to shipping.

Check over your methods. They may be better than this brief description of commonly approved practices, but if you are not following all these simple methods try them and see whether your quality will not be improved.

### NEW SUPPORTERS

Mrs. Clara Hilgendorf, Rockfield,  
R. 1, Box 24

H. R. Salen, Waukesha, R. 3

Elmer Johnson, Oconomowoc, R. 2

John Grueneberg, Cedarburg, R. 1

Barney Leeser, West Allis, R. 4, Box  
409

Mrs. Andrew Lorier, Pewaukee, R. 1,  
Box 38

Mike J. Dondlinger, Jr., Sta. F. R. 1,  
Box 437, Milwaukee

The Milk Producer reports that the net pool price for 3.5% milk F. O. B. Peoria, Illinois, for June was \$1.55 per cwt.



# WISCONSIN STATE FAIR



**SPECTACULAR FIREWORKS EVERY NIGHT**

Increased awards in every department, many new features and 48 acre industrial exhibit.

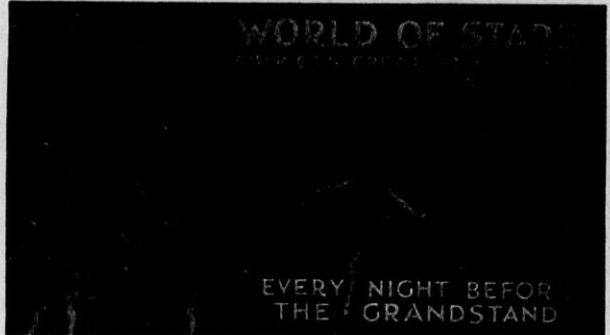
New buildings, new race track, new grandstand, totaling more than \$800,000 in improvements.

On the grounds the finest free events in fair history. Horticultural exhibits, home show, \$1,500,000 Blue Bloods on parade. Dozens of fascinating features, all for 25 cents for adults and 10 cents for children—the greatest entertainment value ever offered.

200 of America's finest harness horses will run 12 races around America's fastest track. Over \$4,200 will be paid in purses to the fastest thoroughbreds.

On Thrill Day see Capt. F. F. Frakes, the Flying Fire Phantom, crash a highspeed plane into the side of a house while Jean DeLuca sommersaults a stock automobile.

A.A.A. Auto Races—Indianapolis drivers dashing for 225 miles of motor madness. Also, thrilling A.M.A. motorcycle races.



America's greatest night show featuring a glorious galaxy of gifted girls, dazzling settings, a great band, and famous singing stars. Also 10 International Circus Acts.

## Dairy Day, Aug. 27, Is Your Day

- Dairy Parade
- Queen Contest
- Coronation of Queen
- AS DAIRYING GOES, SO GOES WISCONSIN
- Colorful Butter Ball
- Dairy Menu Contest
- Dairy Promotion

**\$76,212 Premium Awards**  
**9 THRILLING DAYS** **AUG. 21-29**



B-K Powder kills the bacteria present on milk utensils. Kills instantly—on contact. Insures low-count milk that brings better prices.

B-K sterilizes completely. Works faster, more cheaply and thoroughly than dry heat, hot water, or steam. Non-corrosive B-K does the job in hot or cold water. Contains 50% active, available, germ-killing chlorine—15 times more killing power than other dairy bactericides!

Kill bacteria with B-K for 1/6 of a cent a gallon.

**GENERAL LABORATORIES**  
 Division, Pennsylvania Salt Mfg. Co.  
 1009 Widener Bldg., Philadelphia, Pa.

FREE B-K Booklet waiting for

YOUR NAME.....

ADDRESS.....MMP-4

The Jerry Riordon cup for the best two year old Holstein bull at the Wisconsin State Fair will again be up this year. It was won last year by the Maytag Farms of Newton, Iowa.

In many of the departments of the stock show at the Wisconsin State Fair, August 21-29, new "Wisconsin Classes" have been added to encourage Wisconsin breeders to improve and show their animals.

## SUBSTANTIAL DISCOUNTS...

To Milwaukee Co-operative Milk Producers and their families on

- COMPLETE GLASSES
- OPTICAL REPAIRS
- LENSES

*Written Guarantee on all work*

Glasses cleaned, straightened, adjusted and frames polished without charge . . . Just say Co-operative Milk Producers after our regular prices are quoted to be sure of discount.



## KINDY OPTICAL CO.

Tel. MARquette 7225

615 N. 3rd St., Milwaukee, Wis.

# MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 10

SEPTEMBER 1937

Number 6

## FLUID PRICE UNCHANGED

The price conference held on August 26 resulted in an agreement that fluid milk stay at \$2.71 per hundred. Your Board argued that the dry weather has forced farmers to put cows on winter rations, making production costly. The dealers said that while receipts were down considerably from the high point, no shortage was feared. Too long vacations interfered with sales, one dealer said.

### MONTHLY MILK SALES REPORT

Fluid milk consumption continues to increase. Daily average sales of fluid milk in July showed an increase of 1.2 per cent over July, 1936, according to the monthly reports from 136 leading markets to the Milk Industry Foundation.

July daily average sales totalled 6,653,940 quarts compared with 6,500,178 quarts in July, 1936, and 6,884,218 quarts in June of this year. The decline from June was seasonal due largely to the vacation period.

Payrolls of milk distributing companies increased 10.9 per cent over July, 1936, against an increase of but 4.55 per cent in employment.

July daily average milk production per farm was approximately the same as last year.

### NATIONAL MILK WEEK

November 14 to 20 has been designated as National Milk Week. This is sponsored by the National Dairy Council, International Association of

(Continued on page 2)

### MILK FOR MILLIONS

#### A Fourth of the American Diet

Daily delivery of 30 million bottles of milk to the doorsteps of America, regardless of weather, is often compared with the mail. Yet the problems of milk distribution are far more complicated as milk is highly perishable and must be delivered every day.

Not so long ago science knew little about the danger of public health that might arise from lack of care in the production and delivery of milk. Milk deliveries were made from small carts and the milk itself was carried in big cans from which supplies were dipped by the peddlers who rode up and down the streets ringing bells or calling out their wares to attract housewives.

As milk sanitation improved and cities grew, milk distribution became more complex. Dairy farms remote from the centers of population were required and problems of transport became more acute. Milk had to travel miles at maximum speed and be protected at all times from any contamination.

The story of the milk industry and the many processes by which milk is produced, collected, transported and distributed, pure and fresh every day, from millions of farms to millions of consumers is an epic of modern times.

Today milk in one form or another comprises over 25 per cent of the 1,500 odd pounds of food used each year by the average American; it is

the largest single source of farm income, produced on more than 75 per cent of the farms in the country.

Over 170,000 people must be employed in getting 45 million quarts of milk delivered every day to homes and stores while 80,000 more make the cheese, butter, ice cream and other dairy products included in the dairy industry's 3½ billion dollar a year output.

#### From Farm to Kitchen

Milk distribution is a difficult, intensely arduous business and the distributor must be expert in handling a highly perishable food and a constant guardian of the public health.

Distribution really begins far out on the farms—not when the milkman starts out from the milk plant on his daily rounds. And the farms that supply the milk for towns and cities operate under careful sanitary regulations established by the municipalities, with farm inspectors and veterinarians ever alert to safeguard quality.

Milk for city delivery comes from the nearby area, known as the "milk shed," which may extend 100 miles or more out from the city. A milk shed functions somewhat like a water shed; milk from many farms moves toward the city as water from small streams flows toward the sea.

#### Science Double Checks

Milk must be inspected, weighed and tested, at the distributor's plant.

(Continued on page 2)

### AUGUST PRICES

| GRIDLEY DAIRY CO.    |       | LUICK DAIRY CO.       |                 | EMMER BROS. DAIRY     |                 | FOX DAIRY CO.      |                 |        |
|----------------------|-------|-----------------------|-----------------|-----------------------|-----------------|--------------------|-----------------|--------|
| Perct.               | Price | Perct.                | Price           | Perct.                | Price           | Perct.             | Price           |        |
| Fluid                | 49.27 | \$2.71                | Fluid           | 51.65                 | \$2.71          | Fluid              | 60.05           | \$2.71 |
| Out. Relief          | 1.76  | 2.48                  | Out. Relief     | 1.94                  | 2.48            | Out. Relief        | .27             | 2.48   |
| Cream                | 17.39 | 1.57                  | Cream           | 14.49                 | 1.57            | Cream              | 21.69           | 1.57   |
| Govt. sales          | 1.21  | 1.57                  | Manuf'd         | 31.92                 | 1.32            | Manuf'd            | 17.99           | 1.32   |
| Manuf'd              | 30.37 | 1.32                  | Composite price | 2.09                  | Composite price | 2.30               | Composite price | 2.21   |
| Composite price      | 2.07  |                       |                 |                       |                 |                    |                 |        |
| BLOCHOWIAK DAIRY CO. |       | GOLDEN RULE DAIRY CO. |                 | LAYTON PARK DAIRY CO. |                 | SUNSHINE DAIRY CO. |                 |        |
| Perct.               | Price | Perct.                | Price           | Perct.                | Price           | Perct.             | Price           |        |
| Fluid                | 68.39 | \$2.71                | Fluid           | 65.45                 | \$2.71          | Fluid              | 52.63           | \$2.71 |
| Out. Relief          | 3.51  | 2.48                  | Out. Relief     | .48                   | 2.48            | Out. Relief        | .96             | 2.48   |
| Cream                | 12.48 | 1.57                  | Cream           | 20.35                 | 1.57            | Cream              | 16.02           | 1.57   |
| Manuf'd              | 15.62 | 1.32                  | Manuf'd         | 13.72                 | 1.32            | Manuf'd            | 33.81           | 1.32   |
| Composite price      | 2.33  | Composite price       | 2.27            | Composite price       | 2.07            | Composite price    | 2.09            |        |



## MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

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Subscription .....\$1.00 Per Year

### STATE FAIR A BIG SUCCESS

Our readers know from personal visits or newspaper reports that the State Fair was very well attended and that the exhibits were of high standard.

Much credit for the outstanding show is due Manager Ralph Ammon. He had the assistance of Wilbur Carlson and Gordon Crump as publicity men and general all around helpers.

The men who exhibited cattle had nothing but praise for Superintendent Fred Klussendorf who worked tirelessly and cheerfully to accommodate the cattlemen. Lack of room made Fred's job a difficult one. The horsemen were pleased with the way Harvey Gilson took care of them in spite of the very limited facilities at his disposal.

Farmers came to see the Fair in great numbers and spent plenty of money. Thousands of people paid ten cents to see the largest horse when better horses could be seen in the barns and judging arena free of charge.

The 4-H people contributed to the interest in and success of the Fair. These boys and girls made the old timers step some in the open livestock classes.

### NATIONAL MILK WEEK

(Continued from page 1)

Milk Dealers, Milk Industry Foundation, and The Milk Dealer. The purpose of it is to make America milk conscious, to whet the public appetite for milk and to get them to drink milk and use more milk. A program of lasting benefit to your milk sales.

This Milk Week program will be put on in practically every town in

### COACH STUHLBREHER ON DAIRY COUNCIL PROGRAM

The Milwaukee Dairy Council has made arrangements with Wisconsin University's football coach, Harry Stuhldreher, for twenty-seven radio broadcasts over WTMJ during the football season. The first program will go on the air September 20, and continue every Monday, Wednesday and Friday until November 19, with each broadcast of fifteen minutes duration. The time has not been definitely set. However, it will be between six and six-thirty in the evening. This will be the most outstanding radio program for the nine weeks it will be on the air, because Coach Stuhldreher is extremely popular with everyone, has a wonderful personality and forceful style of address, and he knows football—both as a player and a coach. He is renowned as the quarter-back for the famous "Four Horsemen" of Notre Dame, and has already made a big success as athletic director and football coach at Wisconsin, and is highly well liked in Milwaukee and throughout the state. He will draw a huge listener audience each night he is on the air, and with him will go a powerful advertising effect for milk.

The program will open with the rousing University song, "On, Wisconsin." Then will follow a milk message by the ace radio announcer, Russ Winnie, who will present Mr. Stuhldreher each time. Mr. Stuhldreher will talk on timely football topics ten minutes, after which another milk message will be given by Announcer Winnie, and closing the program with "On, Wisconsin." Mr. Stuhldreher will include in his football talks effective references to milk, and milk's value in conditioning athletes and everyone else. All in all, milk will be "put over" big in this Stuhldreher program, and the Milwaukee Dairy Council can be congratulated for procuring such a "star attraction" and such a powerful milk advertising program.

America in some form or another. The radio will be used very extensively. The national networks will furnish their best talent to put the thing over. Newspaper advertising and free newspaper publicity will have a large part in promoting this move. Moving picture stars will be depicted drinking milk. Pictures have already been made of Janet Gaynor and Andy Devine drinking each other's health in milk. Harold

### MILK FOR MILLIONS

(Continued from page 1)

On reaching the city both the milk company's laboratory and the city health officials give the milk an exacting "third degree," checking cream content, sediment, bacteria count and "solids" content. Even bossy's diet isn't overlooked because onion or garlic shoots may get in the pasture and affect the milk's flavor.

As an additional safeguard most milk is pasteurized. This process must be carefully and accurately carried out and involves the use of special and costly equipment. Milk is heated to at least 142 degrees F. This sounds simple, but it must be held at that temperature—every particle of the milk—without fluctuation for half an hour. Milk is not boiled during pasteurization and its food value and flavor are unchanged.

### Fluid Milk May Be "Fluid"

This bottled milk at the doorstep is man's "most nearly perfect food." It is a highly perishable food. It must be produced with the utmost care and under strict sanitary specifications. Speed and timeliness in its transportation are all-important. Milk must be shipped on more exacting schedules than any food.

Still more important—from the economic standpoint—this milk has long been one of the farmer's most dependable sources of cash income. The dairy farmers who produce milk under the watchful eyes of health department officials, on farms near a city where it is sold, must meet expensive sanitary requirements. For these reasons the dairy farmer obtains his highest price for his milk.

The dairy industry calls this milk, for which the farmer receives his highest price, "fluid" milk or "basic" milk. It is the best milk obtainable—the milk that housewives buy in bottles—milk that the milk company is able to sell in fluid form.

But fluid milk makes up only part of the dairy industry.

### Or Fluid Milk May be "Surplus"

All of the milk produced in each milk shed, however, cannot always be sold in fluid form. During part of each year more milk is generally produced than can be sold as fluid—

(Continued on page 5)

Lloyd is shown with a quart bottle held to his well known face. Rochelle Hudson, John Payne and Frances Gifford are other stars who will be shown drinking milk.

There will be special sales contests for drivers and salesmen during National Milk Week and many other means will be used to sell the public on a "Use More Milk" program.

# "HOME NEWS AND VIEWS"

ANN T. PRINZ, Editor

## Using More Milk in Cooking Means Better Health and Less Surplus

### Baked Rice and Cheese

- 1½ cups rice or
- 1 quart cooked rice
- ½ pound cheese (1 cup)
- ¼ cup bread crumbs
- 1 pint milk
- 1 tablespoon butter
- 2 teaspoons salt

Steam or cook the rice in double boiler using three times as much milk or water as rice. Cook until rice is tender and almost dry. Add salt and put a layer of cooked rice into a baking dish which has been rinsed with cold water; cover with thin slices of cheese. Alternate layers of rice and cheese. Add milk, sprinkle the top with buttered crumbs and bake in slow oven until cheese melts.

\* \* \*

### Scalloped Parsnips

- 6 or 7 medium-sized parsnips
- 3 tablespoons butter
- 2 tablespoons flour
- 1 cup rich milk or cream
- ¼ teaspoon salt
- 1 cup buttered bread crumbs

Scrub the parsnips clean, cook for 20 to 30 minutes, or until tender, in lightly salted boiling water and drain. Scrape off the outer skin, split the parsnips lengthwise and pull out the stringy cores. Place the parsnips in a shallow baking dish, and cover with a sauce made with the butter, flour and milk or cream and salt. Cover the top with the bread crumbs, bake in a moderate oven for about 20 minutes, or until the parsnips are thoroughly heated and the buttered crumbs are golden brown.

\* \* \*

### Baked Custard

- 3 cups milk
- 3 eggs (slightly beaten)
- ½ cup sugar or maple syrup or honey
- ¼ teaspoon salt
- ¼ teaspoon of any desired flavor

Turn the custard mixture into individual custard cups or a large baking dish which is set in a pan of hot water. Bake one hour in a slow oven until a knife inserted in the middle comes out clean.

## A STORY OF ACCOMPLISHMENT

To say that milk has long been the most important food to mankind needs no emphasis. Nor have the products derived from milk lacked in public esteem.

The ancient Greeks knew butter. Probably the Arabs first discovered a semi-solid substance in place of the milk they had put in their goatskin saddlebags and called it cheese.

It is known that the first crusaders learned to prize the sherbets of Saladin, the infidel they came to conquer. His sherbets were the forerunner of modern ice cream. Milk and its products have long been essentials in the diets of most peoples of the world.

The progress made by science during our generation in acquiring knowledge of nutrition proves that this faith in milk as a food was not misplaced. A generous supply of milk in the daily diet directly contributes toward a high standard of public health.

Today in many other lands milk still reaches consumers in primitive ways—cows may be milked at doorsteps; dogs pull small wagons carrying milk in kettles; men may hawk their wares through the streets from pushcarts.

Here in America, science, practical experience and organization have created the world's most efficient system of distribution.

Here milk of the highest quality is readily available at the doorstep daily at the lowest possible price.

## SWITZERLAND

### A Land of Mighty Peaks

When you think of Switzerland, you think first of mountains, for in it there are many lofty peaks. Often the people who climb to the tops of these mountains find themselves above the clouds. In the winter much snow falls, and most of the peaks are covered with it. Travelers sometimes lose their way in the deep snow. Perhaps you have read stories of the huge St. Bernard dogs that are trained to rescue lost travelers. Even in the summer there are great fields of ice and snow in many valleys. Its beautiful scenery brings

many tourists to Switzerland. Its winter sports bring great crowds, too.

### The Migration of the Herds

Many of the people of Switzerland make their livings as herders. During the winter their cows and goats are kept in barns and are fed. As soon as it is warm enough in the spring, the herds are driven to mountain pastures. The day the herds of a village are taken to pasture is a holiday. First they go to pastures which are not very high in the mountains. As the weather gets warmer, they go to higher and higher pastures. They usually reach the highest pastures in July. As soon as the weather begins to grow cold again, the herders bring their herds down the mountains to their winter homes.

### Milk Into Cheese

When the herders are high in the mountains, the milk they get from their herds cannot easily be carried down the steep slopes. Therefore, cheese factories are often located up in the mountains. Cheese will keep for a long time without spoiling, and it is easier to carry than milk. During the months spent in the mountain pastures, a herder often makes as much as a hundred pounds of cheese from the milk of a single cow. Many of the cheeses the herders make are very large and have to be carried on special racks. Swiss cheese is so good that although we in this country make much cheese ourselves, we buy large amounts of it from Switzerland. The Swiss themselves eat great quantities of the cheese they make. They are, in fact, the greatest cheese eaters in the world.

### Health and Contentment

The mountain guides of Switzerland are famous for their strength and their endurance. Their life in the open air helps make them strong. The good food that they eat—the bread, milk, cheese and vegetables—helps, too. Of course, most of the Swiss people do work which is less strenuous than mountain climbing. Most of them, however, have good food and plenty of outdoor exercise and are active and strong. The Swiss are, on the whole, a healthy and happy people.—National Dairy Council.



## MILK FLOAT WINS FIRST PRIZE

In the State Fair Dairy Day Parade, August 27, the Milk Float, entered by the Milwaukee Dairy Council, was awarded first prize. More than fifty floats comprised the parade, representing milk, butter, cheese and ice cream; and the parade route extended from the lake front through Milwaukee and the entire State Fair grounds, being seen by over 100,000 people.

The prize winning Milk Float was entirely of white floral construction and modern stream line design, having two huge bird wings on each side at the front, and another huge wing off the rear. Featured on the float was an enormous milk bottle, all in white, and standing sixteen feet high. Aboard the float, in a variety of comical costumes, was a novelty-clown band of eight pieces, all top-grade musicians, playing lively jazz music of the catchiest toe tickling kind. Printed on each side of the float was the line: "PUT PEP IN YOUR STEP . . . DRINK MILK" which, accompanied by the peppy clown band music, carried a most effective milk message to the public watching the parade.

The Milk Float was the "hit" of the parade, and was applauded with hand-clapping and cheers all along the line.

A picture of the Dairy Council float appears below.



"THAT'S my new system for curin' hams, Joe, cures the hams of goin' in the corn patch."

## You cannot appreciate **ELECTRIC FENCING** until you try the latest Prime Controller

*Wonderful Dry Weather Shock Safety in Wet Weather*

Price... **\$29.50** and Up

**FREE**—Lloyds of London Insurance Policy with each unit

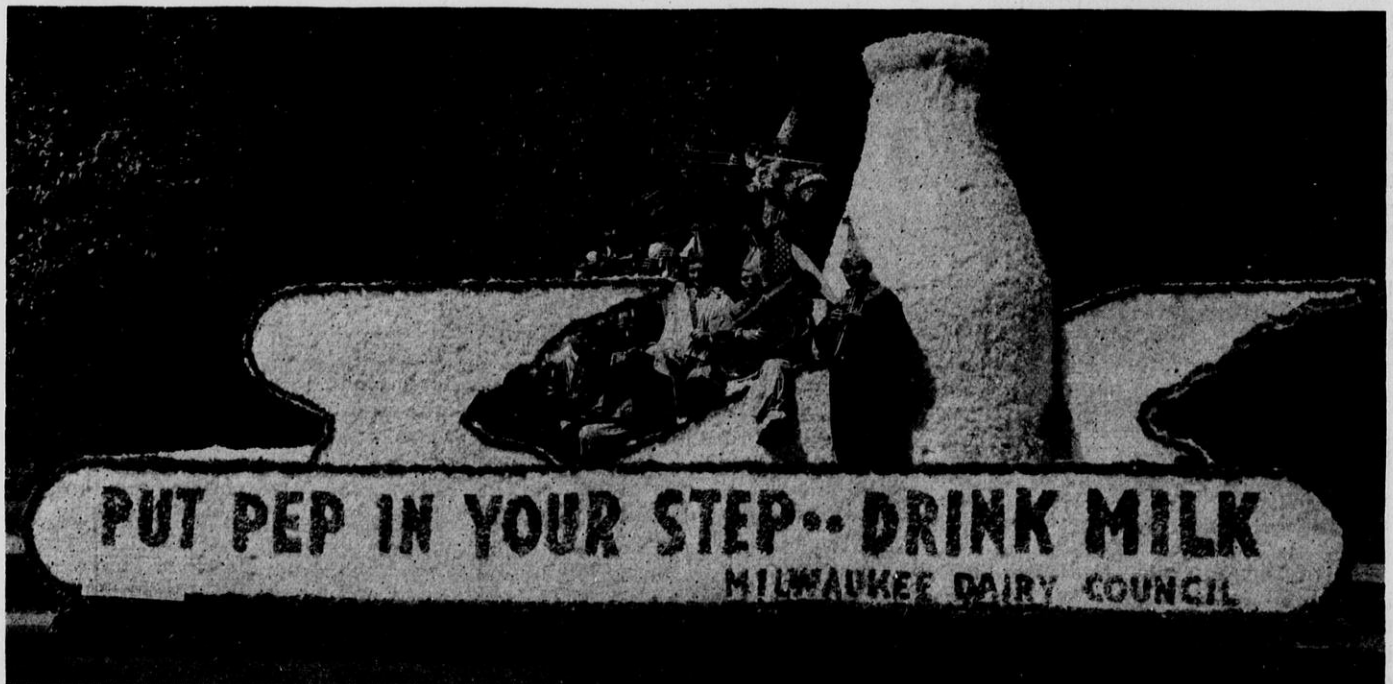
See your dealer or

**E. J. GENGLER**

Phone Hilltop 1826

Station F, Milwaukee, Wis.

Brown Deer Road



## MILK FOR MILLIONS

(Continued from page 2)

but no milk is wasted. The dairy industry calls this excess milk "surplus." This surplus milk is made into butter, cheese and other milk products. It is "manufacturing" milk.

Furthermore in some important milk producing states of the nation there are not nearly enough people in cities to consume an appreciable part of the total output. It is primarily from these great producing centers that much of the butter, cheese, canned milk and various other manufactured milk products come.

Butter, cheese and most products made from milk can be shipped from Maine to California, from Sault Ste. Marie to El Paso. Thus these products are subject to competition from all sections of the country. Consequently, the prices at which they are sold in every locality are determined entirely by nation-wide conditions of supply and demand. For instance, butter in Maine cannot sell for much more than it does in Ohio as holders of butter in other states would quickly ship directly to Maine, bringing prices to prevailing nation-wide levels.

It is with these products that surplus in the milk shed competes. That is why the producer gets a lower price for his surplus than for his fluid milk.

### 25 Million Cows on 24-Hour Shifts

Over three-quarters of the farms of America—some 5 million—and 25 million cows produce an endless flow of milk which is divided into fluid or manufacturing classes, depending on how it is used. In the larger milk sheds where farmers sell to fluid milk companies, one farmer seldom produces milk solely for fluid use and another farmer for manufacturing purposes, but, since production exceeds fluid milk sales, usually each receives the fluid price for part of his milk and the manufacturing, or surplus prices, for the remainder.

Since cows work on twenty-four hour shifts, farmers must be assured of a market for this highly perishable product every day in the year. The distributors accept all of this milk when it reaches their receiving plants. Here the division begins as milk starts on its way either for distribution in bottles or to be made into butter, cheese or other products.

### Prices Differ for the Same Milk

The dairy farmer's income depends on the price per quart received for milk according to use and the proportion of his milk that can be

sold in fluid form. If a dairy farmer delivered 200 quarts of milk to a plant it is possible that 100 quarts would bring him the fluid milk price while the second 100 quarts would bring the manufacturing, or surplus price, which might be only half the fluid price. Consequently the average price received by a farmer for milk is not as high as the price he receives for milk sold in bottles. The farmer's price for bottled—or fluid—milk generally ranges between 4 cents a quart in some milk sheds to over 6 in a few others. The more milk sold in a bottle, the larger the farmer's milk check.

Two simple illustrations will help to show why this surplus or manufacturing milk brings lower prices

than fluid milk. It takes about 10½ quarts of milk to make a pound of butter, and 4½ quarts to make a pound of cheese. If milk made into these products brought the farmer the fluid milk price, the cost of a pound of butter would be nearly doubled and cheese much higher, not counting the expense of processing, wrapping, packaging, selling and delivery.

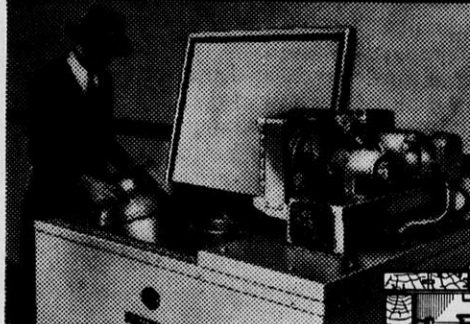
As butter is the big outlet for manufacturing or surplus milk, the selling price of butter very much affects the price of all of this milk. The determining factor is essentially the cost of production in the great milk producing states of the middle west. Cost of production in these

(Continued on page 7)

## INTERNATIONAL HARVESTER

Announces

# New McCormick-Deering MILK COOLERS

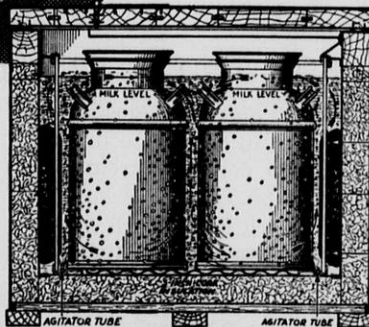


The New McCormick-Deering Milk Cooler. Note how the compressor unit is mounted integrally with the box.

A COMPACT, simple, fast-cooling milk cooler, manufactured, assembled, and tested complete (including both box and compressor unit) at the factory. That's the brand-new McCormick-Deering, another product of International Harvester designed to aid the dairy farmer in keeping down the bacteria count in milk.

The McCormick-Deering Milk Cooler cools milk to a temperature of 50 degrees or lower in an hour or less twice every 24 hours, and automatically maintains the temperature regardless of the weather. The pneumatic water agitator, an exclusive McCormick-Deering feature, makes this rapid cooling possible. It forces the air into the water from the bottom of the box and the constantly

The Only  
Coolers with  
Pneumatic  
Water Agitation



Cross section of the McCormick-Deering Milk Cooler showing how the ice-cold water circulates all around the cans.

rising bubbles agitate the water near the ice bank, thoroughly chilling the water and keeping it circulating all around the cans, from the bottom up to and over the milk level.

Many other features of design and construction contribute to the high efficiency of the McCormick-Deering. Ask us to tell you all about this advanced method of cooling milk.

## GEO. SCHUBERT SONS CO.

THIENSVILLE, WIS.

Thiensville 175-F-13



## OTHER MARKETS

In this column, we quote from the organs of some of the other producer associations regarding conditions or happenings in their markets.

In New York, there has been much turmoil for many months. A new bargaining agency has been set up following the enactment of a new law known as the Rogers-Allen law. This agency had trouble in reaching a fair agreement with the dealers. However, after preparations for a strike had begun, the dealers offered a raise of thirty-five cents per hundred for fluid milk and fifteen cents per hundred for milk from which fluid cream is derived. This offer was accepted by the agency according to the Dairymen's League News as quoted below:

"Co-operation of New York state producers under the Rogers-Allen law brought about an increase of thirty-five cents in the price of fluid milk and fifteen cents in cream, effective August 25.

Agreement with New York metropolitan dealers came only after negotiations had broken down and plans for a general milk strike by members of the producers' Bargaining Agency were under way. The Bargaining Agency demanded a forty cent increase effective September 1st, but agreed upon thirty-five cents which was fifteen cents per hundred more than the dealers' original offer provided the increase went into effect August 25.

**BY THIS COOPERATIVE ACTION, PRODUCERS THEMSELVES, ACTING THROUGH DELEGATES FROM MORE THAN 75 COOPERATIVE ASSOCIATIONS, HAVE DEMONSTRATED A NEW AND GREATER BARGAINING POWER THAN THIS MILK SHED HAS SEEN IN MANY YEARS."**

\* \* \*

In St. Louis a very drastic ordinance was passed by the city council over the strong protests of the Sanitary Milk Producers. Many producers thought that their organization should fight the ordinance but the decision was against such a move. Read the following editorial from the St. Louis paper:

### "SMP" Members Vote to "Go Along" with Health Ordinance

The Sanitary Milk Producers Advisory Committeemen acted wisely at St. Jacob, Ill., on August 20th, 1937, when, by a vote of about four to one, the four hundred men, as "individuals" from the 124 locals of the organization, stated that they intended to make an "honest effort" to

## Mr. Fletcher Says: . . .

I have written many articles for my column in your paper in the past and each time I tried to make it news of what happened in the past current month.

This time I am sorry to say that the only news I have is the fact that for the first time in my life I experienced a somewhat serious illness. On about July 10 I contracted a cold that developed into a serious fever. Believing it "only a cold" I did no more than give it ordinary attention with the result that on August 10 I was taken to the hospital with a complication of diseases, the most serious of which was congestion in the lung cavity.

However, I am home again, and while I am extremely weak, I am regaining strength rapidly and sincerely hope to be back on the job shortly.

The lesson I found in this experience is that there are two things that really count in this world; our good health that we do not always appreciate until we lose it, and our good friends who show their real friendship for you with their actions and expression of sympathy when things look the blackest.

To all of you who were so kind during my illness, I say "thank you" and I sincerely hope I will be back on the job shortly endeavoring to fulfill my position better than ever.

"Go along" with the St. Louis Health Commissioner and Health Ordinance designed to improve the quality of milk in the City of St. Louis.

Any other decision would have set the organized milk producers of the St. Louis area back several years in their efforts to provide the city with a good milk supply, and to receive a fair price for it.

Sanitary Milk Producers agreed seven years ago, when they organized, that it was their task to see to it that St. Louis was supplied with a good quality of milk. They have reiterated their stand with reference to "quality milk" repeatedly during the history of the organization. Sanitary Milk Producers Officers put up the best fight they could at the time that the ordinance adoption was being considered. They lost. The City Consumers must expect to pay the price for the better grade of milk.

## Quality Milk Deserves This **SURE PROTECTION**

Don't take chances . . . give your milk the PROTECTION it deserves by cleaning milkers, pails, separators, cans and other utensils the thorough, quick Oakite way . . . then sterilize before using with that NEW, more powerful, quick-acting sterilizing material . . .

## **OAKITE** TRADE MARK REG. U. S. PAT. OFF. **BACTERICIDE** PATENT APPLIED FOR

Instantly ready for use, it gives you SURE PROTECTION . . . MORE COMPLETE sterilization due to its more active form of available chlorine. You have the assurance always that bacteria counts will be LOWER!

Your dealer has OAKITE BACTERICIDE or will get it for you. Order a can today. Ask him also about other Oakite dairy materials for safely and quickly cleaning utensils at low cost. Write for interesting booklet free on request to



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

**OAKITE**  
CLEANING AND STERILIZING  
MATERIALS

The recent increase of 1c per quart for milk is the result of the ordinance. The reaction of the consumers of milk in St. Louis to it will be carefully watched. Was the Consumer's council acting in good faith when they said St. Louis wanted a better supply of milk, and were willing to pay for it?

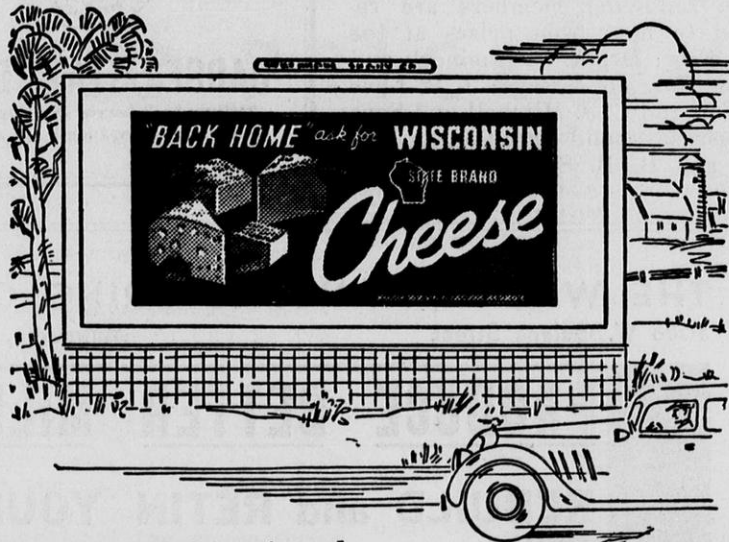
### Now Get a Price

In the meantime the efforts of SMP should be put in getting a fair share of the price increase which has been passed on the consumer. The day for fighting the ordinance is passed. The time for a united front for producers is here, and a united front will bring higher prices to the producers of the inspected milk.

### NEW SUPPORTERS

**Maria Castenholz, Menomonee Falls, R. 1  
Harold Scholbe, Mukwonago, R. 2  
Melvin Foster, Saukville  
Fred Uphoff, Cedarburg, R. 1**

## State Reminds Thousands of Visitors to Ask for Wisconsin Products "Back Home"



Following up a successful spring advertising campaign, for which the Department of Agriculture and Markets at Madison selected every newspaper in the state to carry Wisconsin's dairy products messages, the state is now addressing the same story to summer tourists.

More than a hundred 7-color highway posters, displayed along principal tourist routes, remind Wisconsin's summer visitors to ask for Wisconsin butter and cheese when they get "back home."

Appearing during the peak of the vacation season, when Wisconsin plays host to millions of tourists, 61 of the posters feature Wisconsin Creamery



Butter, "the perfect spread for the people's bread."

The remaining 57 posters remind tourists to ask for Wisconsin **dated** State Brand Cheese. Four of the state's leading varieties are pictured: Swiss, American, brick and limburger.

It is estimated that more than six million tourists—equal to about one-twentieth of the total United States population—visit Wisconsin annually.

To encourage these millions to remember—and buy—Wisconsin dairy products "back home," thus extending the Wisconsin farmers' national market, is the main purpose of the current summer campaign, according to Wilbur Carlson, in charge of the state's dairy promotion activities.

### MILK FOR MILLIONS

(Continued from page 5)

states is lower than in most sections of the country.

**Dairy Farmers Like Milk in Bottles**  
Milk bottle economics—a seldom understood subject—can be summarized in this fashion:

First, the dairy farmer receives his highest price for that part of his milk sold to consumers in fluid form. This price varies considerably from one milk shed to another because taxes, farm wage rates, cost of feed, transportation costs and the like are never uniform.

Second, more milk is usually produced in each city's milk shed than the people in that city consume in fluid form.

Third, the price the dairy farmer receives for this surplus milk used

to make butter, cheese and other products depends on the nation-wide selling price of those products. When the price of butter goes up, the farmer receives more; when it goes down, he naturally takes less.

So, farmers want to have as large a portion of their milk sold in bottles as possible because for this they receive the highest price.

More milk bottles on more doorsteps mean more money—more farm equipment, dresses, autos and the like—for farm families. It is these purchases by farmers that create more jobs and larger payrolls for people in the town and cities.

The farmer receives much higher prices for that part of his milk sold in fluid form, as special and regular milk, than he does for milk used to make cream or other products. He receives the higher price even

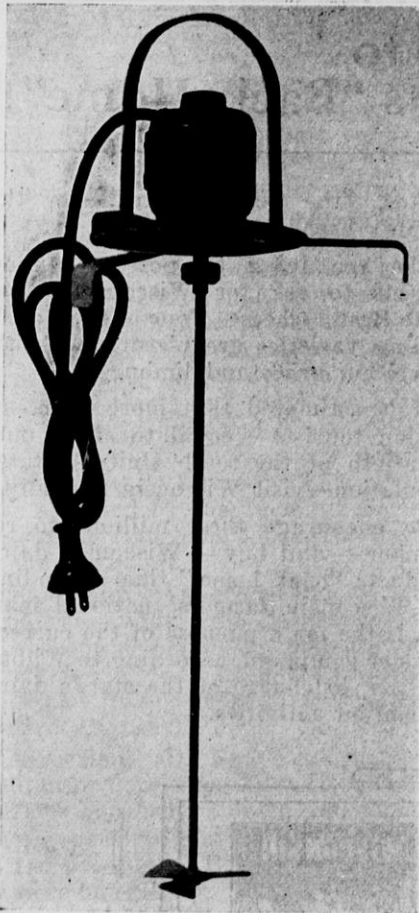
though a good share of the milk distributors' fluid milk business is at wholesale in bottles or in bulk for which the milk companies receive anywhere from 2 to 4 cents a quart less than the retail price. The other products include butter, canned milks and the like along with some cottage cheese and other skim milk products made from the milk left after the cream is separated from the whole milk for bottling or for use in buttermaking.

This average price paid for all milk is, of course, lower than the price paid for milk sold in bottles and cannot be compared with the retail price of bottled milk.

The net profit to a milk company amounts to only a fraction of a penny a quart at best. Few businesses are carried on with such a small mar-

(Continued on page 8)





The Arctic Electric Milk Conditioner is of a simple and durable construction. The electric motor in connection is capable of giving long and continuous service, and enables the propeller reaching down in the milk to continuously transmit a certain necessary action for best results. If your dealer cannot supply you call this office.

### MILK FOR MILLIONS

(Continued from page 7)

gin between profit and loss as that of the milkman's.

#### 46 Billion Quarts Go to Market

Few people realize how the 46 billion odd quarts of milk produced annually in this country are used. An analysis shows that about 25% of all of the milk produced annually in the United States never leaves the farms; it is used by farm families as milk and cream, part is made into farm butter and the remainder fed to calves. About 30% is sold to milk companies for delivery to city people in fluid form. Another 33% is sold to creameries to make into butter. Some 5% is sold to cheese companies; 4% is used for canned milk, 2% for ice cream and the remaining 1% for miscellaneous uses.

Today, despite a considerable increase in all types of farm revenue, milk still accounts for about one-

fifth of all farm cash. No federal benefit payments, direct subsidies, processing taxes or production curtailment have ever applied to milk.

#### WINNERS AT FAIR

The following members are reported to have won prizes at the State Fair: Dr. A. F. Rheineck and Parker Dow on Jerseys; J. R. Love and Son and C. J. Mitchell and Sons on Guernseys, and Dr. Lillie on Holstein and B. B. Simmons on Ayrshires.



### BADGER STATE BANK

"Milwaukee's Largest Outlying Bank"  
Fond du Lac Ave. and North Ave. at 21st St.

### THE WACHO MANUFACTURING CO.

3048 W. Galena Street

Milwaukee, Wis.

## PRODUCE BETTER MILK

REBUILD and RETIN YOUR  
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...NOW...

GUARANTEED CANS  
AT A LOWER COST

HOT METAL COATING OF STAMPINGS  
AND ALL TYPES OF CASTINGS

STRIP CUPS, FILTER DISKS AND OTHER DAIRY NECESSITIES

## SUBSTANTIAL DISCOUNTS...

To Milwaukee Co-operative Milk Producers and their families on

- COMPLETE GLASSES
- OPTICAL REPAIRS
- LENSES

Written Guarantee on all work

Glasses cleaned, straightened, adjusted and frames polished without charge . . . Just say Co-operative Milk Producers after our regular prices are quoted to be sure of discount.



## KINDY OPTICAL CO.

Tel. MARquette 7225

615 N. 3rd St., Milwaukee, Wis.

# MILWAUKEE MILK PRODUCER

"Run by Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 10

OCTOBER 1937

Number 7

## FLUID PRICE UNCHANGED

No change in the price of fluid milk was made at the conference of your Board of Directors and the Milwaukee dealers on September 27. The directors wanted more money and cited the lack of pasture, high labor cost and increased cost of everything that farmers buy as reasons.

The dealers said that the margin is very narrow now, due to high wages paid to employees. They also said that the September composite price would be from sixty to seventy cents above what the condenseries will pay, making the Milwaukee market extremely attractive to outside shippers. Some dealers also complained that one outfit is allowed by the state department to withhold twenty-five cents per hundred from the farmers, giving that company very cheap milk. So cheap, that grocers are given a very favorable deal when buying from that outfit, it is said.

The fact that one concern has a base plan that penalizes producers who drop below base by reducing the base also was cited as giving that company an unfair advantage.

Just how much the composite price should exceed the condenseries' price is always a disputed question. The farmers selling to a condensery has no base to make and therefore need not bother much with making milk in the very busy season of harvesting and silo filling. All these things which affect city milk producers and the price of their milk

was discussed in a session that lasted from two to six o'clock and ended as mentioned above in an agreement on the prevailing price to the disappointment of a majority of the board.

### PROFESSORS WANT CHEAPER MILK

At a recent hearing in Madison, the Department of Agriculture and Markets raised the question of rebates to customers who bought one hundred and five quarts or more of milk per month.

The department said that this rebate had been abused and it would seem that it was considered a chisel proposition. Protesting the order to discontinue the rebate were professors and instructors from the Economics Department and also from the College of Agriculture of the University of Wisconsin.

Commissioner Fred Schultheiss pointed out that the farmer received about 57 cents of the consumer's dollar for milk, and even so was producing at a loss. He stated that the farmer gets six cents for each quart of milk and five cents goes to the distributor for handling and distributing costs. He also explained that the department had gone over the books of the distributors and had authorized the temporary order abolishing the rebate until it could see whether it would pay for the increased labor costs of the distributors.

### HOLMAN VISITS THIS OFFICE

Charles W. Holman, Secretary of the National Co-operative Milk Producers' Federation, met with your Board of Directors on September 15.

Mr. Holman, with headquarters in Washington, D. C., is very well informed on matters of legislation. He explained how the Black-Concernery bill would affect farmers if enacted. If a special session of congress is called by the President, an effort would probably be made to rush the wage and hour bill through, Holman said.

### WAGE AND HOUR BILL DISCRIMINATES AGAINST DAIRY INDUSTRY

The wage and hour bill, which failed in passage in the last congress, will probably be revived at the special session if one is called, or in the next regular session of congress. The representatives of the dairy farmers in Washington, led by the National Co-operative Milk Producers Federation, Charles W. Holman as spokesman, protested against the dairy industry being lumped with the steel, textile and coal mining industries for the reason that there has not been any of the trouble or complaints of labor in the dairy industry as there has been in the steel, textile and coal industries.

Quoting from a letter which Hol-

(Continued on page 8)

### SEPTEMBER PRICES

| GRIDLEY DAIRY CO.    |        |        | LUICK DAIRY CO.       |        |        | EMMER BROS. DAIRY     |        |        | FOX DAIRY CO.      |        |        |
|----------------------|--------|--------|-----------------------|--------|--------|-----------------------|--------|--------|--------------------|--------|--------|
|                      | Perct. | Price  |                       | Perct. | Price  |                       | Perct. | Price  |                    | Perct. | Price  |
| Fluid                | 54.23  | \$2.71 | Fluid                 | 58.31  | \$2.71 | Fluid                 | 77.20  | \$2.71 | Fluid              | 60.37  | \$2.71 |
| Out. relief          | 1.97   | 2.48   | Out. relief           | 2.33   | 2.48   | Out. relief           |        |        | Out. relief        | .37    | 2.48   |
| Cream                | 19.48  | 1.67   | Cream                 | 16.61  | 1.67   | Cream                 | 11.13  | 1.67   | Cream              | 19.24  | 1.67   |
| Govt. sales          | 1.25   | 1.67   | Manuf'd               | 22.75  | 1.42   | Manuf'd               | 11.67  | 1.42   | Manuf'd            | 20.02  | 1.42   |
| Manuf'd              | 23.07  | 1.42   | Composite price       | 2.23   |        | Composite price       | 2.43   |        | Composite price    | 2.25   |        |
| Composite price      | 2.19   |        |                       |        |        |                       |        |        |                    |        |        |
| BLOCHOWIAK DAIRY CO. |        |        | GOLDEN RULE DAIRY CO. |        |        | LAYTON PARK DAIRY CO. |        |        | SUNSHINE DAIRY CO. |        |        |
|                      | Perct. | Price  |                       | Perct. | Price  |                       | Perct. | Price  |                    | Perct. | Price  |
| Fluid                | 70.30  | \$2.71 | Fluid                 | 78.49  | \$2.71 | Fluid                 | 53.86  | \$2.71 | Fluid              | 56.32  | \$2.71 |
| Out. relief          | 3.98   | 2.48   | Out. relief           | .73    | 2.48   | Out. relief           | 3.09   | 2.48   | Out. relief        | 1.18   | 2.48   |
| Cream                | 12.63  | 1.67   | Cream                 | 8.62   | 1.67   | Cream                 | 19.53  | 1.67   | Cream              | 17.65  | 1.67   |
| Manuf'd              | 13.09  | 1.42   | Manuf'd               | 12.16  | 1.42   | Manuf'd               | 23.52  | 1.42   | Manuf'd            | 24.85  | 1.42   |
| Composite price      | 2.38   |        | Composite price       | 2.45   |        | Composite price       | 2.19   |        | Composite price    | 2.19   |        |



## MILWAUKEE MILK PRODUCER

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CHARLES F. DINEEN, Editor  
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Volume 10 OCTOBER, 1937 Number 7

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### MILK IN THE COURTS

Elsewhere in this bulletin is a list of recent court prosecutions of milk dealers in which the Milk Administration has secured convictions for selling milk without a license and selling it below fixed resale rates.

Deputy Administrator Hayes has been persistent and vigorous in his prosecution of dealers for these offenses.

The mere listing of the cases, however, serves to bring out the absence of any prosecution of dealers for failure to pay producers the established prices. Nor can we find that any court action has been instituted to enforce the Milk Administrator's transportation rulings.

Mr. Buckingham and Mr. Hayes might learn, if they investigated, that there are dealers buying milk from producers at less than established prices, paying as little in the country as they can get away with.

Mr. Buckingham and Mr. Hayes must know that since last January 1, when a 25-cent maximum was established for milk transportation, certain dealers have, month after month, ignored the ruling and collected from their producers as high as 35 cents a hundredweight for hauling. In fact, the one dealer over whose excessive transportation profits the hauling controversy arose, has been allowed to do this. Why are not these dealers taken into court?

(Note: No, dear readers, this is not an article written by Mr. Fletcher, as you might presume, if you did not notice the names that were used, but it is taken from the Connecticut Milk Producers Bulletin, and refers particularly to the Hartford, Conn., market. It would seem that in Connecticut the dealers haul the milk and some have exorbitant cartage rates.)

### NATIONAL MILK WEEK

National Milk Week, November 14 to 20, should greatly promote the use of milk. Sponsored by the National Dairy Council, the National Co-operative Milk Producers Federation, the International Association of Milk Dealers, the Milk Industry Foundation and The Milk Dealer, a magazine, to say nothing of the work being done by the regional dairy councils, this week should go over big.

Posters will be used in store windows and on wagons and trucks, newspaper ads and radio, and the screen will also be used. Many Hollywood stars have had their pictures taken drinking milk directly from milk bottles. Maureen O'Sullivan, Rochelle Hudson, Bob Burns, Nelson Eddy and Virginia Weidler are a few of the screen favorites who are milk addicts; recipes telling how to use milk in the home are being distributed by the milk wagon drivers and every approved method will be used to promote the use of milk.

Farmers may do their bit by encouraging their city friends to use more milk and perhaps some of us should use more on our own tables. Let us all try to make this Milk Week go over for the milk that is sold in bottles is what we make our money on.

### ONE LESS

Gehl Guernsey Dairy purchased the Minowaki Dairy and took over the business October 1. Minowaki Dairy did business in Cudahy and surrounding territory and took milk from about fifteen farms including one operated by the owner of the distributing business.

Gehl Guernsey Dairy will not operate the Minowaki plant but will deliver from its Capitol Drive plant, we understand.

### MONTHLY MILK SALES REPORT

Daily average sales of fluid milk and employment and payrolls of milk companies for August all showed increases over the same month a year ago, according to the monthly reports from 136 leading markets to the Milk Industry Foundation.

August daily average sales totaled 6,461,023 quarts compared with 6,228,748 quarts in August, 1936, representing an increase of 3.73 per cent for August, 1937.

Payrolls of milk distributing companies increased 9.6 per cent over August, 1936, while employment increased 8.9 per cent for the month. —From Milk Industry Foundation.

### FARMERS GET-TOGETHER AT GREEN BAY

The Wisconsin Council of Agriculture is sponsoring the Seventh Annual Get-together of Wisconsin Farmers at Green Bay on October 21, 22 and 23.

The complete program is not at hand but tentatively it is as follows:

The sessions open on Thursday evening with a banquet at the Hotel Northland at which Mr. Dykstra, the new president of the University of Wisconsin, will be the chief speaker. Senator Kresky of Brown County will also speak at the banquet.

A new departure in get-together programs will be the appearance of a lady. Mrs. Stockman from Michigan has been secured to speak at the Friday morning open session and she will also address a woman's session at the afternoon meeting. C. F. Claflin of the Equity Livestock Sales Association will also speak at the morning session. Charles W. Holman, Secretary of the National Co-operative Milk Producers, is on the Friday program to talk on the Black (hold your nose) Connery wages and hours bill as it may affect farmers' income.

The Friday evening program will feature Clifford V. Gregory who will talk on his observations of consumer co-operatives in foreign countries. The closing session on Saturday morning will be devoted to the annual business meeting of the Council of Agriculture.

Varied entertainment of a high order will be furnished by the Green Bay people.

### NATIONAL FEDERATION MEETING NOVEMBER 1, 2 AND 3

The National Co-operative Milk Producers Federation will meet in Baltimore on November 1, 2 and 3. This federation, formed some twenty years ago with about a half dozen milk marketing organizations like yours, has grown to a membership of nearly sixty organizations.

### "JOE PALOOKA" AT PARTY

Ham Fisher, creator of the Joe Palooka comic strip, attended the American Legion Cheese Party at the Hotel New Yorker. Mr. Fisher is a great champion of Wisconsin cheese and says Joe Palooka will tell his admirers more about it soon.

# "HOME NEWS AND VIEWS"

ANN T. PRINZ, Editor

## Using More Milk in Cooking Means Better Health and Less Surplus

### Stuffed Lamb Roast

- 5 to 6 lbs. leg of lamb, boned for stuffing
- ½ lb. cold boiled ham, finely chopped
- ½ cup bread crumbs
- 6 tablespoons butter
- 2 tablespoons minced parsley
- 3 tablespoons minced celery
- 1 egg
- ½ teaspoon black pepper
- garlic

Mix ingredients well. Rub the pocket of the lamb with a clove of garlic. Fill the pocket with stuffing, sew up the pocket. Rub the outside of the leg well with one tablespoon salt and a dash of pepper. Insert on toothpicks, four small pieces of garlic in several places on the surface of the roast. Place roast uncovered in an open pan. Roast in moderate oven 325 to 350 degrees for 3½ to 4 hours. Remove the garlic which was inserted on toothpicks before serving. Drippings will make excellent gravy.

### Russian Cole Slaw

- 1 firm head cabbage
- 1 tablespoon horseradish
- 2 tablespoons vinegar
- ½ pint sour cream
- 4 tablespoons cider vinegar
- 4 tablespoons sugar
- 4 teaspoons salt
- 1 teaspoon prepared mustard
- 3 hard cooked eggs
- paprika

Shave cabbage very fine. Cover with ice water for one hour, drain and dry well. Combine with this dressing; mix sour cream with horseradish, vinegar, sugar, salt, prepared mustard. Add mashed hard cooked egg yolks and blend well. Pour over cabbage and toss lightly. Cut egg whites into shreds and use as a garnish with paprika.

### Apple Muffins

- ½ cup butter
- 1 cup sugar
- 1 egg
- ½ cup apple butter or marmalade
- ¼ teaspoon soda
- ¼ cup raisins
- ¼ cup nuts
- 2 cups cake flour
- ½ teaspoon salt
- 1 teaspoon baking powder
- ¼ cup buttermilk

Cream butter and sugar. Add eggs, well beaten. Add marmalade or apple butter. Sift flour, measure and sift again with baking powder, soda and salt. Add nuts and



raisins to flour mixture. Add flour alternately with buttermilk to butter mixture. Bake in butter muffin tins at 400 degrees for 20 to 30 minutes. Makes 15 muffins.

### IT COULDN'T HAPPEN NOW

Cleanliness hasn't always been considered a virtue. Back in the sixteenth century tongues wagged and disapproving fingers were shaken at the girl who sought attractiveness by washing her face too often. This is what a Spanish lady wrote to her daughter 400 years ago, according to a letter in a London newspaper:

"It is permissible, and even advisable, my dear daughter, to wash your face once or even twice during a week. To do so is said to be cooling and refreshing, and is less questionably desirable at times for the purpose of removing marks and stains which, if neglected, might make it doubtful whether your friends would recognize you.

"But to wash more often than once in every four days would be to expose yourself to the evil tongue of the malicious. It would very naturally be said that you did it for the purpose of making yourself attractive to men, and I confess that I, your own mother, might be at a loss to know in what manner to defend you from the charge."

—Hoard's Dairyman.

### BADGER BEAUTIES

Like the State Brand cheese and butter products in the foreground of this picture, Miss Alice Baker of Edmund, Iowa County, Wisconsin's 1937 dairy queen, is truly representative of the Badger State. Alice will leave October 14 on a tour of the East which is expected to draw a great deal of attention to dairy products manufactured in Wisconsin. First official act of her tour will be to cut and serve portions of Goliath, a one-ton Wisconsin American cheese, on October 15 at the National Dairy Show in Columbus, Ohio. She will present the first slice to the governor of Ohio. Thereafter Alice will continue her journey and present gifts of Wisconsin cheese and butter to the governor of Pennsylvania, Mrs. Franklin D. Roosevelt, and the governors of Virginia and West Virginia. These official good-will acts will take place at Harrisburg, Pa.; Washington, D. C.; Richmond, Va.; and Charleston, W. Va., respectively. Alice was selected Wisconsin dairy queen at the state fair from among 56 county 4-H club girls competing for that honor. Her tour is being sponsored by the state department of agriculture and markets as a part of its dairy promotion activity.



## Mr. Fletcher Says: . . .

As I get back in the territory, I notice there is considerable restlessness over prices for farm produce. Producers tell you that the price of milk ought to go up; that good production has been harder to attain this year than last and that they are feeding as heavy or heavier now than they would in the winter months. Added to that is the fact that in the main cash crops like barley, potatoes and garden truck not only are almost a failure, but the price is extremely low.

These conditions create a situation in which many farmers find themselves pinched for cash and as milk is their main source of income they look for the raise along that line first.

I am wondering, however, as to whether higher prices for our fluid milk is the way to solve this problem. If any adequate raise is made, retail prices must advance still farther and, inasmuch as it has taken a year to get back most of the volume lost when the last advance from 10 to 12 cent milk took place, we might find many consumers reducing their volume of consumption again, resulting in high surplus and no real cash return.

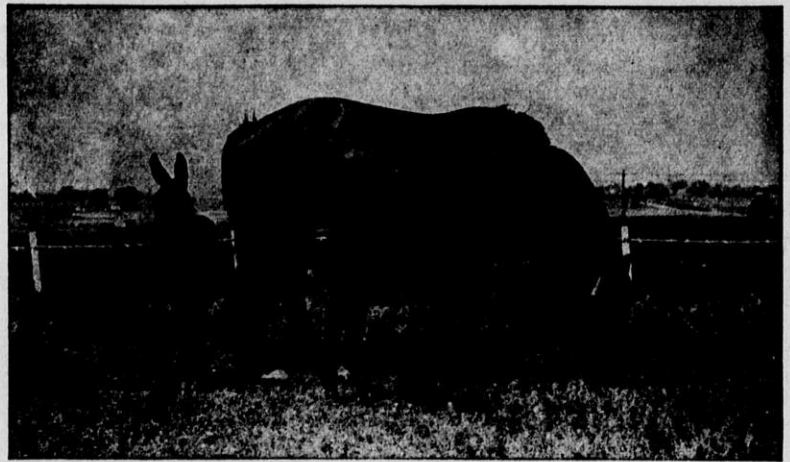
I believe that our trouble lies more in the fact that our overhead costs have advanced far beyond our income and that this condition is causing our distress, clothes, machinery, hardware, even to the smallest items, dairy equipment and practically everything else has increased in price at a tremendous rate with apparently the end not in sight.

Labor has demanded and received short hours and more pay at practically every stage in the manufacturing line and all these additional costs have gone into the finished product. It can come from nowhere else.

Business has not been encouraged but criticized and hampered, adding to capitals' cost that has already been added on.

Labor leaders have been insistent that they are right in their methods and apparently find no limit to what they can ask. The result is we who must, because of the laws of nature, largely operate on the law of supply and demand, find ourselves caught in the jam of increased costs without adequate income.

They may be right. If they are, we must use their same methods, lifting ourselves up by our bootstraps, the way they are, with forced higher prices for our products to meet their demands. But my sin-



*Famous Mule Colts owned by Graham Farms, Washington, Indiana, Fenced with Prime Electric.*

# PRIME FENCE

is ideal for stallions as well as horses and colts. It practically removes all danger of wire cuts — horses can be taught quickly to respect One Wire Fencing — then turn them out in electric fenced pasture — you will save feed and veterinary expense.

6 VOLT BATTERY OR HIGH LINE

Price... \$29.50 and Up

FREE—Lloyds of London Insurance Policy with each unit

See your dealer or

**E. J. GENGLER**

Phone Hilltop 1826

Station F, Milwaukee, Wis.

Brown Deer Road

cere belief is that if they continue as they are, a situation will develop creating more misery for them than they dreamed could exist. If we follow in their footsteps we will meet the same fate.

### Base Plans

In this market, as most of you know, practically all of the dealers who buy milk under a base plan use the plan established by your organization. However, the Golden Guernsey Dairy Co-operative uses a plan that varies somewhat from ours and in order to clarify any misunderstanding that has arisen in the past or may arise in the future, we are publishing the two plans for your comparison. This article has been presented to Mr. Aplin, field representative for the Guernsey company, and he has agreed that our presentation of their plan is correct.

Under the base plan of the Milwaukee Co-operative Milk Producers, a shipper builds his base during the months of July, August, Sep-

tember, October and November, taking the average of this production as his base for the following year except when the current year averaged with the two preceding years is higher, the three-year average becomes the base.

During base months the shipper can have unlimited production in any amounts per month he desires, the base to start January 1 and be in effect until July 1, when a new base-making period begins, such period ending November 30 and for December the producer is again on the same base as for the first six months of the year.

The Golden Guernsey base plan as given us is as follows: "Base months shall be July, August, September, October and November. The average produced in these five base months shall be the base, except in those cases where in any one month the production shall be less than 80 per cent of said base amount. In such case, that is, when the monthly

production is less than 80 per cent of the monthly average for the five months then such shortage or difference for each such month shall be deducted from the monthly average, and the amount left after deducting said shortage from the monthly average shall be the base quantity for such shipper."

Under our plan there is no production penalty at any time and on the Guernsey plan the production penalty occurs only in the base months when production for any month falls below 80 per cent of the average for the five months.

The following table will illustrate what we understand to be the essential difference in the two plans:

Under our plan, Shipper "A" produces as follows: July, 9,000 pounds; August, 10,000; September, 10,000; October, 11,000, and November, 9,000. This averages 9,800 pounds or if not higher than the average base production of 1935, 1936 and 1937, becomes the shipper's base. Under the Guernsey plan, he also would have this as base for 80 per cent of this base is 7,840 pounds and as he did not go that low in any base month he also is not penalized.

Shipper "B", however, has the following production: July, 14,000; August, 10,000; September, 10,000; October, 9,000, and November, 7,000; this averaged 10,000 pounds, 80 per cent of which is 8,000 pounds. Inasmuch as this man dropped to 7,000 pounds in November, or 1,000 pounds below the limit allowed, this 1,000 pounds is then deducted from the average base made of 10,000 pounds, and his base automatically becomes 9,000 pounds. Under our plan his base would be the 10,000 pounds or the average of 1935, 1936 and 1937.

This is not an attempt to criticize either plan, for they both have merit, but to present to you the essential differences between the two.

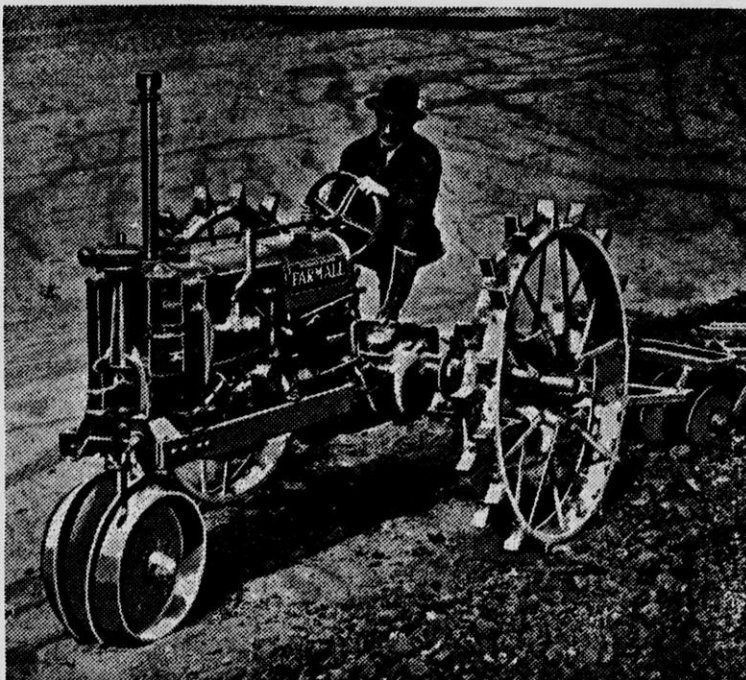
#### COACH STUHLBREHER ON AIR

Don't forget to listen in on the Milwaukee Dairy Council program, Harry Stuhlbreher, presented on Monday, Wednesday and Friday nights at 6:00 P. M. over WTMJ, Milwaukee.

**FOR SALE**—One large Dowden potato digger, slightly used, owner grows about an acre potatoes per year. One 500 gallon Wesco shallow well water system, practically new, used one week. E. J. GENGLER, Brown Deer Road, Sta. F., Milwaukee.

**45 ACRE FARM FOR SALE**—Complete set of buildings wired for electricity. All land under plow, located in town of Mequon, Ozaukee County, two miles northwest of Friestadt. Edward Niernode, Thiensville, Wis.

## The Famous FARMALLS Come in THREE SIZES



**M**ANY good things come in threes and among the very best from the farm point of view is FARMALL power—in THREE sizes—F-30, F-20, and F-12. Each of them is ready not only to plow but to plant, cultivate, run belt machines, and handle all row-crop and general-purpose work.

All of them have these exclusive patented Farmall features—quick-dodging ability, forward location of gangs, and braking either rear wheel through the steering gear for square turns.

Call us and we will come out and demonstrate any or all of the Farmalls.

**GEO. SCHUBERT SONS CO.**

THIENSVILLE, WIS.

Thiensville 175-F-13

## U. S. NATIONAL HOLSTEIN SALE SERIES 450 AMERICA'S BEST HOLSTEINS

Monday, Nov. 15—NATIONAL QUEEN BESSIE SALE—at Elmwood Farms, Deerfield, Ill.

65 head—Representing the Blood of the famous "Queen Bessie."

Tuesday, Nov. 16—U. S. NATIONAL BLUE RIBBON SALE—Waukesha, Wis. 65 head—Blue Ribbon Winners and "Tops" of the Breed.

Wednesday, Nov. 17—REGULAR U. S. NATIONAL SALE—Waukesha, Wis. 80 head—Including the complete dispersal of the DR. O. R. LILLIE HERD.

Thursday, Nov. 18—REGULAR U. S. NATIONAL SALE—Watertown, Wis.

Friday, Nov. 19—REGULAR U. S. NATIONAL SALE—Plymouth, Wis.

Saturday, Nov. 20—REGULAR U. S. NATIONAL SALE—Monroe, Wis.

*The Annual Round-Up of Show Ring Winners and High Producers!*

To the man who wishes to found a purebred herd, who wishes to improve the production of his purebred herd, or wishes to improve his grade herd, he will find these sales the most excellent opportunity to supply his wants.

Write for further information to —

W. L. BAIRD, Waukesha, Wis.

or

FRANCIS DARCEY, Watertown, Wis.



# WHAT "National MILK WEEK" (NOVEMBER 14-20)

## means to THE MILK PRODUCER



Radio will play an important part in National Milk Week Publicity.

WHEN a three billion dollar industry unites to do a nation-wide publicity job — that's news. The dairy industry is conducting a National Milk Week. If the aims of the National Milk Week Committee are even partially accomplished, National Milk Week November 14-20, will not only

be news—but mighty good news to every producer and milk distributor in the United States.

The purpose of National Milk Week is to convince the public that it can improve its health and tickle its palate by using more fluid milk — the milk that brings dairy farmers their highest prices. Many other industries have promoted a "week" to call attention to the merit of their product. But the dairy industry hopes, and with some reason, to make its National Milk Week the outstanding "week" of the year.

Two facts support this hope. First, the milk companies of the United States deliver bottles of milk to the doorstep of ten million families every day. Second, chain store organizations and independent store owners have indicated willingness to feature milk in their windows and on their counters during National Milk Week. Housewives throughout the nation will find folders on their doorsteps describing the merits of milk, and they will see posters and additional literature when they shop in stores. The consuming public cannot help but think of the value of milk during National Milk Week.

Five organizations have joined forces to make National Milk Week successful. They are:—The National Dairy Council, The National Cooperative Milk Producers' Federation, the International Association of Milk Dealers, the Milk Industry Foundation, and The "Milk Dealer" magazine.



Poster being used in store windows, and on wagons and trucks.

Corporations in other industries have been generous in their willingness to help make the public conscious of National Milk Week. They have done so because they realize the great social and economic importance of the dairy industry. Here are only a few facts, but they emphasize how important the output of 25,000,000 cows is to the nation's business.

*Milk is the largest single source of farm income in the United States. Last year it contributed \$1,417,000,000 to the \$8,100,000,000 total cash income received by all divisions of agriculture.*

*Cows are milked on about three quarters of the nation's six million farms. Milk is the CHIEF source of farm cash to some 1,500,000 farm families.*

*About 250,000 workers are employed in the processing and distribution of bottled milk, butter, cheese, canned milk and other dairy products.*

*All told, milk is the principal source of income to one out of every fifteen families in the United States.*



Newspapers throughout the nation will feature Hollywood stars drinking milk.

*Milk was the mainstay of farm income throughout the depression. In 1932, when the farmers' cash income from all other agricultural commodities, except milk, declined to 40 per cent of its yearly average for the years 1925 to 1929, milk was still returning producers well over 60 per cent of its average during these same years.*

*The medical profession, not only in this country but in every country of the world, has repeatedly emphasized that a larger per capita consumption of milk would improve the general level of public health. Doctors, scientific organizations and governments of most every country in both Europe and this hemisphere have urged larger per capita milk consumption as a means of improving the health of their people.*

*It has been reliably estimated that 2,000,000 people in this country are alive today because of the improvement in the purity of all milk during the last two and a half decades. Scientific discoveries and the willingness of both producers and distributors to apply the safeguards science developed made this great progress possible.*

These are but a few of many reasons why the economic welfare of the dairy industry is of consequence to the people of the United States.

The objective of National Milk Week is to help our industry by making the public more conscious of the importance of milk in their diet.

"An extra glass daily," translated into dollars would mean an increase of over five million dollars in dairy farmers' pockets. This is a conservative estimate of the additional income milk producers would receive if, for only seven days, each member of each family reached by milk companies' National Milk Week publicity drank an extra glass of milk daily.

Have you tried this **NEW**, easy way of removing milk-stone?



Dairy authorities will tell you that if accumulations of milk-stone or casein are not removed from equipment and utensils, it is **SURE** to result in increased bacteria count, thus affecting quality of your milk. But you can get rid of these deposits easily and quickly if you use

**OAKITE MILKSTONE REMOVER**

Simply apply with brush, let soak short time, then remove deposits with soft bristle brush. No abrasive or scouring powders needed. Inexpensive to use. Ask your dealer about this amazing material or write direct for booklets, price, etc., to

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



**OAKITE**

CLEANING AND STERILIZING MATERIALS

Statement of Ownership, Management, Etc., of Milwaukee Milk Producer, published at Milwaukee, Wis.—required by the Act of August 24, 1912.

Milwaukee Cooperative Milk Producer, Milwaukee, Wis.

- President—Edward Hartung.
- Vice President—Geo. W. Drought.
- Secretary—Chas. F. Dineen.
- Treasurer—Wm. Kerler.

Known bondholders, mortgage and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities—None.

Signed, Chas. F. Dineen, Secy.

Sworn to and subscribed before me this 20th day of September, 1937.

J. A. Walt, Notary Public,  
Milwaukee, Wis.

(My commission expires June 19, 1939.)

OWNERS—(If a corporation, give name and address of stockholders holding one per cent or more of total amount of stock)—Milwaukee Cooperative Milk Producer, Milwaukee, Wis.

NOTE—This statement is made in duplicate, both copies to be delivered to the postmaster, who will send one copy to the third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the post office. The publisher must publish a copy of this statement in the second issue printed next after its filing.

**STATE GUERNSEY SALE**

OCTOBER 28, 1937

SALES PAVILION, WAUKESHA, WIS.

65 registered cows and heifers

12 registered bulls

All from negative herds

Females mostly fresh or heavy in calf

Outstanding young bulls from best Wisconsin herds

Six from outside state

For Catalog Address

**GAVIN McKERROW, Sec'y - Pewaukee, Wis.**

The Guernsey sale, sponsored by the State Guernsey Breeders Association at the Sales Pavilion at Waukesha on October 28, promises to be one of the best ever held by this organization. All cattle are picked by the directors of the state organization and buyers are assured that

only the best that could be found will be offered that day.

As an indication of the class of cattle offered in their annual state-wide sale, sixteen cows sold at the seven previous sales have made their new owners over 700 pounds of fat each annually. Many now have topped the 500 pound mark.

When you need **FEED** for

**Poultry AND Cattle**

Pay Us a Visit

We Save You . . . **Money**

Phone DALY 4700

**HALES Milling Co.**

500 West Oregon St.

Two blocks West of Teweles Seed Co.

Only a short distance from the Stock Yards.



## WAGE BILL DISCRIMINATES AGAINST DAIRY INDUSTRY

(Continued from page 1)

man wrote to Chairman John O'Connor of the House Rules Committee:

"Leaders of dairy farmers' co-operative associations," said Holman, "now believe that the bill will increase materially the cost of living of farm people and the cost of farm requirements in the production of their crops. In many instances farmers also would have to bear the full burden of increased handling and distribution costs by accepting lower prices for their products. They also foresee as an inevitable effect of the bill an even greater scarcity of farm labor; for the higher wage scales will attract hundreds of thousands of competent farm hands. Even now dairy farmers are having difficulty in paying wages to compete with the scales allowed by public relief agencies of the federal government."

Listing the 15 classes of employees exempted by the senate action modified by action by the House Committee on Labor, the spokesman for the dairy group stated that very important concessions have been made to large aggregations of employees of big capital, such as the fishing industry, cotton gins, compresses, cottonseed oil mills, sugar beet, sugar cane, molasses and turpentine industries. "With this record of leniency toward big capital," he said, "it seems incredible that the House Committee on Labor should select the farmer-owned creameries, cheese factories, milk plants and condenseries, located in little villages for the most part, as an object of federal control."

The point was stressed that exemptions for employees in dairy production areas were sought on the ground that milk production shows large variations in volume at different periods of the year; and that it is a perishable product which must be promptly handled. The same staffs of men usually are maintained throughout the year, their longer hours during flush periods being compensated by shorter hours when milk production is low. Circumstances also occur which frequently make deliveries from the farm irregular as to hours. In country plants operated by farmers' co-operatives, costs of additional overhead would have to be taken directly out of the farmers' milk checks. "It is our observation," Holman concluded, "that many groups in this country, as they begin to see the significance of this proposed legislation, are turning against it. This

is particularly true of those who live on farms. Your committee would be rendering a great public service by insisting that the people of the United States have more time to study the effect of this proposed legislation upon their economic life. Since the bill is intended to be a part of the permanent legislation, it should not be hastily jammed through congress. No present emergency in our national life calls for such haste."



**BADGER STATE BANK**  
 "Milwaukee's Largest Outlying Bank"  
 Fond du Lac Ave., and North Ave. at 21st St.

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

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

**PRODUCE BETTER MILK**

**REBUILD and RETIN YOUR USED MILK CANS**

**... NOW ...**

**GUARANTEED CANS AT A LOWER COST**

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

## SUBSTANTIAL DISCOUNTS...

To Milwaukee Co-operative Milk Producers and their families on

- COMPLETE GLASSES
- OPTICAL REPAIRS
- LENSES

*Written Guarantee on all work*

Glasses cleaned, straightened, adjusted and frames polished without charge . . . Just say Co-operative Milk Producers after our regular prices are quoted to be sure of discount.



## KINDY OPTICAL CO.

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615 N. 3rd St., Milwaukee, Wis.

MADISON

# MILWAUKEE MILK PRODUCER

'Run by Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers'

Volume 10

NOVEMBER 1937

Number 8

## FLUID PRICE UNCHANGED

The price conference between your Board and a full representation of Milwaukee dealers resulted in a settlement of \$2.71 for fluid milk. In view of the fact that the Department of Agriculture and Markets had changed the price in Madison from \$2.70 to \$2.60 for October, your directors felt that it might be as well not to make a change in fluid price at this time.

The five-cent raise in manufactured milk, which means that cream milk goes up five cents also, and slightly lower receipts, assures a high composite price for October. In fact with most companies it would appear now that the composite price will be ten cents higher.

Considerable time was spent at the conference discussing the formula for figuring the price of manufactured milk, also in discussing base plans as they might affect stability of the market.

### THE BLACK-CONNERY BILL

#### Resume of Wage and Hours Bill by the Dairymen's League

A study of the information supplied by more than seventy-five farm leaders throughout the United States, who were asked opinions of such legislation as the Black-Connery Hours and Wages Bill, has proved most interesting. It shows conclusively that our agricultural leaders are cognizant of and are giving serious thought to all legislation affecting agriculture either directly or indirectly. It would be

hard to find a group so well informed on this pending legislation.

These letters indicate that in some sections only a few of the farmers are familiar with the Black-Connery Bill. In others, perhaps more vitally affected, the effects of such legislation are discussed freely. Varied opinions have been voiced ranging from bitter opposition, through indifference, to advocacy of the principles of the bill. Nevertheless, the majority of our farm leaders, possibly ninety per cent, as well as the farmers themselves, while recognizing the inter-relationship of the welfare of agriculture and labor, seem to believe that such legislation would be adverse to the interest of agriculture, and to the nation as a whole.

### PROGRAM FOR NATIONAL CHEESE WEEK

The fifth National Cheese Week, sponsored by leading members of the cheesemaking industry, will be observed this year November 7 to 14. Originated first in 1933 to meet an emergency in the dairy industry, Cheese Week has become an institution.

Despite a steady gain in cheese consumption in the past few years (statistics last year showed the all-time high per capita cheese consumption of 5.5 pounds), the cheese industry is faced with the unprecedented stock of 100,000,000 pounds of cheese in storage.

### COUNCIL PUTS ON GOOD PROGRAM

The ninth annual Farmers Get-Together sponsored by the Wisconsin Council of Agriculture opened at Green Bay on the evening of October 21 with a banquet at the Northland Hotel. An orchestra played good music and Bill Rogen, well known county agent of Marathon County, led community singing. The real fun started when Jim Kavanaugh, Brown County agricultural agent, acting as toastmaster, started introducing speakers.

Mayor John S. Farrell welcomed the visitors and delegates to Green Bay, and among other things, assured them that if anyone got a red ticket from the police that he, the mayor, would discount it for cash. Herman Ihde, the president of the council, in making his response to the mayor's address of welcome, was at a slight disadvantage for he came in just as the mayor had finished his address.

C. A. Dykstra, the new president of our university, was then introduced and the large gathering listened very attentively to Mr. Dykstra's address. The new president made a favorable impression on the assembled farmers and their wives.

State Senator Kreske of Green Bay did not appear and there was some speculation as to whether he was fearful about being questioned about what went on in the State Capitol the previous week.

(Continued on page four)

### OCTOBER PRICES

| GRIDLEY DAIRY CO.    |        |        | LUICK DAIRY CO.       |        |        | EMMER BROS. DAIRY     |        |        | FOX DAIRY CO.      |        |        |
|----------------------|--------|--------|-----------------------|--------|--------|-----------------------|--------|--------|--------------------|--------|--------|
|                      | Perct. | Price  |                       | Perct. | Price  |                       | Perct. | Price  |                    | Perct. | Price  |
| Fluid                | 57.63  | \$2.71 | Fluid                 | 61.88  | \$2.71 | Fluid                 | 72.98  | \$2.71 | Fluid              | 63.77  | \$2.71 |
| Out. Relief.         | 2.14   | 2.48   | Out. Relief.          | 2.37   | 2.48   | Cream                 | 12.37  | 1.72   | Out. Relief.       | .56    | 2.48   |
| Cream                | 20.04  | 1.72   | Cream                 | 18.87  | 1.72   | Manuf'd               | 14.65  | 1.47   | Cream              | 21.18  | 1.72   |
| Govt. Sales.         | .01    | 1.72   | Manuf'd               | 16.88  | 1.47   | Composite price       | 2.30   |        | Manuf'd            | 14.49  | 1.47   |
| Manuf'd              | 20.18  | 1.47   | Composite price       | 2.30   |        |                       |        |        | Composite price    | 2.32   |        |
| Composite price      | 2.25   |        |                       |        |        |                       |        |        |                    |        |        |
| BLOCHOWIAK DAIRY CO. |        |        | GOLDEN RULE DAIRY CO. |        |        | LAYTON PARK DAIRY CO. |        |        | SUNSHINE DAIRY CO. |        |        |
|                      | Perct. | Price  |                       | Perct. | Price  |                       | Perct. | Price  |                    | Perct. | Price  |
| Fluid                | 70.40  | \$2.71 | Fluid                 | 67.22  | \$2.71 | Fluid                 | 53.70  | \$2.71 | Fluid              | 58.49  | \$2.71 |
| Out. Relief.         | 4.32   | 2.48   | Out. Relief.          | .55    | 2.48   | Cream                 | 12.44  | 1.72   | Out. Relief.       | 1.19   | 2.48   |
| Cream                | 13.50  | 1.72   | Cream                 | 24.90  | 1.72   | Out. Relief.          | 3.31   | 2.48   | Cream              | 20.77  | 1.72   |
| Manuf'd              | 11.78  | 1.47   | Manuf'd               | 7.38   | 1.47   | Manuf'd               | 30.55  | 1.47   | Manuf'd            | 19.55  | 1.47   |
| Composite price      | 2.40   |        | Composite price       | 2.36   |        | Composite price       | 2.19   |        | Composite price    | 2.25   |        |



## MILWAUKEE MILK PRODUCER

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## HOLMAN, MILK FEDERATION OFFICIAL, ATTACKS WAGE AND HOUR BILL

Immediate injury to the farmer and an eventual boomerang to the welfare of the American workingman will be the two-fold result if the so-called Black-Connerly Wage and Hour bill is enacted by congress, declared Charles W. Holman of Washington, D. C., secretary of the National Co-operative Milk Producers Federation, who spoke at the annual conference of the Wisconsin Council of Agriculture held at Green Bay on October 22.

Characterizing the proposed statute as one embodying the most autocratic and centralized control ever contemplated over industry and labor, Holman predicted that its passage would lead to another NRA "more vicious and more harmful than the original."

Its effects upon the farmer, he said, would be:

1. Increase in the cost of everything he buys, including his farm and home supplies.

2. Decrease in the prices received for farm commodities, as a result of higher processing and marketing charges.

3. Increase in the cost of farm labor, and greater difficulty in securing competent help.

4. Further advantage to foreign producers in our domestic market, as a result of increased domestic costs without additional protection to American farmers.

The speaker emphasized that he was expressing his personal viewpoint only and his views are not to

bind the federation or any of its member units pending policy action at its forthcoming national convention.

"The board is made the absolute judge as to whether the wage and hour conditions are to be imposed on any industry. It is given the right to fix different wages and different hours for the same industry in different localities. It is given the right to fix different wages and hours for different wages and different hours for the same industry in different localities. It is given the right to fix different wages and hours for different types of employment in the same locality.

"Under this bill different wages and different hours could be fixed for creameries in Minnesota and Wisconsin, thus giving to the creameries of one state a definite competitive advantage over those of the other. This is true of all industries in all states, and the board would therefore have what amounts to the right of passing life or death sentences upon every industry and every community."

Aside from increasing costs to farmers, demoralizing the farm labor situation, and decreasing agricultural returns through increasing the costs of marketing and distribution. Holman contended that the farmer would be particularly discriminated against because of the stipulations regarding overtime.

"In many of the agricultural trades, the flow of products to markets make uniform hours impossible. Throughout the years adjustments in hours have been made so that the longer hours made necessary by the heavy flow of commodities are compensated for by the shorter hours in the less busy time.

"The proposed wage and hour legislation gives no recognition to this fundamental principle in the processing and marketing of agricultural commodities, and therefore would impose still a further burden upon the agricultural producer."

## LAW CHANGES DEPARTMENT SET-UP

The special session of the legislature changed the law which provided a three-man commission to govern the Department of Agriculture and Markets and set up a part-time commission of seven men, who will constitute a policy-making body. Their policies would be carried on by an administrator who will be selected for an indeterminate period. At this writing, the administrator has not been named, but presumably someone will be selected in the near

future to head this important department.

Whether or not the new set-up will be better than the old commission depends on the man who is named for administrator. If he is a man with independent, intelligent judgment and without bias, he can do a great deal for Wisconsin if given a free hand. However, if he is one who will be motivated by political expediency, little improvement can be expected. A good man might be hampered if he would be constantly badgered by one or more of the part-time commissioners who might be hanging around the office trying to get a personal ax ground.

## THANK YOU, MARSHALL & ILSLEY BANK

In an advertisement entitled the "Morning Milk," the Marshall & Ilsley Bank gives milk a very nice boost and while the bank mentions its own name in the last paragraph of the advertisement, milk really is advertised as our readers will realize by reading the following paragraphs:

"Milk delivered to more than 182 thousand homes in Milwaukee and suburbs—day in and day out, holidays and Sundays included—is a remarkable service whose value we lose sight of because of the never-failing regularity with which it occurs.

"It is important, too, to realize that 'the morning milk' means milk checks to farmers and payroll checks to many men engaged in the collection of fluid milk from the farms, its transportation from the country to the city, the sterilization of equipment, the pasteurization of the milk, the bottling, and finally the delivery to your home.

"And this is only part of the picture of a great industry in which the state of Wisconsin ranks above all other states. Milk, cheese, butter, condensery products, give our state a yearly income of 200 millions of dollars, which, as a matter of cold statistics, is 92 millions more income than that of all the gold mines in these United States."

## DAIRY COUNCIL PROGRAM

The Milwaukee Dairy Council's milk program, featuring Coach Harry Stuhldreher, is attracting statewide attention. Many listeners report that they find the Dairy Council-Stuhldreher program more interesting than any other local program and some go so far as to say that they like it better than the national broadcasts.

# "HOME NEWS AND VIEWS"

ANN T. PRINZ, Editor

## Using More Milk in Cooking Means Better Health and Less Surplus

### Roast Goose With Apple and Raisin Stuffing

Select a young goose weighing between eight and twelve pounds. Singe, wash carefully with hot water, both inside and out, and then salt both inside and out. Stuff with the following:

- 5 green apples, quartered
- 1 1/2 cups seedless raisins
- 2 cups bread crumbs
- 1/2 teaspoon cinnamon
- 2 eggs, beaten lightly
- 1/2 teaspoon mace

Put in a very hot oven, 450 degrees, for 45 minutes. Then remove and drain all fat from the pan. Sprinkle the goose all over with salt and dredge with flour. Return to oven, lower the temperature to 350 degrees and keep it there. Allow, in all, 20 minutes roasting to the pound. When the flour has browned, start basting with hot water in which several tablespoons of butter are melted. Baste frequently. Dredge lightly with flour after each basting to absorb any excess grease. Serve on a large platter with a garnish of glazed small white onions, carrot balls and glazed chestnuts. Serve with brown giblet gravy.

### Fruit Cocktail

- 1/2 cup diced pineapple
- 1/2 cup diced orange
- 1/2 cup diced grapefruit
- 1/2 cup seeded raisins
- 1/2 cup pineapple juice
- Maraschino cherries

Place alternately in cocktail glasses, add pineapple juice, garnish with a cherry and serve plain or with whipped cream.

### Graham Cracker Cake—Lemon Cheese Filling

- 1 cup sifted sugar
- 6 egg yolks, beaten
- 1/2 teaspoon grated lemon rind
- 1 cup graham cracker crumbs
- 1 teaspoon baking powder
- 6 egg whites
- 1/2 teaspoon salt

Beat egg yolks and sugar until light. Add lemon rind, graham cracker crumbs, baking powder and whites which have been beaten stiff with the salt. Bake in three lightly greased nine-inch layer cake pans in

a 350-degree oven for about 30 minutes. Place between layers the following:

### Lemon Cheese Filling

- 3 cups cottage cheese
- 2 tablespoons butter
- 1/2 teaspoon salt
- 1 teaspoon lemon juice
- 2 teaspoons lemon rind
- 1 1/2 cups milk
- 2 tablespoons cornstarch
- 1 1/3 cups sugar
- 4 eggs

Put cheese through a sieve, blend with butter and salt until smooth. Mix milk and cornstarch, bring to a boil, stirring to prevent lumping. Add sugar to cooked cornstarch, and stir until dissolved. Beat eggs slightly, pour hot milk mixture over them slowly, stirring constantly, and cook in double boiler until mixture is of custard consistency (about five minutes). Add cottage cheese mixture and stir until cheese is well blended. Add lemon juice and grated rind. Place in ice box to cool and spread between layers of cake several hours before serving.

## THANKSGIVING

The month of November brings to our minds Thanksgiving. Once again harvest days are over, the gathering of all farm produce from the fields, fruits, nuts and vegetables.

It is the time of the year when woods and byways burst forth in an array of vivid coloring. It is the month of the year the Pilgrims selected to celebrate their first Thanksgiving. They were thankful for their wonderful and bountiful harvest; their choice land and freedom of worship.

Nowadays it would do us good to pause in our mad whirl of everyday routine and give thanks—we often forget, for we have the same things our Pilgrim ancestors were thankful for and a great deal more. Our modern conveniences and appliances are just a few of the things that we seldom give a second thought to—we know they are here, but were they taken from us, we would appreciate their great importance.

So again I say "Let us be thankful for all the great blessings He has bestowed upon us."

Rubber strips or bands placed on the ends of clothes hangers will keep the garments from falling off.

## FEMININE CHARM DEMANDS WELL BALANCED MEALS

Since the origin of that indefinable something called c-h-a-r-m has been traced to diet, American families demand a well-balanced menu. Every foods story Mrs. Consumer reads, each cookery advertisement she sees and many of the talks she hears advocate a daily dietary well-rounded with plenty of dairy products, fresh fruits and vegetables. Vitamins and minerals have gained in prestige since nutritional science has discovered them to be of such extraordinary importance in metabolism. Housewives are devoting more time to the planning and serving of menus containing the proper proportion of the food essentials. When these American families or any member of them eat in restaurants and hotels they naturally demand meals which reach the standard of those served in their homes.

## MEAT AND POULTRY FACTS

Do not put meat into water to wash it. Wipe with a clean, damp cloth before cooking.

Do not pierce the meat with a fork during the cooking; this allows the juice to escape.

To draw out the flavors of meats, as for broths, start the cooking in cold water, and bring very slowly to the boiling point.

To keep flavor and juices in meat expose it to extreme heat first, then reduce and cook more slowly.

## METHOD IN HIS MADNESS

She: "Do you remember, John, how you used of an evening to hold my hand—my sweet little rose leaf you used to call it, you funny boy—for hours and hours? How silly, silly, my old boy used to be!"

He (grumpily): "Nonsense, Jane, don't be stupid. I was always practical and businesslike. I did that just to keep you away from the piano."

Father: "Mabel, isn't that young man a bit fast?"

Mabel: "Yes, but I don't think he'll get away."



## COUNCIL PUTS ON GOOD PROGRAM

(Continued from page one)

Ben Rusy, formerly teacher of agriculture at Waukesha, later county agent and now district extension leader with the university, was introduced in a very humorous manner by the toastmaster. Mr. Rusy is a talented impersonator and by the time he was through, everybody laughed until the tears ran down their cheeks.

Wilbur Carlson, director of agricultural publicity, State Department of Agriculture and Markets, gave a short talk, telling about the promotion of dairy products by the department, particularly stressing the work done at the National Dairy Show the previous week.

The entertainment closed with a showing of moving pictures taken in Europe last summer by Mr. Kavanaugh. All in all the banquet was a very delightful affair.

On Friday morning the meeting opened with a band concert by the Green Bay High School Band. This was followed by a talk by Mr. Warren W. Clark, associate director of agricultural extension, entitled "Working Together to Improve Farm Living." Mr. Clark's talk was well received. Mr. Clark then introduced Mrs. Doris Stockman of Michigan who talked on the "Woman's Part in Solving Farm Problems." Mrs. Stockman is well fitted to talk on this subject for she has lived on a farm and has had much to do with farm organization problems.

C. F. Claflin, general manager of the Equity Livestock Sales Association of Milwaukee, took care of the subject "Marketing Livestock Co-operatively," in an able manner. The highlight of the morning session was a talk on pending labor legislation as it will affect agriculture by Charles W. Holman, secretary of the National Co-operative Milk Producers Federation, Washington, D. C. Mr. Holman gave an analysis of the wage and hour bill which passed the senate at the last session and which is on the President's "must" program for the special session called for November 15. Mr. Holman said that because he did not want to be misquoted he would read from manuscript. This manuscript appears in part on another page of this issue. The assembled delegates and other farmers were so impressed with the importance of this legislation to farmers after hearing Mr. Holman's talk, that a resolution expressing their disapproval of such legislation was unanimously adopted at the afternoon session.

The afternoon session opened with



# Save on Hay!

With a Prime Controller you can quickly erect a One-Wire Fence around any part of your farm and turn your horses and cattle into restricted grazing areas. These big savings made in feed alone quickly pay for the Prime—to say nothing about year-around convenience, reduced fencing costs, and more efficient use of every square foot of pasturage.

Price... **\$29.50 and Up**

**FREE—Lloyds of London Insurance Policy with each unit**

See your dealer or

**E. J. GENGLER**

Phone Hilltop 1826

Station F, Milwaukee, Wis.

Brown Deer Road

music which was followed by a talk on "Social Values of Co-operation" by Dean Chris L. Christensen, dean of the College of Agriculture. Senator F. Ryan Duffy was then introduced and the group listened to a very interesting talk on "Agricultural Legislation" by the senator. The afternoon session closed with a splendid talk by John Brandt, president of Land O' Lakes Creameries, who took as his subject, "Farm Organizations' Responsibility in Laying Plans for Agriculture That can be Carried Out." Mr. Brandt laid emphasis on the need of farmers organizing and doing things for themselves instead of having the government directing their every action. He closed his talk with this significant statement, "When dictatorship takes over, the co-operatives and the church goes out of existence."

The Friday evening session was featured with two talks that interested co-operatively minded people very much. One by J. F. Shea of Midland Co-operative Wholesale dis-

cussing the "Farmer as a Consumer." Mr. Shea's paper was an effort to link the farmer as a producer and consumer with the city consumer, striving to show that their problems are practically identical.

C. V. Gregory, associate publisher of the Wisconsin Agriculturist and Farmer, spoke on the "Relationship Between Producer and Consumer Co-operatives." Mr. Gregory, who toured Europe for the purpose of making a study of producers' and consumers' co-operatives and the relationship between city consumer-co-operatives and farmer-co-operatives, showed very clearly that the interest of the city consumer-co-operatives and the interests of farmer-co-operatives are not identical. The purpose of the city consumer-co-operative being the purchasing of all of its members' supplies at the very lowest price regardless of the effect on the producer's income, while the producer is endeavoring to get enough for his products to provide for a fair standard of living. Mr.

Gregory cited many instances to prove his statement.

There was a special woman's session on Friday which was addressed by Mrs. Stockman and also appearing on the program was Helen Stetzer, Brown County Home Demonstration Agent, and Almere L. Scott, director of debating and public discussion, University Extension Division. Blanche L. Lee, state home demonstration leader, also talked at the luncheon program for the women's session.

The annual business session of the council was held on Saturday morning. All of the old officers were elected to succeed themselves.

The banquet session was well attended due to the activities of local committees but the session on Friday was not well enough attended considering the fact that the meeting was held in a very prosperous section of the state, and was well advertised. The program was probably one of the best ever provided by the council and considering the popularity of County Agent Kavanaugh many more farmers from Brown and surrounding counties should have been present.

The fact that the council has a full time secretary with an office and a stenographer at his disposal should also have helped to popularize this Get-Together and bring out people in much larger numbers than formerly, but in spite of all these reasons for a large attendance as previously stated, the crowd was not large enough. The reason for this lack of interest on the part of farmers of the state and particularly the counties surrounding Green Bay merits the close attention of officers and executive committee of the council. If some change in set-up is needed in order to get out a better attendance then it should be made and soon. With over thirty farm organizations in its membership, the council has not functioned as it should.

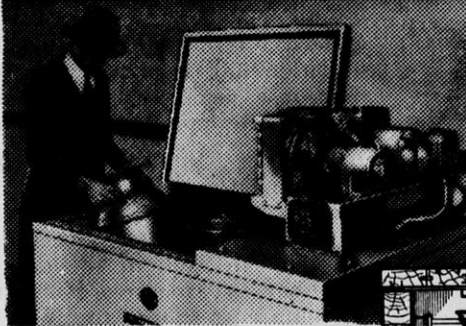
#### NEW SUPPORTERS

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 Frank Szerbat, R. 2, Franklin  
 James Petersen, R. 1, Hartland  
 Albert Larson, R. 3, Bx. 102, Waukesha  
 Mitchell Fletcher, R. 1, Burlington  
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Announces

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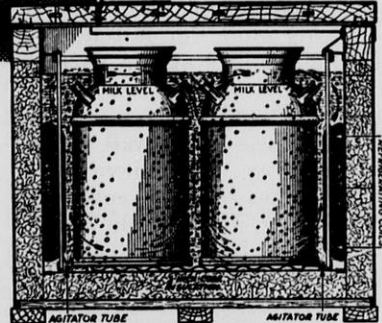


The New McCormick-Deering Milk Cooler. Note how the compressor unit is mounted integrally with the box.

A COMPACT, simple, fast-cooling milk cooler, manufactured, assembled, and tested complete (including both box and compressor unit) at the factory. That's the brand-new McCormick-Deering, another product of International Harvester designed to aid the dairy farmer in keeping down the bacteria count in milk.

The McCormick-Deering Milk Cooler cools milk to a temperature of 50 degrees or lower in an hour or less twice every 24 hours, and automatically maintains the temperature regardless of the weather. The pneumatic water agitator, an exclusive McCormick-Deering feature, makes this rapid cooling possible. It forces the air into the water from the bottom of the box and the constantly

The Only  
 Coolers with  
Pneumatic  
Water Agitation



Cross section of the McCormick-Deering Milk Cooler showing how the ice-cold water circulates all around the cans.

rising bubbles agitate the water near the ice bank, thoroughly chilling the water and keeping it circulating all around the cans, from the bottom up to and over the milk level.

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65 head—Representing the Blood of the famous "Queen Bessie."

Tuesday, Nov. 16—U. S. NATIONAL BLUE RIBBON SALE—Waukesha, Wis.

65 head—Blue Ribbon Winners and "Tops" of the Breed.

Wednesday, Nov. 17—REGULAR U. S. NATIONAL SALE—Waukesha, Wis.

80 head—Including the complete dispersal of the DR. O. R. LILLIE HERD.

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Friday, Nov. 19—REGULAR U. S. NATIONAL SALE—Plymouth, Wis.

Saturday, Nov. 20—REGULAR U. S. NATIONAL SALE—Monroe, Wis.

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To the man who wishes to found a purebred herd, who wishes to improve the production of his purebred herd, or wishes to improve his grade herd, he will find these sales the most excellent opportunity to supply his wants.

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FRANCIS DARCEY, Watertown, Wis.



## Mr. Fletcher Says: . . .

During the past sixty days or more, the milk supply in this market has been materially below that of a year ago, resulting in much less manufactured milk. With companies that had always operated with lower manufactured quantities, than some competitors, this resulted in exceptionally high average prices and in some cases actual milk shortages.

Shippers to companies with lower composite prices have, in some instances, changed to concerns with higher composite prices to take advantage of this condition, even though it may only be temporary.

There can be no complaint about actions of this kind, for it tends to level off the supplies at the various concerns and bring the composite prices more in line.

When shippers do make these changes, however, we believe as a matter of courtesy to the company they are leaving, that ample notice should be given before the change takes place. If, over a period of years, a market has been fairly satisfactory to a producer, it would be as unfair for the shipper to quit on a moment's notice as it would be for the company to discontinue accepting the supply on the same kind of notice.

While no objection as a rule can be made to the change, let us be courteous enough to give ample notice of our intentions. Most good companies in their solicitation of milk will insist this be done.

During the latter part of my recent illness, I obtained some exercise by assisting my wife in the care of the milk utensils.

I can highly recommend to any farmer whose wife takes care of this work or to any inspector looking for practical knowledge, this class of experience.

Wrestling around a milk house with a slippery, cumbersome milk can or scrubbing the inside of a milk pail to a shiny surface makes one appreciate proper equipment to handle such work.

To direct the methods under which this work may be done is one thing, but to do it is something else. For that reason, I believe we all, by practical experience, may more fully appreciate the fine job many of these housewives are doing in promoting quality milk, by keeping the utensils in such fine condition.

Many shippers who have recently purchased new milk cans have found in some cases that rust has developed rapidly, sometimes within two weeks of purchase.

Some of these conditions were caused by defects in the tinning, but many were caused by not having the can perfectly dry when placed on the can rack. We have found that if a new can is never placed on the rack damp, at least during the first sixty days after purchase, usually rust spots may not develop for many years to come.

Another thing that tends to lengthen the life of milk cans is storing those not needed for active service in a dry place. Keeping them on the can rack in the milk house exposed to excessive moisture will develop rust spots rapidly.

### ADULTERATED MILK

Within the last year we have had several cases where producers have been accused of watering their milk. These charges naturally were made by the City Health Department and in all instances they have demanded prosecution.

In the first case the farmer was so sincere in his assertions that he was innocent that after studying all the facts we were convinced of his honesty and integrity and we successfully defended him, the result being acquittal of the charge.

A case followed which we did not care to become involved in and this particular producer received a very heavy fine. This fall we have again had brought to our attention three producers whom the Health Department has brought charges against. We have not gone into the individual circumstances involved in each individual case but from what little we have gained it would seem that, in two of these situations there probably was water found in the milk. How it got there we won't attempt to figure out.

The point I want to bring home to you is that if there is any doubt in your mind at any time as to the possibility of water having gotten into your milk, remove all chance of becoming suspected of adulterating, by keeping that milk home. Instruct your children and your hired man to do likewise. Impress upon them the trouble that you, as the responsible party, might become involved in, if they allowed milk like that to be shipped.

Remedy a situation where your intake of cold water is apt to be so situated as to create the possibility

of water getting into the cans. Be particularly careful that partially filled cans do not tilt and tip, thus making it possible for water to get into the milk.

All this care and precaution will insure you against a charge that would cause you plenty of grief, possible financial loss, and a question as to your honesty and character among your neighbors and others who know you. I am sure there are no producers in the market who would deliberately attempt to plan to water their milk. Milwaukee's Health Department is ever on the lookout watching and protecting this city's supply of milk.

ROY. P. KNOLL,  
Chief Laboratory Division.

### OTHER MARKETS

The Twin Cities Milk Producers Bulletin, organ of the Twin Cities Milk Producers, published at St. Paul, has an article in its September issue entitled "The Growing Surplus" from which we quote:

"We are showing in this bulletin a cut which graphically illustrates the great difference in milk to be manufactured in June and September. We must provide enough plants to take care of the production when it is heaviest. To do this means, if the production is very uneven, we must have more equipment than we need during the months of light production.

The huge investment which our members must make in plants because of this variation in production could be avoided if we could devise a way of leveling off production. This has been a serious problem since the association started but it is growing worse each year. We had more milk this year in June than we had last year, but in September this year we had less than a year ago.

This year we had 640,000 pounds more milk each day in June than we had in September.

In Wisconsin it is generally considered that 50,000 pounds of milk per day is enough to operate a plant. On this basis it would take at least twelve more plants to take care of the milk delivered in June than is required two or three months later in September.

Some of our members produce ten times as much milk in June as in September. This is most unfair, as all production above that produced when we need milk for the market is surplus and must be sold at butter and cheese prices."

Quality Milk  
Deserves This  
**SURE  
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Don't take chances . . . give your milk the PROTECTION it deserves by cleaning milkers, pails, separators, cans and other utensils the thorough, quick Oakite way . . . then sterilize before using with that NEW, more powerful, quick-acting sterilizing material . . .

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Instantly ready for use, it gives you SURE PROTECTION . . . MORE COMPLETE sterilization due to its more active form of available chlorine. You have the assurance always that bacteria counts will be LOWER!

Your dealer has OAKITE BACTERICIDE or will get it for you. Order a can today. Ask him also about other Oakite dairy materials for safely and quickly cleaning utensils at low cost. Write for interesting booklet free on request to



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## Special Notice to Members

Because it has been difficult to secure electric welded or so-called seamless cans, we have purchased a carload of these cans from Superior Metal Products Company and will be able to supply them to our members at a very reasonable price. These cans have stood up under severe tests and we believe that they are the most satisfactory cans on the market.

We will also stock a few soldered seamed cans built by the same company at a lower price than the electric welded cans. Cans are available in either eight or ten gallon capacity. Members who are interested may contact the office personally or through their haulers.

**MILWAUKEE CO-OPERATIVE MILK PRODUCERS**

their markets was made, and a discussion of different buying plans proved very interesting. It was noted that milk production was low in most of the markets, St. Louis being very short of milk, due to some four thousand out of twelve thousand farmers quitting the market because of a drastic health ordinance. The Boston market was in very bad shape and still is in trouble, but its representatives said that conditions were improving rapidly.

In New York State, the Dairymen's League was having trouble, caused by a racketeering movement which brought on a strike among farmers, who to a large extent were unorganized.

Your organization was represented by President Hartung and Secretary Dineen. Your secretary has been a member of the board of directors of the National Co-operative Milk Producers and was again elected to membership on that board.

### PRODUCERS' FEDERATION HOLDS GOOD MEETING

The twenty-first annual meeting of the National Co-operative Milk Producers' Federation in Baltimore was attended by directors and delegates from practically every state in the Union.

The federation is the oldest and largest commodity federation of farmer-owned co-operatives in the United States. Its 56 member associations market the dairy products of more than 350,000 farm families residing in forty-one states.

The federation discussed proposed legislation, particularly the wage and hour bill as it might affect farmers, and legislation which the secretary of agriculture expects to have enacted in the coming special session. Honorable Henry A. Wallace, secretary of agriculture, was the principal speaker on Tuesday evening, November 2.

A report from different member-organizations as to conditions in

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### DRINK MORE MILK CAMPAIGN WILL BEGIN IN NOVEMBER

National Milk Week, November 14-20, will center attention on the value of milk to the economic and physical welfare of the country. As the largest single source of farm income in the United States, milk contributed \$1,417,000,000 of cash to the \$8,100,000,000 total income received by all divisions of agriculture in 1936.

Twenty-five million cows are milked on about three-quarters of the nation's six million farms. Milk is the chief source of farm cash to some 1,500,000 farm families. About 200,000 workers are employed in the processing and distribution of dairy products. Milk is the principal source of income to one out of every fifteen families in the United States.

Milk was the mainstay of farm income throughout the depression, according to the Milk Industry Foundation. In 1932, when the farmers' cash income from all other agricultural commodities, except milk, declined to 40 per cent of the 1925-1929 average, milk returned producers well over 60 per cent of its average during the same years.

A new odorless, tasteless quench to be used in the process of retinning milk cans has been found by the research department of the Wacho Manufacturing Co., who have been retinning milk cans for the past twelve years. Formerly, it was claimed that the quench employed left reconditioned milk cans with an odor, which made it impossible to sell the contents of the can when brought to the dairy filled with milk. With the arrival of the new quench this loss is eliminated.

The farmer and the dairy have found that in order to have clean, sanitary cans, approved by the health department, it is necessary to have their old cans either reconditioned or scrapped. In the process

of reconditioning, the can is first placed in an oven to burn off the old tin, solder, and paint. The can, which is now apart, is rolled out and receives a hot caustic bath. The next step is to pickle it to remove any particle of rust, dipping it first into a hot pickle and then a bright dip pickle.

The can is now ready to be double-dipped in one hundred per cent pure Straits tin. After the second dipping, the can receives the new odorless, tasteless quench, is soldered, tested for leaks, and shined. The life of the can should now be equal to that of a new can, depending upon the usage it receives from

its owner, and should now save time and labor because it is easier to clean and keep clean.



### BADGER STATE BANK

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# MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 10

DECEMBER 1937

Number 9

## FLUID PRICE UNCHANGED

For the twelfth time in a year a fluid price of \$2.71 was agreed on when your Board met with the milk dealers on November 26. With cream milk price up, due to the higher price of manufactured milk, and tests up sharply, the dealers were in no mood for a raise.

A discussion on whether new producers should be taken on so that there might be enough milk to separate for cream, or whether dealers should contract for a supply of outside cream to take care of possible shortage, followed the bargaining.

Cream sales are subject to violent ups and downs and because of that lack of uniformity in demand, a dealer may be short of cream on some days and still end the month with considerable surplus. We don't want the dealers to take in a lot of new milk, but, of course, we don't want to have anyone say that cream can't be had when called for. No decision was reached on the question.

### OTHER MARKETS

Iowa Dairy Marketing News, Des Moines, Iowa, says that the pool price for both the first half and the last half of October was \$1.99 per hundred pounds for milk testing 3.5 per cent, 60.6 of the milk was sold as market or fluid milk.

There is still much dissatisfaction with standard milk ordinances in the St. Louis milk shed, according to the Dairyman's Journal, published at East St. Louis. Some shippers are

(Continued on page 7)

### THE FARMER'S STAKE IN THE WAGE-HOUR CONTROVERSY

Farmers of America are again face to face with a critical situation, arising from a proposal to enact a "wages and hours" bill in Congress. Announced by its proponents as a bill to improve the living standards of labor, the measure tentatively provides a 40-hour work week at not less than 40 cents an hour with time and a half for overtime.

Insofar as the bill seeks to protect American workmen from sub-standard conditions its purposes are desirable. Labor should not get the idea that farmers would have it otherwise. The authors of the measure, however, evidently failed to see or care how the folks who feed and clothe the nation would be affected.

By the terms of the bill agricultural labor is "exempted" from its minimum wage and maximum hour provisions, but analysis of the effects of this fixed standard shows that it would actually affect agriculture seriously in many ways. Among them are the following:

1. It would raise the price of practically everything the farmer buys.
2. It would decrease the price farmers will get for what they sell.
3. It would raise farm labor costs, make competent help even more scarce, or force farmers to do their work unassisted.
4. It would open domestic mar-

kets to CHEAPER foreign farm products.

5. It would destroy many advantages of co-operative marketing and purchasing.
6. It would increase federal supervision of private business.
7. It would boost taxes to pay for an expansive and expensive bureaucracy.

### Bill Ignores Agriculture

Although agriculture is the nation's basic industry, the bill makes no provision for a farmer member on the five-man board which the president would select and which would hold the power of life and death over the nation's most minute industrial and commercial activities. Both capital and labor are, however, to be represented on the administrative board. In making that board the absolute and autocratic judge of wage and hour standards the bill would grant power over industry and labor never before contemplated under our American form of government. N.R.A. had some semblance to democratic government in the code committees representing each group. In the new lineup five men in the nation's capital would have the whole say over everything.

The findings of this board, which would be conclusive and largely not subject to court review, would artificially raise the cost of practically every article manufactured in the United States, because the bill would

(Continued on page 4)

### NOVEMBER PRICES

| GRIDLEY DAIRY CO.    |        |        | LUIOK DAIRY CO.       |        |        | EMMER BROS. DAIRY     |        |        | FOX DAIRY CO.      |        |        |
|----------------------|--------|--------|-----------------------|--------|--------|-----------------------|--------|--------|--------------------|--------|--------|
|                      | Perct. | Price  |                       | Perct. | Price  |                       | Perct. | Price  |                    | Perct. | Price  |
| Fluid                | 59.03  | \$2.71 | Fluid                 | 64.25  | \$2.71 | Fluid                 | 74.55  | \$2.71 | Fluid              | 62.50  | \$2.71 |
| Out. Relief.         | 2.17   | 2.48   | Out. Relief.          | 2.63   | 2.48   | Cream                 | 14.36  | 1.82   | Out. Relief.       | .69    | 2.48   |
| Cream                | 21.15  | 1.82   | Cream                 | 21.19  | 1.82   | Manuf'd               | 11.09  | 1.57   | Cream              | 20.87  | 1.82   |
| Manuf'd              | 17.65  | 1.57   | Manuf'd               | 11.93  | 1.57   | Composite price       | 2.44   |        | Manuf'd            | 15.94  | 1.57   |
| Composite price      | 2.31   |        | Composite price       | 2.37   |        |                       |        |        | Composite price    | 2.34   |        |
| BLOCHOWIAK DAIRY CO. |        |        | GOLDEN RULE DAIRY CO. |        |        | LAYTON PARK DAIRY CO. |        |        | SUNSHINE DAIRY CO. |        |        |
|                      | Perct. | Price  |                       | Perct. | Price  |                       | Perct. | Price  |                    | Perct. | Price  |
| Fluid                | 67.38  | \$2.71 | Fluid                 | 57.68  | \$2.71 | Fluid                 | 53.53  | \$2.71 | Fluid              | 62.64  | \$2.71 |
| Out. Relief.         | 4.50   | 2.48   | Out. Relief.          | 1.36   | 2.48   | Out. Relief.          | 3.10   | 2.48   | Out. Relief.       | 1.25   | 2.48   |
| Cream                | 14.38  | 1.82   | Cream                 | 28.39  | 1.82   | Cream                 | 11.00  | 1.82   | Cream              | 23.51  | 1.82   |
| Manuf'd              | 13.74  | 1.57   | Manuf'd               | 12.57  | 1.57   | Manuf'd               | 32.37  | 1.57   | Manuf'd            | 12.59  | 1.57   |
| Composite price      | 2.40   |        | Composite price       | 2.30   |        | Composite price       | 2.23   |        | Composite price    | 2.35   |        |



# MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

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

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 10 DECEMBER, 1937 No. 9

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## HOLIDAY GREETINGS

It is a little early, but because the Milk Producer will not reach you again until January Tenth, the Holiday Greetings are extended to all of our members.

## WAGE AND HOUR BILL

This issue features an article on the Black-Connery Wage and Hour Bill.

Director Fred Klussendorf is a member of a National Committee which has done much to shed the white light of publicity on this very unfair piece of legislation and the article above mentioned is a statement by the committee. As will be noted this committee is made up of people from different states and nearly all of the members are connected with farm organizations.

Lined up in opposition to the Wage and Hour Bill are such organizations at the National Grange, National Co-operative Council, National Co-operative Milk Producers Federation, New York State Farm Bureau, Minnesota Farmers Union, Michigan State Grange, Nebraska Farm Bureau, Wisconsin Council of Agriculture, California Farmers Union, Texas Co-operative Council and many other farm organizations.

The following resolution was adopted at the annual meeting of the National Co-operative Milk Producers Federation held in Baltimore in October.

"The proposed wage and hour bill now pending in the House of Representatives, is, in the opinion of our

Federation, DETRIMENTAL to the welfare of agriculture and labor. The bill proposes to set up a federal board of five men with the power of life and death over agriculture, labor and industry. The delegation of such autocratic powers to any group of men in America is CONTRARY to the concepts of DEMOCRATIC GOVERNMENT. WE THEREFORE URGE THE HOUSE OF REPRESENTATIVES TO DEFEAT THIS PROPOSED LEGISLATION."

Write your congressman protesting against passage of the bill if action has not been taken before you read this.

## WHAT OF THE BUTTER MARKET

The steady improvement in the price of butter has continued steadily since June, the November average for 92 score butter at Chicago being almost 37 cents, with the month closing at 38½ cents. December 2 was 39 and the market strong.

Whether this price can be maintained with the very marked recession of business is one thing for the dairy farmer to think about.

The United States Department of Agriculture, Bureau of Agricultural Economics Review for November has this to say: "The firmness of dairy products markets during November has been due to a general continuation of the same supporting influences which prevailed in October. The Bureau of Agricultural Economics points out the production changes, however, which in the case of the principal manufactured dairy products, show not only heavy reductions under a year ago, but also marked seasonal declines, also that available supplies of dairy products are considerably below what they were at this time in 1936.

The amount of creamery butter estimated as having been made in October—the final period for which estimates of total production of manufactured dairy products are available — was only 117,141,000 pounds, the lightest October production since 1929. That amount was a reduction of 13.6 per cent under October 1936, and 6.9 per cent under September this year. The decrease in creamery butter production under September is in marked contrast to last year's gain in October of 2 per cent over the preceding month; only twice since monthly data became available in 1917, however, was creamery output in October greater than that of September—in 1931 and last year. The lowered rate of pro-

duction in October makes the accumulated calendar year total a continuation of the reduction under 1936. The decrease during January to October, inclusive, amounted to about 11,000 pounds or 0.8 per cent.

It is of interest to note the extent of the October decreases in butter output under 1936. Reductions occurred in all States except one small group comprising Kansas, Missouri and Oklahoma, another including the Pacific Slope States of California, Oregon, Washington, Idaho and Montana, and one Southern State, Virginia. In Minnesota there was a decrease of 14.4 per cent, and reductions in excess of 20 per cent occurred in Iowa, Wisconsin, Michigan and Ohio.

The London quotation on finest New Zealand butter as of November 25 was equivalent to 25.5 cents or exactly 14 cents under 92 score in New York. A month earlier, the London price was 33.4 cents, or only 2 cents under New York. Dutch butter has followed closely the price change on New Zealand, having fallen during the same four weeks from 32.5 cents to 25.9 cents. Danish, on the other hand, has been well maintained at 32.0 cents as compared with the remarkably high level of 33.4 cents reached on October 28 and 35.6 cents as late as November 4.

## MILWAUKEE COUNTY WINTER FAIR

The program for the Milwaukee County Winter Fair came in too late for our November issue and the Fair will be on when you read this. Nevertheless, if you have time, visit this fair for there are many interesting things to see and some very interesting people to meet.

George Briggs, will judge field crops; J. G. Moore, fruits and vegetables; Mary Brady, foods; Betty Birong, clothing; Vera McDowell, canning; Towne L. Miller, Henry Boldt, Rudolph Holtz, Sr., antiques; J. B. Hayes, poultry. Tyler, the magician, will be there, and many other good entertainers.

Local people will put on plays and last but not least, the ladies will stage a milking contest.

## SOLICITOUS

First Actor—"I can't get into my shoes."

Second Actor—"What! Feet swelled, too?"—Boston Transcript.

Nothing is easier then fault-finding; no talent, no self-denial, no brains, no character are required to set up in the grumbling business.

—Robert West.

# » » » "HOME NEWS AND VIEWS" « « «

ANN T. PRINZ, Editor

## Using More Milk in Cooking Means Better Health and Less Surplus

### Christmas Cookies

- 2 cups brown sugar
- ½ cup syrup or honey
- ¼ cup butter
- 1 teaspoon cinnamon
- ½ teaspoon cloves
- ½ teaspoon nutmeg
- 2 oz. citron, ground very fine
- 2½ cups flour
- 1 tablespoon baking powder
- 1 egg
- juice and rind of ½ lemon
- 2 tablespoons milk

Add sugar to syrup and cook until sugar is dissolved. Add butter, cool. Add spices to flour. Mix all ingredients together and, if necessary, just enough more flour to handle. Roll ⅛ inch thick and shape with fancy kindergarten cookie cutters. Bake in greased pans in moderate oven 350 degrees, 8 to 10 minutes.

### Jelly Cookies

- 5½ tablespoons butter
- 1 cup sugar
- 1 egg, well beaten
- 2 cups flour
- ¼ cup milk
- 2 teaspoons baking powder
- 1 teaspoon vanilla
- ½ teaspoon salt

Cream butter and sugar, add milk and vanilla. Mix with dry ingredients. Cut ½ in rounds, the rest with a doughnut cutter. Put together in pairs, with jelly in center. Bake in a moderate oven until done. 350 degrees.

### Honey Nut Tarts

- ½ lb. sweet butter
- 1 cup sour cream
- 2 egg yolks
- 2 cups flour
- Pinch of salt

Roll into small balls and place in ice box until cold. Roll out and put in each:

- 1 teaspoon chopped nuts
- 1 teaspoon honey
- 1 teaspoon sugar

Then form into tarts. Bake in moderate oven.

### Date and Nut Sticks

- 2 eggs, beaten light
- 1 cup sugar
- 2 cups chopped pecans
- 1 teaspoon vanilla
- 1 lb. chopped dates.
- ½ cup flour
- 1 teaspoon baking powder
- ¼ lb. candied cherries, cut

Cream egg and sugar well, add nuts, dates and cherries, then flour

mixed with baking powder. Spread in shallow pans and bake in moderate oven, 350 degrees. Cut in strips before cold.

### Cream Caramels

- 1 lb. sugar
- 1 cup white corn syrup
- 3 cups cream
- 1 cup walnuts

Heat one cup cream with sugar and syrup in saucepan. Let boil until a few drops poured in cold water forms a soft ball (236 to 238 degrees). Then add one more cup of cream heated. Boil again to soft ball stage. Then add the third cup of cream heated, again boil to soft ball stage. Remove from fire, add nuts, stir, and pour into well buttered pan. When cold and firm cut into squares, wrap in waxed paper.

### Cocoanut Candy

- 1½ cups sugar
- ½ cup milk
- 2 teaspoons butter
- ½ cup cocoanut
- ½ teaspoon vanilla or lemon extract

Put butter in saucepan; when melted add sugar and milk and stir until sugar is dissolved. Boil 12 minutes or until a few drops form a soft ball in cold water, remove from fire; add cocoanut and vanilla, and beat until creamy and mixture begins to sugar slightly. Pour at once into a buttered pan and mark in squares.

### Nut Bars

- ½ lb. chocolate
- ⅔ cup seeded raisins
- ⅔ cup chopped peanuts
- ⅓ teaspoon salt

Melt chocolate over hot water. Stir until smooth and nearly cool, then add salt, raisins, cut fine, and the nuts chopped. Mix well, spread in shallow pan ¼ inch thick. When set, cut into 24 strips.

### THAT'S ART

Son—"Daddy, dear, what is an actor?"

Daddy—"An actor? My son, an actor is a man who can walk to the side of a stage, peer into the wings filled with theatrical props, dirt and dust, other actors, stage-hands, old clothes and other clap-trap, and say: 'What a lovely view there is from this window'."—Sheboygan (Wis.) Press.

## CHRISTMAS FOR THE CHILDREN

By Frances White

I will make Christmas beautiful for them,  
Firelight and forest scent and mystery  
Of gift and plan; the yearly strata-gem  
Of stocking and Saint Nicholas shall be  
A game we plan while they are small, so gay  
And full of fun they are, so kin to all  
The legends tell of him; and Christmas Day  
Shall find a silvered tree within my hall.

The story of Christ's birth, the angels' song  
The wise men's words, we will together read,  
And we will sing the carols that belong  
To that star-light birth, His name and creed;  
And they shall learn the joy of selfless giving  
It will be priceless lore for all life's living.

## CHEESE BOXED FOR CHRISTMAS

Cheesemakers in various parts of the state are making American and some foreign types of cheese available in Christmas packages, Charles L. Hill, chairman of the department of agriculture and markets, announced recently.

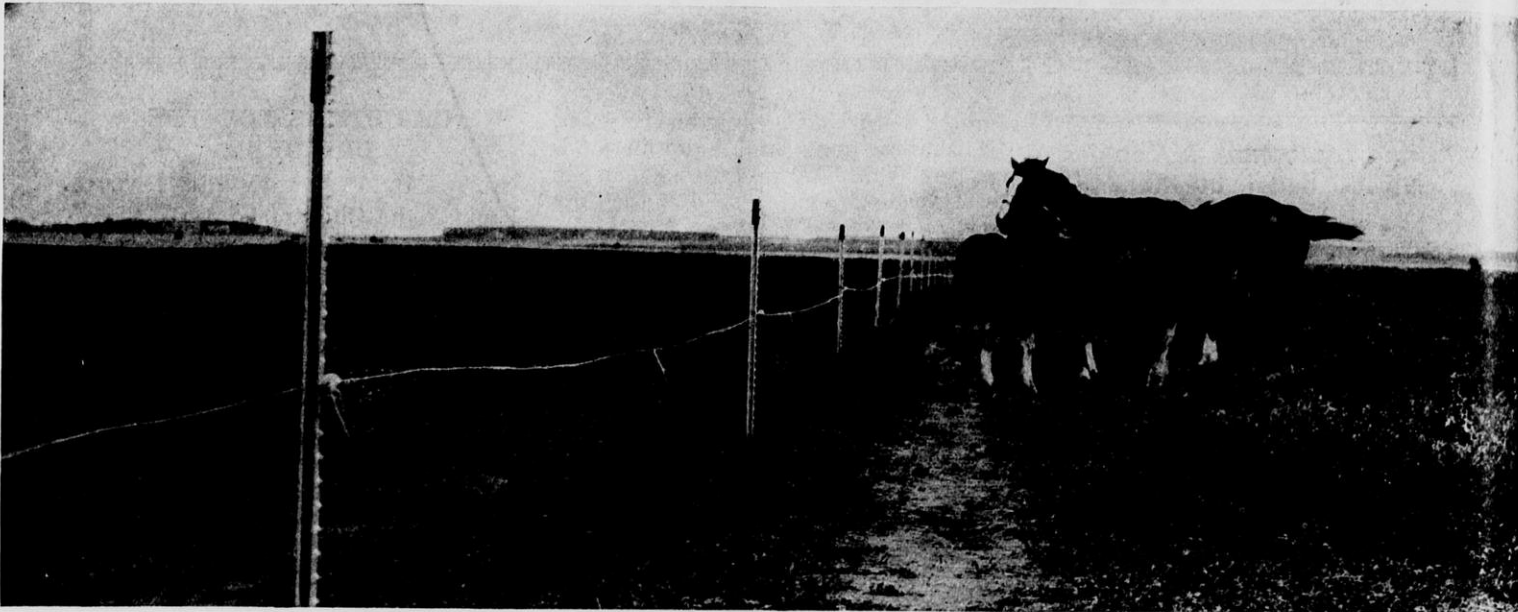
To expedite its shipment to friends and relatives in other states as well as Wisconsin, the cheese is being prepared in 2½, 5-pound, and other conveniently-sized packages, the commissioner said.

Insofar as possible, the department will answer inquiries as to where cheese or any other agricultural produce can be obtained in packages for Christmas purposes, he explained.

A few other agricultural products that make substantial Christmas gifts and serve many a good use during the holiday season are cranberries, potatoes, eggs, vegetables, and canned cherries, he pointed out.



# PRIME ELECTRIC for Fencing Horses



*These Mares and Foals were Grand Champions at the 1934 International. Owned by Babson Farms, De Kalb, Illinois.*

Get a **PRIME** to make an inexpensive fence and winter your horses outside. You will save feed and veterinary expense.

See Your  
Dealer or  
Phone Hilltop 1828

**E. J. GENGLER**

Station F, Milwaukee, Wis.

Brown Deer Road

## THE FARMER'S STAKE IN THE WAGE-HOUR CONTROVERSY

(Continued from page 1)

open the way for regulation of intrastate as well as interstate commerce. Industry would be obliged to pay more for its raw materials, forcing consumers to pay more for the finished products. And, since farmers constitute a consuming group of 30,000,000 people, agriculture would share a big part of this added price burden. Prices of household needs, such as clothing and furniture, as well as farm implements and supplies, such as wire, fertilizer and stock feeds, would all be raised. Obviously this increase, merely for simple requirements, would run into millions of dollars yearly, even though a buyers' strike should be inaugurated.

And, while being forced to pay more for what they buy, farmers would receive less for what they sell. In an effort to hold down operating costs somewhere, processors of farm products would naturally attempt to reduce the price they pay for milk, grain, livestock, cotton, fruits and vegetables, poultry and other items. Dairy farmers know how that works out. When urban distribution costs are increased the added expense is seldom extracted from the distributor's profits or the consumer's pocketbook. Invariably the advance is passed along to the dairy farmer by paying him slightly less for his milk. Wherever agricultural commodities are processed

and marketed by others than farmers that rule holds generally true.

The farmer marketing through his co-operative association would also face loss of revenue. The "co-op" endeavors to obtain as high a price as possible for its members and, after deducting expenses, return the net proceeds to the producer. Since wage and hour legislation would artificially raise processing and marketing costs, it can be foreseen that such increase must be deducted from the farmer's returns. Hundreds of thousands of farmers who support nearly 10,000 farmer-owned and farmer-controlled marketing co-operatives, would be affected and the same would be true for the farmers who are trying to improve their incomes through the vast co-operative purchasing projects conducted in many agricultural regions.

Especially heavy would be the burden placed on agriculture by the bill's provision for payment of time and a half for overtime. You cannot make or market beefsteaks or butter mechanically as the captains of industry do motor cars, radios or shoes. Many of our agricultural industries, because of seasonal fluctuations, must be operated under conditions which the five-man board would decree as "sub-standard" or "overtime." At the stockyards the number of animals received at the beginning of the week is often considerably larger than at the end. In the dairy industry during

flush periods in spring and fall dairy plants of all types are taxed to capacity. In winter when roads are blocked by snow, men at the milk plant must wait long hours for the milk to get through before their day's work begins or can end.

Ordinarily the longer hours necessitated by operation of these natural or economic laws are compensated in agricultural industries by the fundamental principle of shorter hours in less busy times. Foreseeing future conditions one packing house representative has stated: "We could not afford to pay overtime on, say, a run of hogs. We would probably have to buy just the number we could put through our plant in forty hours and let the farmers keep the late arrivals in the pens, paying for feed and service charges and standing shrinkage until we could get around to them."

As a third result of the bill competent farm labor would be even harder to obtain than now. Farmers have already suffered from the competition due to the wages paid by P.W.A. and W.P.A. Even the least informed ought to know that the lure of high wages and short hours with generous extras for overtime will draw competent farm hands into industrial channels. The long time effect will be to force the farmer to meet the high wage scale for city labor or to put up with unfit farm hands, or be content to do his work without help. Fortunately for him,

perhaps, the bill does not make it a crime to use the labor of his own children. With prices up on what the farmer must buy and prices down on what he has to sell, the problem of getting the money to pay the higher wages would require considerable ingenuity.

Does anyone imagine that any urban worker, accustomed to the new high industrial wage scale will when thrown out of a job, rush to the farmer to find work? Or will he go on relief?

Of grave import, would be the effect of the legislation on the nation's foreign trade. In the last analysis the price of things farmers sell is fixed, not by arbitrary decree of a five-man board in Washington, but by the world price adjusted by whatever tariffs there may be on the particular commodity.

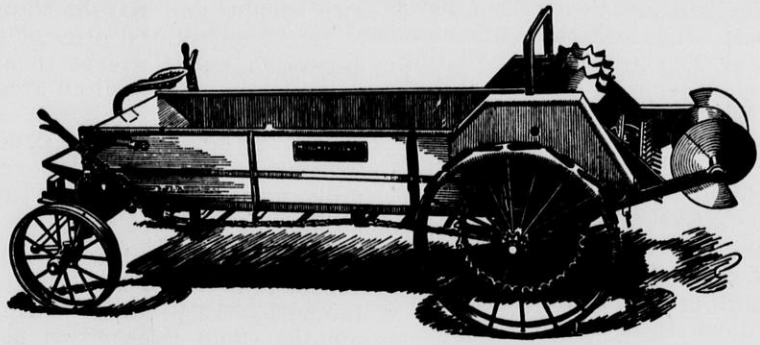
Production costs for foreign farmers are not going up and their sales would be subject only to what the traffic on world markets will bear. American creameries, milk plants, meat packing establishments, cotton gins and compresses, oil mills, grain elevators, canneries, fruit and vegetable packing plants, in fact all industries engaged in processing agricultural commodities, would begin seeking raw supplies at prices that would permit the business to continue operation at a profit. This would play directly into the hands of foreign farmers who would be enabled to undersell our farmers in our own domestic markets. With costs of production forced artificially upward and the supply of farm labor becoming scarce, we can look forward to drastic reductions in our agricultural output. Obviously, also, if domestic farm products cannot be sold at home, neither can they hope to compete on export markets.

Hope for relief through tariffs or embargoes is negligible. None can be foreseen which would enable our farmers and especially live stock raisers, milk and cereal processors to obtain a return that would regularly equal the probable increase in the cost of production.

If consumers should turn generally to the output of cheap foreign labor and low cost foreign farm products as substitutes for high cost domestic commodities, there can be no doubt that a wages and hours bill would have a decidedly adverse effect, not alone on American agriculture, but on industry and labor as well.

Last July 31 a bill was jammed through the Senate without any serious consideration of its effects on either business or agriculture.

## Built Entirely of Steel



## The New McCormick-Deering All - Steel Manure Spreader

Steel Frame—Steel Box—Steel Bracings—ALL STEEL all the way through.

That's what you get in a new McCormick - Deering All - Steel Manure Spreader. The rust-resisting, non-warping box is built of heavy gauge galvanized steel containing copper.

It is low for easy loading and has a capacity of 60 to 70

bushels. The McCormick-Deering has five spreading speeds. The upper saw-tooth, non-wrapping beater, the lower spike tooth beater, and the wide-spread spiral shred the manure and spread it in an even layer over the soil.

Remarkably light draft is provided by the use of eight roller bearings and Alemite lubrication.

*Inspect the latest and finest spreader now on display at our store.*

**GEO. SCHUBERT SONS CO.**  
**THIENSVILLE, WIS.**

After four days of discussion in the House Committee on Labor it was reported back to the house with a recommendation for passage. As this is written further action has been temporarily blocked by inability of the bill's proponents to take it from the House Rules Committee.

Efforts made by alert representatives of the organized farmers to correct some of the measure's errors have been rebuffed by a "no compromise" attitude and unless farmers speak out they are going to find themselves enmeshed with industry generally in another regimentation scheme more obnoxious than N.R.A. ever dreamed of being.

If farmers act IMMEDIATELY, they may be able to let their constituted representatives in Washing-

ton know that farmers do not want legislation like this.

Leading national farm organizations, such as the National Grange, the National Co-operative Council, the National Co-operative Milk Producers' Federation, together with many state, county and local units of these and other groups, have officially condemned the Black-Connerly bill because of its disastrous effects on agriculture.

Your job, Mr. Farmer, is to BACK UP the action of these national leaders of agricultural thought.

**WRITE or WIRE** your Senators and Congressmen. Let them know that you believe federal regulation of wages and hours is UNAMERICAN, DANGEROUS and a THREAT to YOUR LIVING. Ask them to Kill This Bill.



## Mr. Fletcher Says: . . .

While listening to a recent news broadcast, I heard the announcer state that the C.I.O. was negotiating a new contract with General Motors in Detroit demanding shorter hours and increased wages and that unless these demands were met, strikes were threatened. Since then, some of these strikes have developed. In the next breath he announced that the unions of Flint, Michigan, were inaugurating a "meatless" week to bring down the cost of living.

This is of extreme interest and vital importance to farmers who have been told by some classes of political labor and even farm leaders, that the interests of farmers and labor are indetical.

On the one hand this labor organization, knowing they have powers never dreamed of by any single group, are trying to force increased costs that you, as the consumers, must pay for, yet with selfishness only as a motive, they would force down your purchasing power to whatever level they deem fit. They prattle about aiming their boycott at the "meat trusts" yet every farmer knows, from sad experience, that when retail prices fall, his returns sink in equal or greater proportion.

They shout from the speaker's rostrum through their political mouth pieces, "equality for all" yet behind your back they would and do, take everything possible for themselves even though every dollar of it comes from your pocket.

If you do not believe this is true, get the government records on what has happened to your share of the consumer's dollar since 1929. You will find it has decreased about eight per cent leaving you in a far worse relative position, than you were ever in before.

Farmers are not selfish, they believe in earned returns for labor and capital, if honestly earned. But from all indications much of these returns are coming from us.

\* \* \*

We are now entering the period where base production affects the amount of milk that may be shipped at the average price and I again want to refresh your memory as regards how this affects each of you.

Your December base is the same as was used by you during the first six months of this year, then starting January 1st, you will have the base you made in 1937 or the average

base production of 1935, 1936 and 1937.

Any milk over that base is your own surplus and may be shipped in at the manufactured price or sold to any other outlet except to another dairy in the metropolitan area. This ruling affects all shippers on base except those at Golden Guernsey, where we understand the over base milk must be shipped with base milk.

Adjustments on base can only be considered when herd losses sustained by the producer during base months equal twenty-five per cent of the milking herd or some other unusual situation arises.

Inasmuch as the feed situation seems to predicate a rather low production this winter, we believe the present bases will be adequate in most cases.

\* \* \*

The dairies still report some trouble with sediment in our market and I am wondering as to whether we cannot help correct this by clipping the cattle. Not only does it make it easier to keep the cows clean, but because of the greater comfort of the animal we believe that it results in increased production.

Most of the local hardware men handle clippers of all kinds but if you have any difficulty in getting a set, your organization will be glad to order them for you.

### IT MATTERS MUCH

It matters little where I was born,  
Or if my parents were rich or poor;  
Whether they shrank at the cold  
world's scorn,

Or walked in the pride of wealth  
secure;

But whether I live an honest man,  
And hold my integrity firm in my  
clutch,

I tell you, brother, plain as I am,  
It matters much.

It matters little how long I stay  
In a world fraught both with joy  
and care;

Whether in youth I am called away,  
Or live till my bones and pate are  
bare;

But whether I do the best I can  
To soften the weight of adversity's  
touch

On the faded cheek of my fellow-  
man,

It matters much.

—Anonymous.

### NEW SUPPORTERS

Walter H. Schmidt, Wauwatosa, R. 7  
Rufus Smith, Mukwonago, R. 2  
Steele and Gilbert, Palmyra, R. 1  
Mrs. Ida Larson, Oconomowoc, R. 2  
C. A. Vondras, Honey Creek  
John W. Wojtkunski, Palmyra, R. 2  
Emil Gastrau, Sussex, R. 1  
Christ Bucher, Hartland, R. 1  
John Pope, Pewaukee, R. 1  
Willard Morrow, Mukwonago, R. 1  
W. J. Stoecker, Mukwonago, R. 1  
Herman J. Schultz, R. 2, Box 139,  
Hales Corners  
Clark Chapman, Eagle, R. 2  
Wm. H. Peters, Mukwonago, R. 2  
Walter Brown, Waterford, R. 1  
Howard Larson, Oconomowoc, R. 2  
A. J. Cull, Hartland  
Richard Blankenhagen, Oconomo-  
woc, R. 1  
James Stocks, Nashotah, R. 1, Box 73  
John F. Laubenstein, Saukville, R. 1  
Mrs. A. Heindl, West Bend, R. 2  
M. J. Jacoby, Cedar Grove  
Martin Meeusen, Cedar Grove, R. 1  
Julius Brabender, Cedar Grove, R. 1  
Jacob Weber, Port Washington, R. 1  
Delbert Kroupa, Waukesha, R. 3,  
Box 113  
Fred Heinzelman, Jefferson, R. 1

### THINK OF THIS

The Falls Cities markets received in October, 1937 approximately 1,000,000 pounds less milk than was received in the same markets in 1936.

What does this mean? Feed was scarce and high last year. It was plentiful and cheap this year.

Is not this the difference? During the drought of 1936 farmers either had to feed to keep their stock alive and doing well, or dispose of them. This year the farmer is feeding up the produce of his own farm without balancing his own feed with protein supplements. Many have not fed any concentrates at all up to this time and have depended on silage, sorghum, pumpkins and hay. This has actually cost dairymen money. The price of \$2.44 per hundred pounds of milk was the same in October, 1936 as in October, 1937. —The Falls Cities Co-operative Dairymen, Kentucky.

Observing a young lady standing alone, Summcovn stepped up to her and said: "Pardon me, but you look like Helen Black."

Sally—Yes, I know I do, but I look far worse in white.

Here's an Effective,  
Safe Way To Make  
LOW BACTERIA COUNT  
a FEATURE of YOUR Milk!

Combat bacteria scientifically in the same, successful, low-cost way large dairies, creameries, cheese factories and ice cream plants do. Benefit by their experience . . . use a modern cleaning material with thorough, FAST film and dirt-removing action like



**OAKITE  
GENERAL  
DAIRY CLEANER**

Safe on equipment, removing milk films easily, rinsing completely, this remarkable material, by cleaning utensils and equipment BETTER, helps make low bacteria count a feature of your milk as it does for large establishments. Ask your dealer for OAKITE GENERAL DAIRY CLEANER and OAKITE BACTERICIDE for sterilizing. Your postcard request brings FREE a 16 page booklet on "Modern Dairy Farm Sanitation." Write for it today to

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

**OAKITE**  
CLEANING AND STERILIZING  
MATERIALS

**OTHER MARKETS**

(Continued from page 1)

said to be in the mood to transfer to condenseries or cheese markets and the paper points out that they will lose about 55 cents per hundred by doing so.

Among the requirements of the St. Louis ordinance is that no other animals, not even calves, may be kept in parts of the barn used for milking. Even a feed room must be closed with a dust tight partition on a door, no feed being allowed in the milk portion of the barn except when approved by Health Officers.

Milk production is reported to be very low in the St. Louis area and likely to be still lower for December.

The Milk Market Review of Denver, Colorado, says that a five cent per hundred increase on butterfat that was granted in July, has been reduced by 2½ cents. The reason given for lowering the price is the increased winter production and throwing larger quantities into manufactured class. The paper says

**ELECTRIC WELDED CANS**

In the last issue a notice that a carload of electric welded or seamless cans has been purchased appeared. These cans have since been delivered and are available to our members at a very reasonable price.

They can be had in eight or ten gallon capacity and with either plug or umbrella covers. If in need of cans, drop in or have your hauler contact us.

**FOR SALE  
at a Sacrifice...**

The De Laval Magnetic Milkers suited for 15 — 25 or 30 cow dairies. A genuine Christmas Present. A few new and rebuilt dairy size separators also motor equipped if needed. Always a good supply of genuine De Laval parts and oil on hand.

Write or Tel. 604-J

**DE LAVAL SALES AGENCY**

J. R. Williams  
239 So. East Ave., Waukesha, Wis.

that all milk must be sold and in order to sell it, the price had to be reduced by 2½ cents per hundred butterfat.

**PRODUCERS NOT GUILTY**

**Sioux City Milk Association Gets Directed Verdict**

After four days of testimony, a directed verdict for I. W. Reck and the Sioux City Milk Producers' Association was given in district court here Friday in the damage suit in which Leonard Thayer sued for \$24,990.

Judge F. H. Rice ruled in favor of the defendants after the completion of rebuttal testimony by the plaintiff. Thayer, a milk dealer, alleged that Reck and the producers' group had damaged his business and reputation by actions, remarks, and written statements.

Thayer at one time was employed by the milk producers' association. He alleged that the defendants accused him of tampering with containers of milk and that as a result he lost considerable business.

**ANNUAL MEETING**

The annual meeting of your organization will be held on the fourth Tuesday in January as provided in the By-laws.

Last year for the first time the members were invited to bring their wives and other female relations and, of course, prospective female relations as well. The same invitation is extended this year. Of course, the ladies have no vote unless they happen to be the head of the family but it might be well for them to come along just to check up on the "old man" if for no other reason.

More about the annual meeting in the January issue.

**BRAN HELPS FLAVOR  
OF MILK**

Recent tests at the California Experiment Station show that the feeding of bran helps the flavor of milk, if fed in amounts of five to seven pounds per cow about one hour before milking.

The flavor of the milk from the bran fed cows was much more pleasing to taste than the milk from cows that had not been fed anything for five hours before they were milked.

The work at the California Station also showed some very useful facts about objectional feed flavors in milk. It showed that the flavor was the most prominent in milk at 45 minutes to one hour after feeding. That the usual grain feeding practice which is done just before milking had very little effect on the flavor of milk. It further showed that the objectional flavor had practically all disappeared after five hours and that the flavor started to decrease in the milk drawn from the cow at the end of the first hour after feeding.

It appears from this that the



# IT IS YOUR LIFE SAVE IT!



## USE CHRISTMAS SEALS

People YOUR age and of all ages needlessly die from tuberculosis each year. People in YOUR walk of life and in every walk of life needlessly fall victim to the disease. Tuberculosis can be prevented and cured. Christmas Seals pay for the organized campaign that PROTECTS YOU!

## BUY and USE THEM

WISCONSIN  
ANTI-TUBERCULOSIS  
ASSOCIATION

1018 N. Jefferson St. Milwaukee, Wis.

taking of cows from objectional pastures or feeds a few hours before milking does do some good in preventing off flavored milk.

Full length mirrors are one of the necessities in choosing a becoming hat, according to Edna M. Callahan, clothing specialist, Ohio State University, who says that the effect of the hat on the whole outline should be considered and also the effect upon the features.



## BADGER STATE BANK

"Milwaukee's Largest Outlying Bank"  
Fond du Lac Ave., and North Ave. at 21st St.

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

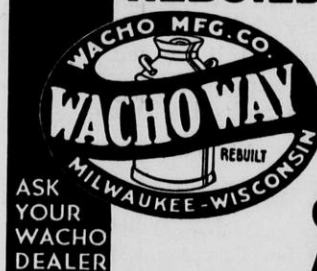
For quick service have your milk hauler bring them to us.

## PRODUCE BETTER MILK

### REBUILD and RETIN YOUR USED MILK CANS

## ...NOW...

### GUARANTEED CANS AT A LOWER COST



ASK  
YOUR  
WACHO  
DEALER

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

*We Will Resharpen  
Your Clipping Plates  
to Cut Like New*

## STEWART and ANDIS CLIPPERS

SALES and SERVICE

WM. PUETZER SERVICE  
STORE

Automobile, Electric & Hardware Specialties  
R-4 Waukesha State Hy. 15 New Berlin, Wis.

## SUBSTANTIAL DISCOUNTS...

To Milwaukee Co-operative Milk  
Producers and their families on

- COMPLETE GLASSES
- OPTICAL REPAIRS
- LENSES

*Written Guarantee on all work*

Glasses cleaned, straightened, adjusted and frames polished without charge . . . Just say Co-operative Milk Producers after our regular prices are quoted to be sure of discount.



## KINDY OPTICAL CO.

Tel. MARquette 7225

615 N. 3rd St., Milwaukee, Wis.

# MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 10

JANUARY 1938

Number 10

## JANUARY FLUID PRICE TO BE \$2.71

The price for January fluid milk was set at \$2.71 at the meeting of your board of directors and the Milwaukee dealers at the price conference held on December 27.

Butter had slumped five and one-half cents from the high point of 39½ cents reached on December 9, and as this is written on December 31, the Chicago price is down to 32½ cents. Cheese markets were also weak and production was showing a normal increase. About one or two of the dealers had to call on competitors for cream prior to Christmas.

A discussion on the formula used in arriving at the manufactured milk price followed the agreement on the fluid milk price. The directors are of the opinion that some changes in the formula that would enhance the manufactured milk price, should be made. The dealers say that at present the margin is too narrow unless the fluid milk price is lowered.

### OPENS DRIVE ON TRICKY OLEO ADS

#### A. M. Loomis Outlines Position of National Dairy Union

Campaign of the National Dairy Union against tricky and misleading advertising of oleomargarine was launched in Washington early this month by A. M. Loomis, secretary of the organization.

A resolution enacted at the recent annual meeting in Chicago author-

ized the action which Mr. Loomis reviewed in a press release.

"After a long period in which there has been only a small amount of questionable advertising and misrepresentation, and almost a complete absence of positive misbranding and fraud, there has recently swept over the country and through local trade and magazine press, a large volume of oleomargarine advertising of a type which can be characterized by nothing less than the words misleading, tricky and unethical," declared Mr. Loomis.

"We have hoped that various units of the oleomargarine industry would of themselves correct their business ethics and make our action unnecessary," he said.

"While no honest and justified statement of facts by the vendors of any product is to be criticized, we feel sure that twisted, garbled and misleading statements, even of facts, are to be criticized.

"Such statements and tricky and misleading inferences, cleverly written and intended to be made so that a false impression is conveyed to the readers, attacking one product and boosting an imitation, should be suppressed, either by the present law, or by a new law if this is necessary."

Using more milk in cooking means better health and less surplus.

### DAIRY COUNCIL PROGRAM

As contributors to the fund used by the Milwaukee Dairy Council, you will be interested in knowing how the money is spent.

The program for this month is as follows:

A four-inch advertisement two times a week in the Milwaukee Journal and the Milwaukee News . . . and the same once a week in the Sentinel, Milwaukee Leader, Kuryer Polski, Nowiny Polski, Milwaukee Deutsches Zeitung . . . a total of 36 advertisements for the month.

On the radio:

WTMJ—Monday, Wednesday, Friday noons . . . with Heinie's Band.

Tuesday, Thursday, Saturday mornings . . . with Early Risers orchestra music.

Tuesday and Thursday evenings, with After Dinner orchestra . . . and Friday evening before dinner with Heinie's Band.

Sunday mornings . . . Master of Rhythm orchestra music.

WISN—Every morning, including Sunday . . . with morning orchestra music, and Tuesday, Thursday, Saturday noons, with orchestra music. These are all 50 word announcements, and a total of 87 announcements for the month, different times of the day and evening . . . which with our newspaper advertisements gives a grand total of 123 milk advertisements for the month of January.

### DECEMBER PRICES

| GRIDLEY DAIRY CO.    |        |        | LUICK DAIRY CO.                               |        |        | EMMER BROS. DAIRY     |        |        | FOX DAIRY CO.       |        |        |
|----------------------|--------|--------|---|--------|--------|-----------------------|--------|--------|---------------------|--------|--------|
|                      | Perct. | Price  |   | Perct. | Price  |                       | Perct. | Price  |                     | Perct. | Price  |
| Fluid . . . .        | 57.88  | \$2.71 | Fluid . . . .                                 | 62.74  | \$2.71 | Fluid . . . .         | 74.20  | \$2.71 | Fluid . . . .       | 60.82  | \$2.71 |
| Out. relief .        | 2.60   | 2.48   | Out. relief .                                 | 2.89   | 2.48   | Cream . . . .         | 13.39  | 1.83   | Out. relief .       | 1.21   | 2.48   |
| Cream . . . .        | 20.64  | 1.83   | Cream . . . .                                 | 20.59  | 1.83   | Manuf'd . . .         | 12.41  | 1.58   | Govt. sales .       | 1.73   | 1.83   |
| Manuf'd . . .        | 18.88  | 1.58   | Manuf'd . . .                                 | 13.78  | 1.58   | Composite price . .   | \$2.44 |        | Cream . . . .       | 21.59  | 1.83   |
| Composite price . .  | \$2.30 |        | Composite price . .                           | \$2.36 |        |                       |        |        | Manuf'd . . .       | 14.65  | 1.58   |
|                      |        |        |   |        |        |                       |        |        | Composite price . . | \$2.34 |        |
| BLOCHOWIAK DAIRY CO. |        |        | GOLDEN RULE DAIRY CO.                         |        |        | LAYTON PARK DAIRY CO. |        |        | SUNSHINE DAIRY CO.  |        |        |
|                      | Perct. | Price  | Prices not ready when Producer went to press. |        |        |                       | Perct. | Price  |                     | Perct. | Price  |
| Fluid . . . .        | 64.76  | \$2.71 |   |        |        | Fluid . . . .         | 53.84  | \$2.71 | Fluid . . . .       | 59.41  | \$2.71 |
| Out. relief .        | 4.61   | 2.48   |   |        |        | Out. relief .         | 3.48   | 2.48   | Out. relief .       | 1.45   | 2.48   |
| Cream . . . .        | 14.57  | 1.83   |   |        |        | Cream . . . .         | 13.53  | 1.83   | Cream . . . .       | 21.22  | 1.83   |
| Manuf'd . . .        | 16.06  | 1.58   |   |        |        | Manuf'd . . .         | 29.15  | 1.58   | Manuf'd . . .       | 17.92  | 1.58   |
| Composite price . .  | \$2.37 |        |   |        |        | Composite price . .   | \$2.24 |        | Composite price . . | \$2.32 |        |



## MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

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

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 10 JANUARY, 1938 No. 10

### BOARD OF DIRECTORS

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WM. WEBER, Merton.

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

Subscription .....\$1.00 Per Year

### TWENTY-SECOND ANNUAL MEETING

Notice of the twenty-second annual meeting of your organization will be in the mail very soon. The meeting will be held in the Milwaukee Auditorium on Tuesday, January 25. In order to induce members to be on hand when the meeting starts at 10:00 A. M., tickets will be issued to all who register before 10:00 A. M. Prizes will be given to holders of lucky numbers.

Reading of the minutes of the last meeting will be the first order of business when the meeting is called at 10:00 A. M., according to President Hartung. Committees will then be named after which the meeting will hear reports and take up old business. One speaker has been engaged for the afternoon programs and the balance of the session will be devoted to such business as the members care to take up after the voting for directors. Some entertainment by members of producers' families has been promised.

The members are urged to bring their ladies. Of course only one member of a family can vote but that is no reason why the women cannot be present and take interest in the proceedings.

If the ladies prefer to visit or play cards a room will be provided.

### THE BUTTER MARKET

What happened to the December butter market? This question puzzles almost everyone interested.

Why did butter advance one-quarter of a cent December 1 and repeat on the second and again on December 3 to hold at 39½ until December 10 when it went to 39 for five days and then dropped gradually until the 22nd when a three and one-half

cent drop occurred. The month ended with a quotation of 32½ cents for the last three days, a difference of seven cents from high to low and an average of \$0.37161.

The reason for the decline in price is rather hard to determine. If butter was worth 39½ on December 9, why was it worth seven cents less which means 27 cents on 100 lbs. of 3.5 per cent milk on December 31? And with 11,000,000 pounds less in storage than the same date in 1936, one and one-half cents lower than on the last day of December, 1936.

Commenting on the butter market at the closing week of the year, the United States Department of Agriculture, Bureau of Agricultural Economics, says: "At the close, the trade was still having difficulty in formulating definite opinions as to the immediate future trend. On one side was the factor of increasing production, uncertain business conditions and outlook, and still unsatisfactory consumption, as opposed to this was low storage reserves, sharply reduced retail prices, and checking of foreign imports.

We are fortunate that our fluid milk price is not based on butter. Or are we?

### MORE POLITICS

The recent effort of Mayor LaGuardia of New York to provide for cheap milk seems to have blown up. The Mayor, always playing to the masses, made an arrangement with a cut-price outfit to sell milk from trucks located at market places. The plan was to force the large distributors to sell cheap or lose their business. However, it did not work quite that way for small dealers, thinking they were going to lose business, cut their price and people did not patronize the Mayor's milk trucks to any great extent.

However, labor, seeing in this cut-rate milk proposition danger to its high wages, came out against LaGuardia's plan as did also clerks in stores that handled large amounts of milk.

The net result of all this agitation will probably be the same as it has been in every other market and that is that consumers get disgusted and buy less milk and everybody suffers, the farmer of course, taking the hardest sock on the jaw. Politicians, of course, will be politicians regardless of who gets hurt.

### 'I'M QUITTING YOU'

A co-operative creamery manager reports that a member came in recently and said to him, "Well, I'm

quitting you, I'm going to sell my milk on the outside."

The manager replied, "Brother, you are not quitting me. I do not own this business. You do. I am just a hired man you fellows have employed to look after your own business. No, you are not quitting me—you are quitting yourself.

"You are quitting your own organization that maintains a higher standard of butterfat prices in this area to the extent of two cents per pound. It is your own creamery that has also been responsible for higher whole milk prices to the producer, and if your co-operative creamery were out of the picture, your milk would be bringing you a much lower price from the independents."

### ANTI-FILLED MILK LAW UPHELD BY U. S. APPELLATE COURT

The United States Circuit Court of Appeals, Seventh Circuit, sitting at Chicago, in an unanimous opinion, filed December 2, upheld as constitutional the Federal Anti-Filled Milk Act. At the same time the court upheld the decision of Federal District Judge Holly dismissing the suit of the Carolene Products Company against the Evaporated Milk Association and its officers, charging conspiracy to restrain the Carolene Company from shipping filled milk in interstate commerce.

This is an important victory in the fight against this grave menace to the dairy industry—the substitution of cocoanut oil for butterfat in dairy products. This decision undoubtedly will have a far reaching effect in sustaining all existing and future filled milk laws.

### MILK TRUCKS MERGE

John Thumann, one of the oldest of the Milwaukee milk haulers, has purchased the Harry Gruenewald route which lies in the same neighborhood as Thumann's, on the North Avenue and Burleigh Streets. Mention of this merger is made to point a lesson.

Every farmer believes that cartage rates are a little high and most farmers will agree that rates are high because loads are too small and the truck operator cannot haul for less money because of the small load. Therefore, mergers of routes should be encouraged, to the end that lower rates may be put into effect. The way to encourage mergers is for the producer to stick with the hauler who buys out another, so that more haulers will be inclined to buy out weak loads. Of

(Continued on page 4)

# "HOME NEWS AND VIEWS"

ANN T. PRINZ, Editor

## Using More Milk in Cooking Means Better Health and Less Surplus

### Custard Bread Pudding

Into a well-buttered baking dish put layers of buttered slices of dried bread, sprinkle over with raisins. Cover with custard mixture made as follows: To 2 slightly beaten eggs add 4 tablespoons sugar and  $\frac{1}{8}$  teaspoon salt,  $\frac{1}{2}$  teaspoon vanilla, mix with 2 cups milk. Set dish in pan of hot water. Bake in a moderate oven until custard is firm and well browned.

\* \* \*

### Jiffy Cake

- 3  $\frac{1}{2}$  cups cake flour
- 3 teaspoons baking powder
- 1 teaspoon salt
- 2 eggs
- softening shortening
- 1 cup milk
- 2 cups sugar
- any desired flavoring

Sift the flour three times, measure, and add baking powder and salt. Sift this into mixing bowl. Into a measuring cup break the 2 eggs, add enough softened shortening to fill the cup. Add to dry ingredients in the bowl. Add the milk, sugar and 1 teaspoon of desired extract. Beat all this mixture together vigorously for 3 minutes. Pour into well oiled cake pans, and bake in a moderate oven for 25 minutes if a 3 layer cake pan is used. Ice with your favorite icing.

\* \* \*

### Buttermilk Biscuits

- 1 cup buttermilk
- 1 level teaspoon sugar
- 2  $\frac{1}{2}$  cups flour
- $\frac{1}{2}$  level teaspoon salt
- 2  $\frac{1}{2}$  level teaspoons baking powder
- $\frac{1}{2}$  level teaspoon soda
- 4 level tablespoons lard

Sift dry ingredients together twice; into center of flour in kneading bowl, rub in lard with tips of fingers till it feels like meal. Then into this center of lard and flour pour gradually one cup of buttermilk, beating meanwhile with a spoon. Give the batter thus made some fifty strokes with spoon while still soft and then gradually beat in and knead in remaining flour. Roll out  $\frac{1}{2}$  inch thick. Cut with small cutter. Bake on greased pan in hot oven.

### BEAUTY HINTS

To many of us, January means watching for and shopping at the White Sales. Haven't you come home many a time with an aching head? If this happens again, comb out your hair; take small strands of it and give each one a short, quick tug. Do this all over your head. It will stimulate the circulation of blood throughout your head. The free circulation of blood relieves any congestion and consequently stops that tired feeling.

How good all those rich cakes, pies, sweets and other delicious foods tasted during that holiday season just gone by! But what did it do to your complexion? Well, try this simple and delightful way of purifying your blood stream, and supplying it with important mineral salts that will renew your complexion. Drink as much orange, lemon and pineapple juice as you can. Eat sparingly for one day, drink water and fruit juices. Sweets and starches in excess are sure handicaps to skin beauty.

### BUYING BEDSPREADS

A very interesting article appears in the December 13 issue of the Consumers' Guide. As the article is too long to print in full, I will endeavor to list just a few facts.

There is a number of materials of different texture and design to choose from for bedspreads, but how to find the bedspread that fits the pocketbook, one's furniture and gives good service, is the question. A dainty lace spread over a pastel lining goes beautifully with fine furniture, but is hardly the thing for the bedroom of rough and tumble boys. A taffeta spread may be handsome and give just the note of elegance to your room which you would like, but for how long? It's rather a hazardous guess. Very little taffeta today is made out of pure silk. Silk taffeta is often so heavily-weighted that it soon splits to pieces. Most of the taffeta spreads nowadays are made from rayon.

Whatever you pay for a spread is up to you. The material you choose depends on your personal taste, but the wearing quality of that material depends on the kind of yarns used in it and the manner in which they were woven. Materials firmly and

evenly woven of smooth regular yarns are more durable than those made of heavy yarns in the warp and fine yarns in the filling. The latter may be appealingly different, but they may wear indifferently. The fine yarns may break.

If you are looking for durability in a spread, then select a firmly woven fabric. In the loosely woven ones, the yarns soon shift out of place making thin spots and later, ugly holes. You can get some conception of the firmness of the weave by pulling the material and examining it to see if each yarn stays in its place. Designs in fabrics are sometimes created by "floating" one yarn over a number of yarns. If the floats are too long or loose, the yarns will catch and hence break easily. Be sure that all the yarns have a place and stay in it.

Finish of a bed spread is important too. The fewer seams it has the better. Seams have a way of pulling out and are difficult to mend. If the spread is hemmed, be sure the stitches are close enough together so that they really do their work.

Marseilles, damask, chintz, taffeta, lace, candlewick tufted and colonial coverlets are general classes of spreads. For lots of hard wear, for painted beds, the crepe seersucker with its alternating plain and crinkled strips is a popular choice. Marseilles were made of double-faced fabrics with raised pattern and came out of every washing looking like new—they were practical, wear-forevers.

Eighteenth century housewives liked candlewick tufted bedspreads for they went well with furniture, were easy to make, easy to launder and were very durable. The old candlewick spreads were usually made of unbleached muslin and the white tufts were evenly distributed over the whole cloth. Today, other materials are used and the tufts which may be any color in the rainbow, are placed on the bedspread in various designs. If the foundation cloth is firmly woven the tufts usually are permanent. In the poorer quality spreads, some of the tufts may pull out, or may lint a little, but on the whole, these spreads will stand hard wear and are good buys. They wash well and require no ironing, if, when hung out to dry, they are hung straight.



## FARMERS SHOCKED

Labor union leaders who cannot agree among themselves are hardly ready yet to ask farmers to join them on any kind of a joint program. Lack of unity in their own ranks and an utter lack of appreciation at times of the fact that farmers have a large investment in land and equipment with which to operate it, as well as in labor, discredits the leadership of labor organizations with farmers repeatedly.

Such lack of consideration evoked a sharp telegram recently from Edward O'Neal, President of the American Farm Bureau Federation, when he wired the president of the United Automobile Workers at Detroit saying:

"American farmers are shocked at newspaper reports of your urge upon all members of the C.I.O. automobile unions to withhold consumption of meat in an effort to reduce prices. Is this an invitation for American Farmers to take similar action against products produced by C.I.O. union labor? Factory wages are more than 20 per cent in excess of 1929 level and retail food prices including meat are nearly 20 per cent less than during the same period. National welfare demands a balance as between agriculture, labor and industry and American Farmers will resist by whatever means necessary any efforts to aggravate the present disparities."

All stockmen ask is an even break.

—National Livestock Producer.

## SECRETARY WALLACE PAYS TRIBUTE TO MILK CO-OPS

"Producer co-operatives have played an important part in all of the government's efforts to work out beneficial farm programs," Secretary of Agriculture Henry A. Wallace told dairymen at the National Co-operative Milk Producers' Federation banquet.

"They have striven consistently," he said, "to represent producer welfare at a time when organized action was essential. The place of the true farmer co-operatives in the dairy industry, such as the ones you represent here, should be safeguarded and strengthened."

He decried any danger to dairymen from the present conservation program of the government, review government help to farmers during the past few years, and discussed at length the proposed 1938 program for agriculture.

"The 'ever-normal-granary' plan does not offer a dairymen's Utopia, but it does offer hope that some of

the violent fluctuations of markets and prices that periodically upset the dairy industry can be avoided," said Mr. Wallace.

## MILK TRUCKS MERGE

(Continued from page 2)

course there is generally a mad scramble among haulers to pick off a few shippers when a change in ownership of routes occurs, but the producer should remember that if we are to have lower rates, we should stay with the man who buys out a weak route to merge with the one he has, so that there may be fewer trucks with the hope of getting lower cartage rates.

## OTHER MARKETS

Minneapolis and St. Paul markets are in the state of turmoil, the dealers claiming they cannot operate on the present eleven cent price, because of extremely high labor costs, unless they get a reduction from the farmers. Of course, the farmers are in no mode to take less money at this time since their price has been below that paid in other large cities.

One Minneapolis dealer has tried to bring down the cost of delivering by asking people whether they would be satisfied to take milk every other day if the price would be lowered for large orders. It is suggested that a quart buyer buy two quarts every other day thereby cut-

**SAVE 80% ON FENCE COSTS**

**ELECTRIC ONE WIRE FENCE**

with the

**PRIME**

**ELECTRIC FENCE**

**CONTROLLER**

*has patented "Chopper" which makes it sure and SAFE! Proved by 4 years' use on thousands of farms. GUARANTEED!*

Our FREE book shows how thousands of farmers have proved electric one-wire fence in the last 4 years with PRIME Electric Fence CONTROLLER. Saved 80% on their fence costs. Pasture rotation made easy.

Fascinating pictures show cattle, horses and hogs securely and SAFELY held by Prime-Controlled Electric One-Wire Fence built for only 4c per rod. It "stings" them, "gets their goat", but in 4 years has never hurt man or beast. This amazing development will cut your fencing costs 80%. Save wire. Posts 3 rods apart. No gates to buy. Prime Controller runs four miles of fence for about 10c per mo.

**CAUTION!** There is only one SAFE way to use electricity for fence, proved by 4 years' experience. Keep it under control with PRIME ELECTRIC FENCE CONTROLLER which has the patented "chopper" that cuts current off and on every few seconds. Don't take chances with unproved devices without this vital feature.




**30-DAYS TRIAL at Our Risk**

Write today for our amazing book which shows latest developments—controllers which operate off battery, home-power plant or central station power. You will save cost of Prime Controller on the first field you fence. Write today—don't buy fence until you learn about it. Guaranteed!

Gentlemen:  
I am very much pleased with your Electric Fence Control Unit. It has been a long time since we have got hold of a piece of apparatus which has afforded us such satisfaction. You are performing a tremendous service in offering such a constructive instrument of "farm relief."

If you care to send me a half dozen extra pieces of your literature I shall be glad to place them in the hands of friends and neighbors who may be interested.

Very truly yours, RICHARD E. WILLIAMS,  
Nakoma Farms,  
Fair Port, New York.

MADE BY The PRIME Mfg. Co. MILWAUKEE, WIS.

Watch for 1938 Models and Prices

**E. J. GENGLER**

Phone Hilltop 1826

Station F, Milwaukee, Wis., (Located on Highways 100 and 57, 4 miles North of Milwaukee)



ting cost of delivery. This company has asked its customers to vote on this question of staggered milk deliveries. Now the milk drivers and other dairy employees have come out with propaganda against this plan. What will happen, time will tell but producers and distributors are very much worried over developments.

From Buffalo, New York, comes a story that 52,000 residents of that city have gotten together in an effort to reduce the high cost of living. One of the things which they proposed to do is to boycott milk one day in each week, thinking that in that way the price of milk can be forced down. It is said that picket lines will be established to prevent the sale of milk on certain days in each week. The organization claims to have 45 groups made up of labor unions, mother clubs, housewives leagues, church organizations and political groups, in its membership.

Of course the officials say that they are not trying to hurt the farmer, only the distributor, but it is a pretty dumb farmer that cannot realize that when milk remains unsold that he gets hurt.

In New York State a woman who heads a local consumers protective committee wants the health department to set up a co-operative to buy milk from farmers and sell it to institutions and health stations. This woman complains that she is being spied upon and that her work in promoting the consumer protective committee is being hampered by people who oppose her. She also claims that she cannot believe the results of the audit which the state department of agriculture and markets has made.

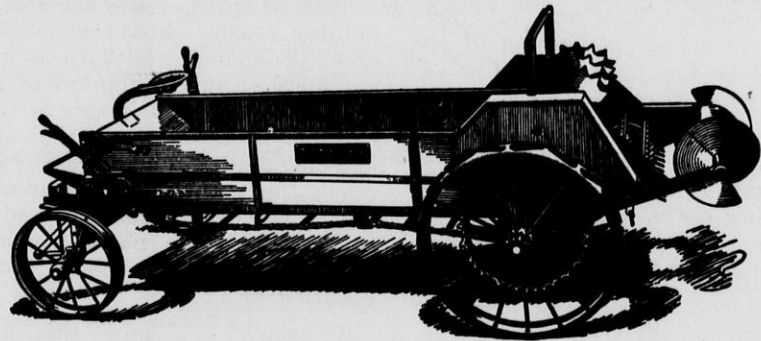
Iowa Dairy Marketing News announces the annual meeting of the Des Moines Co-operative Dairy Marketing Association at Des Moines on January 21. The November price for Des Moines is given as \$2.01 per hundred for the first half and \$2.02 for the last half of the month for milk testing 3.5 per cent fat delivered at Des Moines.

\* \* \*

Notice of the reopening of the hearing on a proposed milk marketing agreement and order, for the Cincinnati marketing area, has been announced by Secretary of Agriculture Henry A. Wallace. The hearing will be held January 4, 1938, in the Alms Hotel, Cincinnati.

The hearing originally was opened on November 29 and was adjourned that day, following a request for more time in which to study the proposal and to prepare testimony.

## Built Entirely of Steel



## The New McCormick-Deering All - Steel Manure Spreader

Steel Frame—Steel Box—Steel Bracings—ALL STEEL all the way through.

That's what you get in a new McCormick - Deering All - Steel Manure Spreader. The rust-resisting, non-warping box is built of heavy gauge galvanized steel containing copper.

It is low for easy loading and has a capacity of 60 to 70

bushels. The McCormick-Deering has five spreading speeds. The upper saw-tooth, non-wrapping beater, the lower spike tooth beater, and the wide-spread spiral shred the manure and spread it in an even layer over the soil.

Remarkably light draft is provided by the use of eight roller bearings and Alemite lubrication.

*Inspect the latest and finest spreader now on display at our store.*

**GEO. SCHUBERT SONS CO.**  
THIENSVILLE, WIS.

It was pointed out by those who sought an extension of time that in the interim an effort would be made to arrive at an agreement between producers and handlers concerning certain aspects of the proposed marketing agreement and order.

The dairy section of the A.A.A. is now informed that producers and handlers have come to such agreement and it has been requested that the hearing proceed without further delay.

### CEDAR RAPIDS BANS CHICAGO MILK

The city council of Cedar Rapids, Iowa, has turned the milk tables on Chicago. Health regulations have

been freely invoked in the latter city against milk from areas outside its inspection zone.

Acting as a board of health the city council of Cedar Rapids backed Mayor F. K. Hahn, this week, in placing a bar on distribution of milk shipped from Chicago, because of the city ordinance requiring city inspection of all farms on which milk used in Cedar Rapids is produced. The order was directed at the Blue Valley Dairy company, which was forced to obtain milk elsewhere because of a contract dispute with the Cedar Rapids Co-operative dairy. City Dairy Inspector A. R. Menary said the Chicago milk met the city's requirements except for farm inspection.



## Mr. Fletcher Says: . . .

On December 6, it was my good fortune to attend a meeting of the shippers to the Fox Dairy held at that plant at Waukesha.

As usual this meeting was well attended with a general discussion of mutual problems of the milk market taking place.

Mr. Fox is to be congratulated in having these meetings for they make for better understanding between producers and buyer.

The unusual treat of the evening was a talk by Carl Taylor, secretary of the state building and loan associations. Other directors and myself present were so impressed by this talk that the officers of your organization have seen fit to ask Mr. Taylor to speak to you at the annual meeting.

We can assure you this feature alone will make it well worth your time in attending that meeting.

But there are many other reasons why you should attend that meeting.

New directors are to be elected, reports are made of the activities of the organization during the past year, policies to be pursued during the coming year are discussed and many other things of interest to you. So come early prepared to stay all day for while it would be nice if the meeting could be crowded into a very short part of the day, yet if all problems that arise are to be given due consideration we realize most of the day will be used. We will be back on familiar ground at the Auditorium and we hope to see you all.

\* \* \*

Anyone who has been making a study of the butter markets recently must be somewhat bewildered by the inconsistency of the recent drop in price and also be gravely concerned over its effect on the dairy farmers' income. Starting on December 9 with a price of 39½ cents for ninety-two score butter, it has steadily

### FARM FOR SALE

A 40-acre farm for sale in the Town of Granville. Good buildings. Farm is located on the Swan Road, one-half mile north of Highway 74. Inquire Louis Schubert or Joseph Slegert, Granville, Wisconsin

### FOR SALE

Pure Bred Holstein Bull, 20 months old, evenly marked, well developed. Orns-bred breeding, from Arthur Puls 4% Herd. Fred Borchardt, Sta. F, Route 1, Box 538 Milwaukee, Farm Located on Highway 166 just west of 55.

dropped in price until today (December 30) the price stands at 32½ cents.

This in spite of the fact that the holiday season should show an increased demand, and with no apparent increase in the amount of make. To me it seems as if this is the inevitable result of the law of supply and demand. When retail prices reach the point that consumers resent them to the point of reducing consumption, the natural result is reduced prices no matter whether justified or not.

To show you how this affects farmers who ship milk on wide open competitive markets, the condensery code on December 9 would figure \$1.81 and on December 30th \$1.52.

Through your own organization efforts your price for at least 60 per cent of your supply will stay at \$2.71 even though manufactured value may not apparently justify this.

Simply because you have a plan under which the great majority of farmers in your markets are selling their milk at the same price, for the different classifications, in which it is used, chiseling on the retail price is held to a minimum, and your average price remains comparatively good.

Eliminate collective bargaining and stabilization efforts by producers from a market and it quickly drifts back to a wide open competitive situation, under which the farmer, willing to sell at a low price,

## CONCRETE MIX VARIES WITH DIFFERENT USES

Formulas for mixing concrete for farm structures vary according to the use to which it is put, says T. A. H. Miller, Agricultural Engineer of the United States Department of Agriculture in a new farmers' bulletin, Use of Concrete on the Farm.

If the farmer builds a concrete water trough, which must be strong and waterproof, the mixture should contain one part cement, two parts sand, and three parts gravel or crushed rock. But he can economize on cement when building a thick foundation by using a mixture of one part cement, three parts sand, and six parts gravel or crushed rock.

Factors other than composition, which are requisite for strength, water-tightness, economy, lightness in weight and resistance to wear, are discussed in the bulletin. These factors include the consistency of the mixture, methods of mixing, manner of depositing concrete in the form, and the care of newly placed concrete. This farmers' bulletin, No. 1772, may be obtained free from the Office of Information, United States Department of Agriculture, Washington, D. C.

becomes the factor in establishing the price for all producers.

With the farmers supplying this market this will never happen. For they have always recognized the benefits of collective bargaining and we believe always will.

# Do you know

## THAT THE ASSOCIATION KEEPS IN STOCK FOR YOUR CONVENIENCE . . .

CHEESE...many kinds and varieties  
STRAINERS

STRAINER PADS and COVERS  
PAILS . . . STIRRING RODS

A complete line of sterilizers and washing compounds  
AND MILK CANS...the finest obtainable.

## MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Have you tried this **NEW**, easy way of removing **milk-stone?**



Dairy authorities will tell you that if accumulations of milk-stone or casein are not removed from equipment and utensils, it is **SURE** to result in increased bacteria count, thus affecting quality of your milk. But you can get rid of these deposits easily and quickly if you use

**OAKITE MILKSTONE REMOVER**

Simply apply with brush, let soak short time, then remove deposits with soft bristle brush. No abrasive or scouring powders needed. Inexpensive to use. Ask your dealer about this amazing material or write direct for booklets, price, etc., to



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

**OAKITE**  
CLEANING AND STERILIZING  
MATERIALS

**NEW SUPPORTERS**

- Walter E. Roemer, Route 2, Hartford
- George Rattenbach, Hartford
- Charles Rode, Route 2, Hartford
- Wilfred Kreuser, c. o. Kreuser Bros., Menomonee Falls.
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- Mrs. A. Schubring, Route 3, Box 218, Waukesha
- Thomas Elsinger, Route 2, Hartford
- Geo. Bott, Germantown
- Giencke & Barton, Route 2, Box 116, Waukesha
- Steven Hamernik, Route 1, Box 422, Hales Corners
- Fred R. Hembel, Route 1, Jackson
- Chester Huntington, Route 1, Waukesha
- Phillip M. Lohman, Route 4, West Allis
- Ed A. Peters, Route 2, Hartford
- Puestow Bros., Route 1, Jackson
- Robert Smith, Route 2, Mukwonago
- Walter Wollman, Route 3, Box 229, Waukesha

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**PHILADELPHIA MILK SHED ASKS FEDERAL AID**

**Co-operative Leaders and State Officials Fear Collapse of Prices Because of Inter-State Milk**

Federal regulation over inter-state shipments of milk into the Philadelphia marketing area has been requested by representatives of producer groups of that production area.

At a conference held in the Hotel Benjamin Franklin a week ago, co-operative dairy leaders and officials of the state and federal government, pointed out the increasing amount of lower priced milk entering the Philadelphia market from other states not subject to regulation from either the Pennsylvania or New Jersey milk control boards.

At the conference were representatives of the Pennsylvania Milk Control Commission, the New Jersey Board of Milk Control and officials of the Agricultural Adjustment Administration. Co-operative leaders present represented the Inter-State Milk Producers Association, Chester County Dairymen's Association, United Dairy Farmers' Co-operative and the Allied Dairy Farmers Association.

A. H. Lauterbach, general manager of the Inter-State Milk Producers Association, acting as spokesman for the dairy industry in the Philadelphia area, made the request for federal regulation over inter-state shipments of milk. He declared that the supply of milk flowing over state lines was increasing and that it was no longer subject to regulation by either New Jersey or Pennsylvania. He said New Jersey milk was entering Philadelphia at prices below those established by the New Jersey and Pennsylvania boards. The same was true of milk from Delaware and Maryland. This unregulated milk was being sold, he declared, from 4 cents to 30 cents

per hundredweight below prices paid producers in Pennsylvania. He believed it was time to ask the federal government to assume regulation over these inter-state shipments in order to protect the interests of dairy farmers in that milk shed.

**Dairy Section Chief of U. S. D. A. Suggests Plan**

G. W. Gaumnitz, chief of the Dairy Section of the AAA, who was present at the meeting, suggested a plan under which the government might come to the aid of Philadelphia producers. His recommendations included the following principal points:

1. AAA assume regulation over all milk in inter-state commerce in that marketing area.
2. Pennsylvania and New Jersey milk control boards to continue regulation over intra-state business and the establishment of retail prices.
3. Market administrator acceptable to these three groups to be appointed by the milk control boards of New Jersey and Pennsylvania acting in conjunction with the AAA.
4. Establishment of uniform orders by all states in the area and the AAA so that the same price would prevail throughout the entire milk shed.

It was the consensus of opinion that while only a few Philadelphia dealers were involved in the practice of buying inter-state milk below established prices, the volume is likely to increase and the situation become much more serious. Spokesmen for dairy producers stated that milk is being purchased in Delaware and Maryland at much lower prices than those paid to producers in either New Jersey or Pennsylvania. They further stated that it was being sold to consumers in a protected market at full control board prices



without the extra profit being passed on to the consumer.

Hon. D. G. Humphreys, chairman of the New Jersey Milk Control Board, asserted that some Philadelphia dealers who were buying milk in New Jersey below established farm prices are not bonded with the state, do not file statements with the board and recognize no form of regulation. He admitted that nothing can be done by either state to force such lawbreaking dealers to comply with state or federal regulations. The only solution would be to bring the AAA into the deal.

Under the proposed plan, the AAA would assume regulation over all shipments while the respective state boards would continue as at present, establishing farm prices for milk as well as fixing the retail price levels. Further conferences are to be held in the immediate future to perfect a plan which will co-ordinate state and federal control over inter-state milk in the Philadelphia area.

#### FARM CREDIT LOANS IN 1937

The condition of the farmer's business, as reflected by financing of the Farm Credit Administration, continued on an "even keel" during 1937, F. F. Hill, Deputy Governor of the Farm Credit Administration, said today in summing up the year's work.

Total loans through institutions operating under the Farm Credit Administration aggregated \$653,000,000 in 1937 compared to \$677,000,000 in 1936.

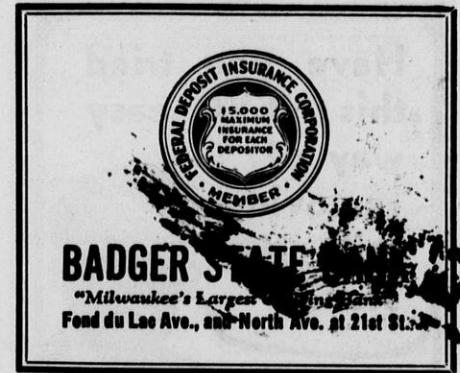
"Most of the new money borrowed by farmers during the past year was used—as in 1936—for crop and livestock production and for other short-term purposes," Hill stated. "Borrowing on farm mortgages continued to decline, indicating that farmers in most areas are in better financial position and that creditors are not pressing for collection of farm debts."

Farmers paid off more principal on Federal land bank loans than at any time in several years and also ended the year with a slightly larger percentage of loans in good standing, Hill said. Total principal installments and payments in full on Federal land bank loans amounted to \$67,000,000 in 12 months ending December 1, 1937, compared with \$49,000,000 in the preceding 12 months. At the beginning of December just past 86.9 per cent of land bank loans were in good standing compared with 86.6 per cent one year earlier.

#### WHERE MILK COMES FROM

The following essay was written by a little boy of 6 or 7:

"I like milk. Milk is good for us. We get our milk from the milkman. The milkman gets it from the plant. The plant gets it from the farmer. The farmer gets it from the cow. The cow gets it from what he or she eats."



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

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- OPTICAL REPAIRS
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Glasses cleaned, straightened, adjusted and frames polished without charge . . . Just say Co-operative Milk Producers after our regular prices are quoted to be sure of discount.



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615 N. 3rd St., Milwaukee, Wis.

# MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 10

FEBRUARY, 1938

Number 11

## NO PRICE SET FOR FEBRUARY

### PRICE CONFERENCE

Your dealers met the Milwaukee Dealers in a price conference on Wednesday, January 26. The dealers seemed to be much disturbed about competitive conditions and the fact that some dealers do not use a base plan and that various of base plans are used in the market in a way which makes it hard to determine how milk is really bought. Some of the dealers also argued that perhaps the classified plan of buying had outlived its usefulness and milk might better be bought on a fluid milk price. One buyer going so far as to say that perhaps no attention should be paid to base plans.

There was talk to the effect that the resale price of milk should go to ten cents a quart in order to induce people to buy more freely. The afternoon ended without any price being agreed on and the meeting adjourned to be called together again at a later date.

### PRESIDENT EXTENDS THANKS

President Hartung wishes to thank the committee on resolutions which was composed of John Brown, Alfred Meyer, N. J. Bichler, Erwin Wappler, and Clarence Connell and also the tellers, Fred Wick, Henry Conrad, Henry Mahr, Roland Lederer, Ben Schoessow and August Puestow, who had to miss some of the interesting parts of the annual meeting while they labored in committee rooms.

### DIRECTORS CHOOSE OFFICERS

At the Director's Meeting held on January 26, the following officers were elected to succeed themselves.

Edw. A. Hartung, President  
Geo. W. Drought, Vice-President  
Chas. F. Dineen, Secretary  
William Kerler, Treasurer

C. W. Fletcher was hired by the Board of Directors to act as field representative for the ensuing year.

### THE ANNUAL MEETING

A cold, blustery day and treacherous roads—some of them were impassable—affected the attendance of the annual meeting on January 25.

A very good spirit prevailed, however, among the two hundred odd farmers who did manage to get to the meeting. Keen interest in their principal business was manifested and discussion proved that the members are a wide awake group. The Waterford High School Band furnished good music at the opening of the morning session and again in the afternoon.

Prof. E. P. McNall, of the College of Agriculture, University of Wisconsin, discussed the results of the recent survey on the cost of production, conducted by your organization. Dr. Florence MacInnis, of the Wisconsin Anti-Tuberculosis Association, gave a very interesting talk on the Anti-Tuberculosis movement in the State of Wisconsin today. A

(Continued on page 4)

### CO-OPERATIVE WEEK

Some 70 broadcasts focussing attention on the co-operative movement in Wisconsin will be heard over 15 broadcasting stations of the state during the period of February 14-18.

Stations co-operating in the program for observing the week are WHA, Madison and WLBL, Stevens Point, the two state owned stations; WTMJ and WISN, Milwaukee; WIBA, Madison; WIBU, Madison and Poynette; KFIS, Fond du Lac; WHBY, Green Bay; WSAU, Wausau; WEAU, Eau Claire; WKBH, La Crosse; WCLO, Janesville; WRJN, Racine; WHBL, Sheboygan, and WOMT, Manitowoc.

Governor Philip F. La Follette opens the broadcasts with a talk over the state station WHA on Monday, February 14, at 12:30 p. m.

Secretary Charles Dineen will speak over stations WIBU, KFIS, WHBY at Madison on Thursday, February 17 at 7:30 p. m., his subject being "Functions of Milk Bargaining Agencies."

Chester Fletcher, field representative, will talk over WISN, the Sentinel-News station, on Friday, February 18, at 3:45 p. m. Mr. Fletcher's topic will be "Dairy Marketing Program of the Milwaukee Co-operative Milk Producers."

### JANUARY PRICES

| GRIDLEY DAIRY CO.    |        |        | LUICK DAIRY CO.                               |        |        | EMMER BROS. DAIRY     |        |        | FOX DAIRY CO.      |        |        |
|----------------------|--------|--------|---|--------|--------|-----------------------|--------|--------|--------------------|--------|--------|
|                      | Perct. | Price  |   | Perct. | Price  |                       | Perct. | Price  |                    | Perct. | Price  |
| Fluid                | 56.53  | \$2.71 | Fluid   | 59.52  | \$2.71 | Fluid                 | 74.57  | \$2.71 | Fluid              | 59.00  | \$2.71 |
| Out. relief          | 3.01   | 2.48   | Out. relief                                   | 3.48   | 2.48   | Cream                 | 14.09  | 1.64   | Out. relief        | 1.59   | 2.48   |
| Cream                | 20.07  | 1.64   | Cream   | 19.25  | 1.64   | Manuf'd               | 11.34  | 1.39   | Cream              | 20.33  | 1.64   |
| Gov't. sales         | 1.43   | 1.64   | Manuf'd                                       | 17.75  | 1.39   | Composite price       |        | \$2.39 | Manuf'd            | 19.08  | 1.39   |
| Manuf'd              | 18.96  | 1.39   | Composite price                               |        | \$2.26 |                       |        |        | Composite price    |        | \$2.24 |
| Composite price      |        | \$2.22 |   |        |        |                       |        |        |                    |        |        |
| BLOCHOWIAK DAIRY CO. |        |        | TRAPP'S GOLDEN RULE DAIRY CO.                 |        |        | LAYTON PARK DAIRY CO. |        |        | SUNSHINE DAIRY CO. |        |        |
|                      | Perct. | Price  | Prices not ready when Producer went to press. |        |        |                       | Perct. | Price  |                    | Perct. | Price  |
| Fluid                | 64.87  | \$2.71 |   |        |        | Fluid                 | 56.04  | \$2.71 | Fluid              | 56.10  | \$2.71 |
| Out. relief          | 5.27   | 2.48   |   |        |        | Out. relief           | 4.00   | 2.48   | Out. relief        | 1.52   | 2.48   |
| Cream                | 13.58  | 1.64   |   |        |        | Cream                 | 11.65  | 1.64   | Cream              | 18.09  | 1.64   |
| Manuf'd              | 16.28  | 1.39   |   |        |        | Manuf'd               | 28.31  | 1.39   | Manuf'd            | 24.29  | 1.39   |
| Composite price      |        | \$2.32 |   |        |        | Composite price       |        | \$2.19 | Composite price    |        | \$2.19 |

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# MILWAUKEE MILK PRODUCER

*Owned and Published by*

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

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

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 10 FEBRUARY, 1938 No. 11

## BOARD OF DIRECTORS

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

Subscription .....\$1.00 Per Year

## AN IMPORTANT RESOLUTION

At the Annual Meeting held on January 25, a resolution was introduced and adopted which provides that the Board of Directors be instructed to ask the dealers to make deductions of one dollar per month from each member's milk check until a sufficient amount to pay for one share of stock valued at ten dollars be made, the money to be paid to the Milwaukee Co-operative Milk Producers as payment for one share of stock. This is to affect only producers who do not own a fully paid share of stock, but who have signed a marketing agreement which makes them stockholders, the stock being held in the association's office until fully paid for. Producers who were shipping milk in 1931 and paying dues have a stock accrual set up to their credit which will be applied on a purchase price of one share of stock.

The original stockholders are becoming fewer in number and unless others pay for stock, the number will soon become too small to carry on the association's affairs in the proper manner. Of course, it is understood that any producer who wishes to pay in cash for the share rather than have deductions made by the dealers of one dollar per month may do so. It may be pointed out that producers who have a fully paid share may cash any stock accrual which stands to their credit on the organization's record.

A resolution asking that a full report of the annual meeting be published in the Milwaukee Milk Producer was voted down probably because many of the members did not

understand the sense or purpose of the resolution. Elsewhere in this issue a rather full report of the annual meeting is given, as the Board of Directors in discussing this resolution at the meeting following the annual meeting thought it was well on the organization's record.

## STIRRING MILK

Recently experiments have clearly shown that allowing stirring rods to rest on the bottom of cans containing milk, causes black spots which may possibly be due to oxidation. It is also very clear that scraping stirring rods on the bottom and sides of cans in attempting to cool milk faster, loosens tin, for particles of tin have been found on many sediment pads.

The stirring rod is at best a necessary evil for as pointed out above, injury to the can will be caused unless extra precautions are taken in using the stirring rod and there is always danger of contamination unless the stirring rod is thoroughly cleaned and kept clean. The old idea that milk cannot be good unless it is stirred thoroughly until it becomes cold is out-moded and belongs with the superstitions of the past. The only possible reason for stirring good milk is to cool faster, by circulating the milk to the outside of the can which is cooled through, being chilled by the water. Gassey or bad odor milk cannot be made good by using the stirring rod.

## PRODUCTION STUDY CREATES INTEREST

The study made through four D.H.I.A.'s on twenty-four farms during 1936 and discussed and analyzed at the annual meeting held on January 25 has provoked considerable thought and discussion. This report raised considerable discussion in the leading Milwaukee newspapers and two editorials in one of the papers.

Of course this study is not conclusive as establishing the cost of producing milk for on some farms conditions might have been very favorable that year, and the reverse true on other farms. One year's record being more or less of a stab in the dark as far as getting results is concerned.

It was pointed by one man at the annual meeting, that the average cost might not be near the average for all of the producers in the market since a very small number of the producers are in testing organization and that some of the men who are in testing work may strive

for very high production regardless of costs while others may be expert with their herds and be far from average producers. A further analysis of this cost study will be published in a later issue of the Producer.

## GOLDEN RULE DAIRY CHANGES NAME

The Golden Rule Dairy, which took over the former Seybold Bros. Dairy and plant, several years ago, changed its name to Trapp's Golden Rule Dairy on January 1, of this year. Robert and Walter Trapp, formerly members of Trapp Bros. Dairy Company, have become interested in the Golden Rule organization and Mr. Robert Trapp is now manager of the re-organized company.

## DAIRY CHANGES HANDS

The Lincoln Dairy, also known as Golden Harvest Dairy, organized in the depression period sold its trade to the Jersey Creamline Dairy which took over the business as of January 1. Lincoln Dairy had difficulties and led a stormy existence ever since it started in business. Considerable friction with competitors and the Department of Agriculture and Markets existed practically all of the time. The farmers are reported to have some money coming from the Lincoln Company, but expect that eventually they will get practically all of it.

## MANUFACTURED PRICE

An unpleasant surprise will be the drop in the manufactured price for January milk of nineteen cents per hundred pounds. This is a result of the drop in the average price of butter from \$.37161 to \$.32581 average, and also a lower price for manufactured skim milk products. Of course, this drop in the price of manufactured milk, lowers the cream milk price also, and brings the composite price down considerably, the amount, of course, depending on the amount each individual must manufacture.

The butter quotations for the early part of December were as high as 39½ cents while the highest for January was 33 cents which was the price for thirteen days of January, and the lowest quotation was 32 cents. The butter market for January was rather steady as will be noted, the lowest being 32 cents and the highest being 33 cents.

The United States Government report indicates that the production

(Continued on page 3)

# “HOME NEWS AND VIEWS”

ANN T. PRINZ, Editor

## Using More Milk in Cooking Means Better Health and Less Surplus

### Pork Chops in Milk

- 4 pork chops
- salt and pepper
- flour
- sage
- 1 pint milk

Sprinkle chops with salt and pepper and fold in flour. Place in a baking pan; add little sage; and pour in the milk. Bake in a moderately hot oven 350 to 375 degrees F., until tender, about 30 minutes.

### Steamed Cranberry Pudding

- 1/3 cup butter
- 2/3 cup sugar
- 1/4 teaspoon salt
- 1/3 cup fresh milk
- 2 1/3 cups pastry flour
- 2 1/2 teaspoons baking powder
- 1 cup cranberries

Cream butter and sugar. Add beaten eggs. Measure and sift dry ingredients and add alternately with milk. Fold in cranberries. Steam in buttered mold three hours. Serve with hard sauce.

### Feathery Light Butter Cake

- 1 cup butter
- 2 cups sugar
- 4 eggs
- 1 cup fresh milk
- 1/2 teaspoon salt
- 1 teaspoon orange flavoring
- 1/2 teaspoon lemon flavoring
- 3 teaspoons baking powder
- 3 cups pastry flour

Cream butter; add sugar gradually and cream. Add unbeaten eggs, one at a time, beating thoroughly after each. Fold in sifted dry ingredients alternately with milk, beginning and ending with flour mixture. Add flavoring and bake in layers in moderately hot oven (375 degrees) 25 minutes.

## DR. MACINNIS SPEAKS AT ANNUAL MEETING

Much favorable comment was received from the ladies attending the annual meeting, on Dr. Florence MacInnis' talk on the tuberculosis movement in the state of Wisconsin. She spoke briefly on the symptoms of this dreaded disease and its cure, and also on the important part milk plays in the diet of people affected. A short movie was also shown illustrating her talk. It was disappoint-

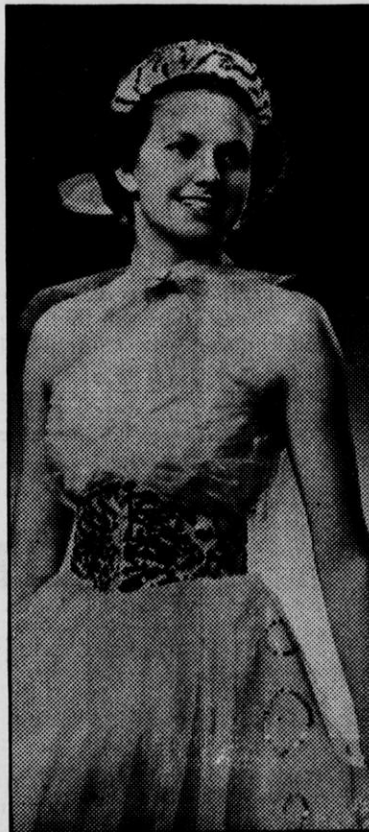
ing, however, that time did not permit Dr. MacInnis to speak more at length.

The Waterford High School Band, comprising students attending that school, furnished music for the annual meeting. This group of young people is to be congratulated on its splendid performance.

Miss Madeline Horn of Beaver Dam, Wis., who is representing the United States in the International Skating events in Oslo, presented some brick, Muenster and American cheese to King Haakon VII of Norway. Miss Horn is the daughter of E. F. Horn, cheese manufacturer and dealer at Beaver Dam.

## GOVERNOR'S ENVOY

One of the most enthusiastic passengers aboard Wisconsin's good will train which is to tour the South and East, February 24 to March 9,



will be Miss Alice Baker, 17, Wisconsin's dairy queen. A 4-H Club girl from Edmund, Iowa County, Alice was overjoyed when Gov. Philip F. LaFollette named her his offi-

cial good will envoy. Her special mission will be to present baskets of agricultural products to governors of various states and other dignitaries of cities visited. She also plans to assist in serving Wisconsin cheese to visitors at the dairy car of the state department of agriculture and markets.

Included in the itinerary of the train are Illinois, Kentucky, Tennessee, Georgia, Florida, North and South Carolina, Virginia, Maryland, Washington, D. C., Pennsylvania, Ohio and Indiana. Stops will be made in principal cities along the route.

## ICE CREAM AS FOOD

Modern manufactured ice cream represents noteworthy strides in improving the food value of the product. The change from a very sweet, over-rich dessert to one of mild sweetness, high in milk fat and other milk solids and vitamins, has created a product suitable for all members of the family. Modern commercial ice cream may be included in reducing diets for it is a food high in building materials and relatively low in calories. Likewise, it is an aid to physical fitness. American athletes in transit to the recent Olympic games used ice cream on an average of over three times the amount consumed by other passengers.

## MANUFACTURED PRICE

(Continued from page 2)

of butter is possibly at its peak, eastern markets having reported rising receipts but Chicago shows a decrease in shipments. The production of butter is still above last year and the report says it is generally felt it will continue so. The report says that the butter trade is vitally interested in the trend of production, particularly in the whole milk area and it seems that a considerable difference in opinion as to production trends exists. The Pacific coast territory showed a 21 per cent increase for the last week in January over the corresponding week of 1937. Smaller storage of butter exists this year than last year, which is in the producer's favor. Sales to consumers have improved materially since the lower price went into effect.



## THE ANNUAL MEETING

(Continued from page 1)

short movie reel was also presented, showing the tuberculosis germ at work and the effects upon the patient.

The resolution committee had a big job studying the eight resolutions handed in, but their recommendations were approved by the group in each and every case.

A resolution protesting again "the Short Course in Agriculture" given by the University of Wisconsin being called "Farm Folks School" was enthusiastically endorsed.

It was voted to continue having deductions made of one cent per hundred by the dealers from all milk sold as fluid providing the dealers contributed a like amount. Such moneys to be used to promote the sale of milk.

An important resolution which will insure that membership be kept up reads as follows:

WHEREAS the number of stockholders who have completed payments of stock becomes less as time goes on, it is essential that more producers hold stock, THEREFORE BE IT RESOLVED that the Board of Directors be instructed to ask the dealers to make deductions of one dollar per month from each member's milk check until an amount sufficient to pay for one share of stock at the par value of ten dollars is paid into the Co-operative, it being understood that where an accrual has been set up to the producer's credit that accrual shall be applied on the purchase price of stock, de-

ductions to start on milk shipped during the month of March, 1938.

The purpose of this resolution is to maintain the paid up membership which has been growing less due to death and retirement of the original stockholders. It is understood, of course, that anyone who has not a paid up share of stock, may pay directly instead of having a check off made. Members who have not a paid up certificate of stock are invited to call at the office or write in for further information if they do not understand the meaning of this. The book value of this stock is much higher than the par value of \$10.00 per share.

A resolution that met with much favor reads as follows:

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

The following were nominated for directors for the next three years:

A. A. Wiedmeyer, Jr.  
Arnold Kiekhaefer  
Jake Leicht  
Fred Klussendorf  
Henry Conrad  
Charles Miller  
Ed. Rausch  
Wm. Lyman  
James Baird

The four highest were A. A. Wiedmeyer, Jr., Fred Klussendorf, Arnold C. Kiekhaefer and Charles Mil-

ler, and the chairman declared them elected.

Thanks are extended the following members who acted as tellers: Fred Wick, Henry Conrad, Henry Mahr, Roland Lederer, Ben Schoessow and August Puestow, and to John Brown, Alfred Meyer, N. J. Bichler, Erwin Wappler and Clarence Connell, who acted on a committee on resolutions.

## DID YOU KNOW?

—that the name "Junket" has its origin in the olden days in England, when men would go on pleasure trips to London at the expense of the public? These trips were called "junkets," and a great delicacy known as junket, or curds and whey, was always eaten.

—that two milkmen were recently awarded gold Pasteur medals for the valor they displayed in fighting their way through blizzards, last winter, to get milk to a children's hospital in Milwaukee?

## BANG'S DISEASE QUESTIONS AND ANSWERS

More than 40 questions regarding Bang's disease and the program for its control are answered in a circular which the department of agriculture and markets has prepared for distribution upon request.

The six questions perhaps most frequently asked, according to Dr. W. Wisnicky, director of livestock sanitation, are as follows:

1. Are all abortions due to Bang's disease?
2. Do some cows have Bang's disease without aborting?

(Continued on page 8)



## PRIME ELECTRIC FENCE for 1938

See the new Prime Controllers with their exclusive new features.

1. The Short Indicator.
2. Shock Amplifier.
3. Soil Condition Switch
4. Moto-Chopper.

Prime again leads the field and offers a highly engineered electric fence controller capable of holding all livestock under all around conditions.

Write to The Prime Mfg. Co. at Milwaukee for a 32 page catalog or see

**E. J. GENGLER**, Phone Hilltop 1826, Station F, Milwaukee (Located on Highways 100 and 57, 4 miles North of Milwaukee)

## MILK MIGHT BE \$7.71 PER 100 POUNDS

We are constantly told that rising wages result in prosperity for the farmers. As a New Year's job we have tried to analyze this statement to get the facts.

Recently the St. Paul Pioneer Press in its "It Happened Twenty Years Ago" column stated that milk was selling for 11 cents per quart. This started us on a search for facts.

Twenty years ago, for December, 1917, distributors paid \$3.10 per 100 pounds and sold for 11 cents per quart. Now 20 years later, distributors pay \$2.20 and milk still sells at 11 cents per quart.

Our contact with milk distributors convinces us that the dealers are making less now than then. In fact two companies "folded up" in December and other companies whose books we reviewed for credit purposes had large losses.

Then what!

We asked the distributors where their increased margin had gone. They report large increases in taxes, credit losses, pasteurizing costs, etc., but say the chief increase in costs has been for labor.

In Minneapolis in 1917 it cost \$90.00 to man a milk wagon for 30 days. Now it costs \$224.00 to man a wagon for 30 days. The \$224 is for the regular man, the man who relieves on Sunday, and the man who runs the route during the time the other two men have vacations, plus old age pensions and social security payments required by law for these men.

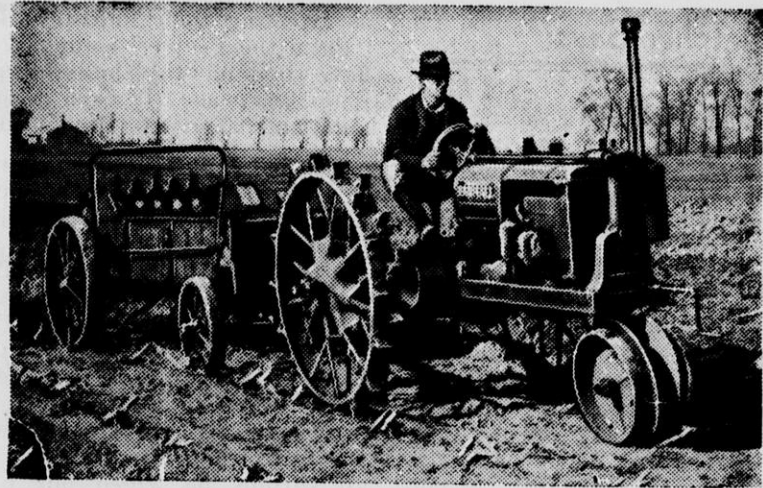
Thus labor costs have gone from \$90.00 to \$224.00, while the farmers' return has shrunk almost one-third.

New York butter average for December, 1917, was 49.45 cents, while the average for December, 1937, was 38.83. Thus the drop in returns is not a local matter confined to the Twin Cities but applies to every creamery, condensery and market milk area in the United States. The situation in regard to milk prices and labor returns in the Twin City area has been duplicated in practically every market milk area in the United States so this is not a local matter but one which virtually affects the national situation. Even with the large drop, we farmers selling market milk have been better off as a whole than those selling for manufacturing purposes. All dairy farmers have taken this decrease during the 20-year period, while city

labor has had the increase outlined above.

Perhaps it has been desirable for the man-cost on a milk wagon to increase from \$90.00 to \$224.00 in 20 years. Let us assume that this is true. Then, of course, the farmer should have the same increase. What would the price of milk be if the farmer received the same percentage increase as labor? The answer to this simple problem in arithmetic is that our price would now be \$7.71 per hundred instead of \$2.20 per hundred. What would milk sell for in Minneapolis?

In order to put dairy farmers on an equal footing in regard to returns with Minneapolis milk wagon labor



*McCormick-Deering Spreader pulled by the Farmall—just one of the year-around jobs for this versatile tractor.*

## A McCormick - Deering Spreader Will Help You Turn Manure Piles into Profits

**E**VERY manure pile can be converted into profits that will be realized at harvest time. Spread over your land with a McCormick-Deering All-Steel Spreader, it will build up soil fertility which means better and more abundant crops. It isn't a hard job to get the manure onto the land with a McCormick-Deering. The large-capacity box is low, to make loading easy. When you get into the fields the beaters tear the manure apart and shred it, and the widespread spiral throws it out evenly on the ground. Five spreading speeds are provided on the McCormick-Deering to spread the amount you want. The all-steel, rust-resisting, non-warping box is built for years of service. Ask us about this great value in spreaders.

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MILWAUKEE - WISCONSIN

costs an increase of \$5.51 per hundred pounds or 11.8 cents per quart would be required. Adding this increase to the present price of 11 cents, we find that if farmers and the city dairy worker were treated alike milk should now be selling for 22.8 cents per quart, or, let us say, 23 cents per quart. The cost of milk has also been raised over this period by the constantly increasing service demanded by the public.

How has labor achieved this increase? We hear a great deal about the law of supply and demand, but that has not brought increased wages. There are thousands of men out of work. Those of you who read the daily papers know how unions

(Continued on page 7)



## Mr. Fletcher Says: . . .

I am again writing a short article on base, for this seems to be not only the most burning question just now with the individual producers but the least understood.

Most of us seem to look on base milk as something established by the base committee that can be increased at will, without affecting the market. Such is, of course, far from being the facts, for base milk is simply the amount of milk you produced collectively during those months of the year when the market most needed the product. If you, collectively, supplied your dealer with his fluid needs during the base months, certainly then there would be no need of supplying him with a great deal more for that extra milk would not be used in fluid sales but of necessity must go into manufactured channels reducing the average price.

Remember that overbase milk is your own surplus and when changed to the average price market, becomes a collective burden on all other producers at the company. While we all would like to produce our milk to fit our own production programs, this is impossible and still maintain price, and price as you all know, is hard to maintain under the best of conditions.

The Waukesha County Dairy Show held at the Waukesha County Sales Pavilion from the 21st to the 26th of March is an exhibit that all milk producers in this area should attend if possible. Not only do they have an exhibit of cattle as one would find anywhere, but all other agricultural and household displays are par excellence.

One contest we are always glad to have shippers enter, is the milk contest. In this you simply register your entry with the Secretary, Mr. Fred Thomas, and sometime shortly, a sample of one of your daily shipments will be taken by a disinterested party at the dairy plant. This will be sent to Madison for scoring and that record combined with your yearly record in the market will determine your standing.

It is extremely interesting to see what fine milk most of you make as a matter of daily routine and we hope many of you enter this contest.

Two interesting and significant items appeared in the January 23 issue of the Milwaukee Journal that fluid milk farmers should consider

as affecting their industry. In the "From the People" column a party gave their monthly budget and one food item was, "12 cans condensed milk and 20 quarts fluid milk."

To us in fluid milk production, this item is significant for it clearly illustrates our contention that the greatest competitor we have is the condensed milk industry. In the case of this customer with a total monthly consumption of 32 fluid quarts .375 of this usage was in condensed milk. If that same percentage prevails in all customer usage in Milwaukee and it could be converted to fluid sales, not only would all surplus be wiped out but increased production would be imperative to meet the demand.

The other news item stated that in a drive in the British Isles to increase milk consumption, the medical association warned the people that the use of unpasteurized milk was dangerous to their health. They cited the fact that more than 2,000 deaths occurred annually in Britain from bovine tuberculosis contracted from the use of raw milk from infected cattle. Their contention was that compulsory pasteurization must be established to make milk safe if consumption was to be increased. The significant item in that article is that not only is most of the milk offered for resale in America, pasteurized for safety, but for many years bovine tuberculosis has been practically eliminated from American dairy cattle. In addition to that

every reasonable safeguard has been thrown around production and distribution methods so that customers may have every assurance that the supply is safe and pure. By being alert to the realization of the need of these necessary precautions to increase consumption, American fluid milk is nowhere near what we believe it will eventually be, yet by being alert to the use of proper production and distribution methods we have formed a sound foundation from which to build sales.



## STEWART CLIPMASTER

Exclusive Stewart design ball-bearing motor is air cooled and entirely encased in the insulated EASY-GRIP handle that is barely two inches in diameter. Completely insulated—no ground wire required. The fastest clipping, coolest running, easiest-to-use clipper for cows, horses, dogs, mules, etc. Stays sharp longer. A \$25 value for \$17.95 complete. 100-120 volts. Special voltages slightly higher. At your dealer's or send \$1.00. Pay balance on arrival. Send for FREE catalog of Stewart electric and hand-power Clipping and Shearing machines. Made and guaranteed by Chicago Flexible Shaft Company, 5592 Roosevelt Road, Chicago, Illinois. 48 years making Quality products.

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Get These Good Electric - welded Cans

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Don't take chances . . . give your milk the PROTECTION it deserves by cleaning milkers, pails, separators, cans and other utensils the thorough, quick Oakite way . . . then sterilize before using with that NEW, more powerful, quick-acting sterilizing material . . .

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Your dealer has OAKITE BACTERICIDE or will get it for you. Order a can today. Ask him also about other Oakite dairy materials for safely and quickly cleaning utensils at low cost. Write for interesting booklet free on request to

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CLEANING AND STERILIZING MATERIALS

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### UNIVERSAL WELDING SCHOOL

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times as much as other groups and the groups getting the lower return would not agree to such a system. Furthermore we doubt if the state and city authorities would support the farmers in raising prices of milk by the use of the same tactics which have proven successful in the case of organized labor.

Labor has secured laws excluding foreigners but the dairy farmer must compete with Filipinos, Japs and others. Imports, or the fear of imports, regulate our prices and reciprocal trade agreements put us in a worse position every year.

What can be done to remedy this inequality? Foreign dairy products and substitutes should be excluded until the return for the farmer at least approaches that of those who are handling his product in the city. Until that time there must be no wage-hour concessions as these will certainly add to the unfairness of the situation.

We believe the public has been lulled into the belief that hours can be decreased and wages increased without material changes in retail prices. This is nonsense! It is time for them to wake up and be willing to pay much more for milk to support the present wage increase and then still more if wage-hour laws now proposed are enacted. The nation cannot continue divided—with one class receiving high returns and another low returns. What is good for one class is good for all.

- ### NEW SUPPORTERS
- Ernst Leimgruber, Caledonia, R. 1, Box 65
  - Earl Craven, Sussex, R. 1
  - John Roszkowski, Hales Corners, R. 1, Box 140
  - Louis Herden, Wauwatosa, R. 7, Box 99
  - Andrew Paste, Waukesha, R. 5, Box 145
  - John Kaderabek, Nashotah

- Philip Boye, Random Lake, Wis.
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- Alton Noll, Port Washington, R. 1
- Viol Eidenberger, Port Washington, R. 1
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- Frank Samstag, Mukwonago, Box 178
- Roy H. Smith, Waukesha, R. 4, Box 382
- Walter Luft, Fredonia, R. 1
- Mrs. Bertha Buschena, Wauwatosa, R. 8, Box 828
- Palmer Dobberpuhl, Cedarburg, R. 2

### MILK MIGHT BE \$7.71 PER 100 POUNDS

(Continued from page 5)

have enforced their demands; by intimidation and acts bordering on lawlessness, winked at by some authorities who appear to be more interested in votes than in the enforcement of law and order.

Could the farmers get equality, or \$7.71 milk, by applying the same tactics? We think not. Even though labor leaders have repeatedly assured us that the public will pay more for food products if wages are increased, we have not found this to be a fact. The buying public is glad to see increases in wages only as long as there is no increase in the price of milk—in other words as long as the increase can be taken out of the farmers. As soon as retail prices go up there is a buyers' strike.

Secondly, one group of dairy farmers would be getting several

### FARM FOR SALE

A 40-acre farm for sale in the Town of Granville. Good buildings. Farm is located on the Swan Road, one-half mile north of Highway 74.  
Inquire Louis Schubert or Joseph Siegert, Granville, Wisconsin

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Low interest, long term, see

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## SAVE MONEY ON HARNESS... buy Walsh

Pulling champions wear Walsh Harness . . . you, too, will like Walsh quality and value. Only Walsh can give you longer-life No-Buckle . . . choice of Non-rust Nickel or Bronze Hardware . . . Aluminum Harness . . . half the weight, yet stronger . . . Made of natural tan leather. Also Buckle harness from \$39.95. Flexible, adjustable collar. Terms: 30 days' trial. Write for FREE 1938 Harness Book.

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Department 37 Milwaukee, Wis.

NO BUCKLES TO TEAR  
NO RINGS TO WEAR





## BANG'S DISEASE QUESTIONS AND ANSWERS

(Continued from page 4)

3. Why do cows usually abort only once?
4. Is a reacting animal likely to spread the disease to others?
5. Is Bang's disease spread by the herd sire?
6. Does Bang's disease cause breeding trouble?

Taken in the foregoing sequence, the following answers to these questions appear in the circular:

1. No. Approximately 80 per cent of all abortions in cattle are due to Bang's disease. The remaining 20 per cent are due to other causes. Such other causes may be nutritional deficiency, inherent defects in reproductive organs in either male or female animal, and other specific infections of various kinds.

2. Cows may have Bang's disease without aborting. For example, if an animal is infected in the period 90 days or so prior to breeding, an immunity may develop so the animal may carry the calf full time. However, this animal may be a serious spreader of the disease at the time of calving. If this same animal were infected in the earlier stages of pregnancy, the possibility is that this animal would abort usually at about the seventh month. Then, considering the case further, if this same animal instead of being infected before breeding or during the early stages of pregnancy were infected in the eighth month of pregnancy she would, in most cases, show a reaction to the disease, but would deliver a live calf. Such animal was infected so late in pregnancy that the calf was delivered before the disease could cause an abortion.

3. Most cows usually abort only once because when an animal becomes infected it does develop some acquired immunity.

4. A reacting animal, whether it aborts or not, is likely to spread disease to other susceptible animals.

5. Yes, the herd sire may spread infection. However, in the light of present-day information we do not regard the sire as being a serious menace in the spread of the disease. A safe, general rule to follow would be not to use a reacting bull on Bang-free cattle.

6. Bang's disease does cause breeding trouble. It is in some ways responsible for some of the prevalent sterility and calf troubles. It is also a fact that Bang's infected herds have a higher incidence of mastitis than non-infected herds.

## WISCONSIN HYBRID SEED CORN

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REBUILD and RETIN YOUR  
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GUARANTEED CANS  
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## SUBSTANTIAL DISCOUNTS...

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# MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

"For the Farmers"

Volume 10

MARCH, 1938

Number 12

## FLUID MILK PRICE REMAINS AT \$2.71

### THE FEBRUARY AND MARCH FLUID PRICE

As related in the February issue, no price was agreed on for February milk on January 26. Later conferences turned out the same way. An informal conference was held with Geo. Kuenning, newly appointed to State Milk Regulation Work by Ralph Ammon, Director of the Department of Agriculture and Markets. As a result of this conference, the price of fluid milk stayed at \$2.71 for February and also for March.

### CORRECTIONS

In the February issue the name of Geo. Blodgett was inadvertently omitted in the article in which the president extended his thanks to the tellers and resolution committees of which Mr. Blodgett was a member. It has also been brought to our attention that the Waterford High School Band which played such excellent music at the annual meeting is also known as the Lake Denoon Band.

### INTERESTING ADS

Your paper aims to get the right kind of advertisers to buy space. You will note that things the farmers need are advertised. Cans and clippers, electric fences and farm machinery, bactericides and harnesses, farms, farm auctions and seed. Also good optical service so that you may enjoy better sight.

### RALPH AMMON TAKES OVER DUTIES AS HEAD OF STATE DEPARTMENT

With the appointment of Ralph E. Ammon, Wisconsin State Fair manager, as acting director, the Wisconsin Department of Agriculture and Markets took up its functions February 14 under the reorganized form of government established by the legislature in place of the usual three-man commission. Former Commissioners Charles L. Hill and F. E. Schultheiss gave up their positions February 14.

Serving in an administrative capacity, Ammon will be guided in his work by a part-time, policy-making board of seven men who chose him director.

In 1930 Ammon placed first in a civil service examination for the position of director of the state fair. Through his initiative the fair was taken out of financial difficulties and made a paying proposition. In recognition of his outstanding work he was recently elected president of the International Association of Fairs and director of the contest board of the American Automobile Association. The last position was received in connection with automobile races he sponsored at the state fair. Owner of a 240-acre farm, Mr. Ammon was born at Carmi, Ill., in 1901. He was educated in the public schools of that city. In 1922 he was graduated from the University of Illinois and in 1923 re-

ceived his M. A. degree from the University of Wisconsin College of Agriculture.

After getting his master's degree he worked one year in the department of agricultural journalism at the University of Wisconsin. He joined the staff of the Wisconsin State Journal of Madison as farm editor in 1924 and remained in that position until he became manager of the fair in 1930.

The new director is a World War veteran, having served a year in the U. S. Navy.

### WAUKESHA COUNTY'S TWENTIETH ANNUAL SHOW

The premium list and program for Waukesha County's Twentieth Annual Dairy and Agricultural Show gives the dates as March 22 to 25 inclusive. The show will be open day and night and promises to be better than any held to date.

Director Fred Klussendorf is vice-president of the organization and one of its directors. Field Representative C. W. Fletcher is a member of the Milk and Cream Committee.

Take a day or evening off and visit this good show. You will meet many fine people there.

Many men achieve success by three things: They find something people want, they give it to them, and they keep their mouth shut.

### FEBRUARY PRICES

| GRIDLEY DAIRY CO.    |        |        | LUICK DAIRY CO.               |        |        | EMMER BROS. DAIRY     |        |        | FOX DAIRY CO.      |        |        |
|----------------------|--------|--------|-------------------------------|--------|--------|-----------------------|--------|--------|--------------------|--------|--------|
|                      | Perct. | Price  |                               | Perct. | Price  |                       | Perct. | Price  |                    | Perct. | Price  |
| Fluid                | 53.38  | \$2.71 | Fluid                         | 56.47  | \$2.71 | Fluid                 | 72.11  | \$2.71 | Fluid              | 55.55  | \$2.71 |
| Out. Relief.         | 2.96   | 2.48   | Out. Relief.                  | 3.99   | 2.48   | Cream                 | 13.67  | 1.51   | Out. Relief.       | 1.85   | 2.48   |
| Cream                | 19.34  | 1.51   | Cream                         | 18.41  | 1.51   | Manuf'd               | 14.22  | 1.26   | Cream              | 19.72  | 1.51   |
| Gov't sales.         | 1.37   | 1.51   | Manuf'd                       | 21.13  | 1.26   | Composite price       | \$2.32 |        | Manuf'd            | 22.88  | 1.26   |
| Manuf'd              | 22.95  | 1.26   | Composite price               | \$2.17 |        |                       |        |        | Composite price    | \$2.14 |        |
| Composite price      | \$2.12 |        |                               |        |        |                       |        |        |                    |        |        |
| BLOCHOWIAK DAIRY CO. |        |        | TRAPP'S GOLDEN RULE DAIRY CO. |        |        | LAYTON PARK DAIRY CO. |        |        | SUNSHINE DAIRY CO. |        |        |
|                      | Perct. | Price  |                               | Perct. | Price  |                       | Perct. | Price  |                    | Perct. | Price  |
| Fluid                | 61.48  | \$2.71 | Fluid                         | 51.99  | \$2.71 | Fluid                 | 53.81  | \$2.71 | Fluid              | 52.89  | \$2.71 |
| Out. Relief.         | 5.55   | 2.48   | Out. Relief.                  | 1.29   | 2.48   | Out. Relief.          | 3.73   | 2.48   | Out. Relief.       | 1.74   | 2.48   |
| Cream                | 12.79  | 1.51   | Cream                         | 20.54  | 1.51   | Cream                 | 10.85  | 1.51   | Cream              | 17.46  | 1.51   |
| Manuf'd              | 20.18  | 1.26   | Manuf'd                       | 26.18  | 1.26   | Manuf'd               | 31.61  | 1.26   | Manuf'd            | 27.91  | 1.26   |
| Composite price      | \$2.24 |        | Composite price               | \$2.07 |        | Composite price       | \$2.10 |        | Composite price    | \$2.09 |        |



# MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor

1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 10 MARCH, 1938 No. 12

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Subscription .....\$1.00 Per Year

## AN OVERSIGHT

In the January issue, through an oversight, the article "Milk Might be \$7.71 per Hundred" was not credited to the "Twin City Milk Producers' Bulletin" from which the article was taken.

Some of our members, according to reports, thought that the figures shown were from the Milwaukee market. Such is not the case. But the logic and the arguments against excessively high wages for dairy labor as compared to the farmers' returns apply here as well as in any other large city. Read again the following paragraphs:

"How has labor achieved this increase? We hear a great deal about the law of supply and demand, but that has not brought increased wages. There are thousands of men out of work. Those of you who read the daily papers know how unions have forced their demands; by intimidation and other acts bordering on lawlessness, winked at by some authorities who appear to be more interested in votes than in the enforcement of law and order.

"Could the farmers get equality, or \$7.71 milk, by applying the same tactics? We think not. Even though labor leaders have repeatedly assured us that the public will pay more for food products if wages are increased, we have not found this to be a fact. The buying public is glad to see increases in wages only as long as there is no increase in the price of milk—in other words as long as the increase can be taken out of the farmers. As soon as retail prices go up there is a buyers' strike.

"Secondly, one group of dairy farmers would be getting several

times as much as other groups and the groups getting the lower return would not agree to such a system. Furthermore, we doubt if the state and city authorities would support the farmers in raising prices of milk by the use of the same tactics which have proven successful in the case of organized labor."

## AVERAGE OR COMPOSITE PRICE LOWER

Due in part to the 13-cent drop in the price of manufactured milk and of the 28-day month which meant that there was less excess or overbase milk, throwing more surplus into the composite computation, and also in part to the lowered demands because of unemployment, the composite price runs from eight to ten cents lower than in January.

At that, we are rather fortunate in not having our fluid milk price based on butter for had that been the case, our composite price would have gone down much more than it has.

Production is not up per farm very materially above January, but there has been some increase. Some cows have been taken out because of Bang's testing and many farmers are short of good roughage and because of a reasonable price for grain feeds as compared to past years, the roughage has been supplemented with concentrated feeds on many farms.

## COOLING MILK

The February issue of the Milk Producer carried an article headed "Stirring Milk." Word has come to the office that some producers gathered from that article that it was not necessary to cool milk before shipping to the market. Of course, milk must be cold before it is shipped for if it is sent in warm, it will not be in good condition and will be rejected by the buyers and the Health Department.

Look up your copy of the February issue and note that precaution is urged in the use of the stirring rod and that its use is limited to cooling milk quickly.

Statistics show that over 39,000 persons were killed by gas last year. Sixty inhaled it; 40 lighted matches in it, and 38,900 stepped on it.

\* \* \*

An optimist is a man who doesn't care what happens, so long as it doesn't happen to him.

## THE BUTTER SITUATION

February butter averaged \$.30027, according to the United States Government Report of the Chicago market. This was almost 2½ cents below the January average. The Federal Government purchased some butter in the latter part of February and while the amount was not large the purchase probably kept butter from going below 29 cents.

Report of March 1 says that 18,757 tubs were purchased, the amount being 1,200,000 pounds. Purchases in Chicago exceeded the New York purchases by about 2,000 tubs. Most people who claim to know, think that butter will not go up in price for some time to come, in view of the lack of employment. In 1937, however, the March price averaged almost two cents a pound above the February price, but in April the price again declined and showed little recovery until September.

The fact that butter averaging just over 30 cents per pound kept the fat differential at four cents per point instead of three cents which it would have been had butter dropped below 30 cents. As a result of the decline in the butter price and some lowering of the skim milk value, the manufactured price for February is 13 cents lower than January.

Co-operation with all agencies serving Wisconsin agriculture is one of the aims of the newly organized state department of agriculture and markets as expressed by Ralph E. Ammon, acting director.

In a statement of policy, Ammon commented today that the department desires to co-operate with the college of agriculture, the county agricultural agents, and all organizations working for the best interests of the farmers of this state.

No immediate changes in the department's personnel are contemplated, he said, but departmental activities will be correlated so that all divisions will function as a unit. Frequent "cabinet" meetings of division chiefs will be called for the purpose of acquainting each with the department's problems.

"While we realize that it is our duty to act as a regulatory body in the enforcement of numerous laws, our intention also is to become a service rendering department for the farmers of Wisconsin," he declared.

Stressing of the service function, he added, will in no way mean a neglect of the regulatory duty.

It's all right to have a train of thoughts, if you have a terminal.

# » » » "HOME NEWS AND VIEWS" « « «

ANN T. PRINZ, Editor

## Using More Milk in Cooking Means Better Health and Less Surplus

### LENTEN RECIPES

#### Molded Halibut with Creamy Egg Sauce

- 1 pound uncooked halibut
- 1 pint white bread crumbs
- 1 cup sweet cream
- 1 teaspoon salt
- 2 teaspoons grated onion
- 2 tablespoons butter
- 4 egg whites

Grind halibut fine. Cook bread crumbs with cream to smooth paste. Add to fish with seasonings and butter. Beat egg whites until stiff and fold into fish mixture. Turn into baking dish or mold, place in pan of hot water and bake in moderate oven (350 degrees) 45 minutes or until lightly browned.

\* \* \*

#### Creamy Egg Sauce

- 3 tablespoons butter
- 3 tablespoons flour
- 1 1/2 cups milk
- 1/2 teaspoon salt
- 1/8 teaspoon pepper
- 4 eggs, hard cooked

Melt butter in top of double boiler and stir in flour. Add hot milk gradually and cook, stirring until sauce thickens. Add seasoning. Add eggs, sliced lengthwise, shortly before serving. (Serves 8.)

\* \* \*

#### Cottage Cheese Souffle

- 1 cup milk
- 3/4 cup flour
- 3/4 cup sugar
- 4 eggs separated
- 1 pint cottage cheese
- 1/2 teaspoon grated lemon rind
- 2 tablespoons lemon juice
- 1/2 teaspoon vanilla

Heat milk to boiling; sift in 1/4 cup of the flour mixed with 1/2 cup of the sugar, and cook with constant stirring until thickened. Pour over beaten egg yolks, stirring vigorously, add cottage cheese lemon rind and juice and vanilla. Beat in remaining flour. Beat egg whites until light and gradually beat in rest of sugar; lightly fold into mixture. Pour into baking dish and bake in a moderately slow oven (300-325) for one hour. Serve hot as dessert. (Serves 8.)

#### Chocolate Cup Cakes

- 2 cups cake flour
- 1 teaspoon soda
- 1/2 teaspoon salt
- 2 squares baking chocolate
- 1/2 cup butter
- 1 1/2 cups brown sugar
- 2 eggs
- 1/2 cup buttermilk
- 1 teaspoon vanilla
- 1/2 cup boiling water

Sift flour, measure, and resift 3 times with soda and salt. Melt chocolate over hot water; cool, cream butter, add sugar and eggs, and beat until fluffy. Add chocolate and mix thoroughly. Then in alternate portions, beginning and ending with flour, add flour and buttermilk. Add vanilla. Add boiling water all at once and stir until smooth. Turn into buttered muffin tins and bake in a moderately hot oven 375 degrees for 25 minutes, or until cakes shrink away from sides of pan. Cool and spread with butter icing. (Yield 18 cup cakes.)

### CELERY MAY BE USED IN VARIETY OF WAYS

Miss Margaret McPheeters, nutrition specialist for the University of Maryland Extension Service, says that many people think of celery chiefly as a crunchy accessory, rather than as a main vegetable. Or they use it in chicken or apple salad or stuff the stalks with cheese for company occasions. However, she points out the celery has a fine flavor when cooked and cooking provides a good way to salvage the less attractive outer stalks. The texture will be changed by the cooking.

To cook celery, after washing and trimming it, cut into half inch pieces. Use as little water as possible in boiling and, when the celery is done, save the liquid for a sauce or to put into a soup to give celery flavor. As with most vegetables, some of the food value is lost in the cooking water unless it is used also. The cooked celery pieces may be served in a white sauce if this is preferred, or in thickened tomato juice.

Celery leaves can be chopped fine and put into meat or salmon loaf or bread crumb stuffings for such meats as roast shoulder of lamb, or poultry. They can also be dried and used like other herb seasonings.

### MRS. SOPHIA WIEDMEYER

The host of friends of Mrs. Sophia Wiedmeyer were shocked to learn of her death at St. Joseph's Hospital on February 20, following a serious operation. Mrs. Wiedmeyer, wife of Director Ambrose A. Wiedmeyer, Jr., of Richfield, Wisconsin, was stricken while working with a group of her neighbors on an article to be presented to her church. She was then taken to the hospital and operated on. Nothing was left undone to bring about her recovery. Blood transfusions, donated by her children, seemed to help for a few days, but the shock of the operation was too much.

Mrs. Wiedmeyer was fifty years of age and seemingly in the prime of life. She was very active in church and community work, and well loved by a host of neighbors and friends which was evidenced by the great number who paid their last respects.

Buried from St. Boniface Church at Goldendale, it seemed fitting that the sun shone brightly that day for all of her life Mrs. Wiedmeyer had dispensed good cheer and happiness to all whom she met. She is survived by her husband, seven children, her mother, sisters and brothers—they with a host of friends mourned her passing.

Some people like stewing equal parts of celery stalks and turnips together, or celery and carrots. Two parts of tomatoes simmered with one part of celery makes a good combination vegetable dish.

Woman loves and lives with her ears—man with his eyes. That is why the pretty doll with sawdust brains and a comely ankle can win the thinker with the million-volt headpiece.

\* \* \*

An aching tooth is one of the things that never jump for joy.

\* \* \*

A keen eye for the wrong kind of figures has nipped many a budding bookkeeper.



**OTHER MARKETS**

We are paying \$1.82 for 3.5 milk delivered at Twin City milk distributing plants for the month of January.

As outlined under the heading "Dairy Prices Lower," there has been a radical drop in the price of all manufactured dairy products. This is well illustrated by the drop in the casein price from 16 cents a year ago to 6½ cents now.

Abundant feed and comparatively low prices, together with a decrease in the use of all dairy products, has brought about one of the sharpest price drops we have ever had. — Twin City Milk Producers.

Price for base milk, 3.5 test, delivered at Detroit, \$2.09, less two cents pool fee or \$2.07 per cwt.—Detroit, Michigan.

**St. Louis, Mo.**

The price of class I milk for February is \$2.60 per cwt. and the class II price remains the same as it has been in recent months.

**Des Moines, Iowa**

Iowa Dairy Marketing News reports a price of \$1.80 per hundred pounds of 3.5 per cent milk for the first half of January and \$1.77 for the last half, delivered at Des Moines. The check-off is five cents per hundred pounds.

**MARKET CONDITIONS COMPEL PRICE CHANGE**

**100 Per Cent of Base Milk Reduced to 65 Cents Over Condensery—Excess Deliveries Cut 20 Cents**

Effective with deliveries of January 18, 1938, through agreement with co-operating buyers, the Milk Sales Agreement in effect was

amended to the extent that the price for deliveries of milk up to 100 per cent of established base was reduced 10 cents per hundredweight (i. e., from 75 to 65 cents over the code condensery price), with the previous agreement as to pegging condensery price at \$1.40 low and \$1.60 high continuing in effect.

The price for excess deliveries over 100 per cent of base was also changed as of January 18 delivery to 10 cents under the code condensery price instead of 10 cents over.

This change was made because of market conditions which began to develop just previous to the first of the year. It was made after careful consideration of all points involved.

A letter explaining necessary changes in the membership agreement and basic rules has gone forward to the membership, and the co-operation of each and every member of the association is necessary to bring about the resulting desired benefits to all.

Each member is urged to acquaint himself immediately with the details of this important matter by contacting local officers and directors and by attending local or district meetings where it will be discussed.—Pure Milk.

**JANUARY SALES UP**

Although milk sales increased during January over the previous month they were below January a year ago by 2.36 per cent, according to figures released recently by the Milk Industry Foundation of New York. The report is based on information received from 136 leading dairy markets. Despite a decrease of 1.8 per cent in employment by milk companies, pay rolls increased 4.3 per cent as compared with a year ago.

**RICHARDSON TRANSFERRED**

Transfer of Merrill Richardson, dairy marketing specialist, from the dairy promotion division of the marketing division of the state department of agriculture and markets was announced today by Ralph E. Ammon, acting director, as one phase of a plan to correlate all activities of the department.

The transfer is in the nature of a promotion for Richardson as in taking over his new duties he will assume many additional responsibilities. Henceforth his work will be chiefly in the co-operative field, where he will assist the dairy co-operatives of this state.

A native of Iowa County, Richardson became interested in farm co-operatives in 1922. He assisted in organizing the co-operative warehouse, shipping association, and a branch of the Wisconsin Cheese Producers' Federation at Spring Green. Later he helped organize several shipping associations, co-operative warehouses, oil companies, and creameries in Richland as well as Iowa County.

He entered the employ of the department of agriculture and markets in May, 1936.

**ABOUT SPEED**

Speed is great stuff—in its place—like when you are gettin' a tooth pulled, you are in favor of havin' it over with, quick. And you don't want the dentist to go home when the whistle blows, with the tooth half pulled—even if you are a person who drops your own hammer, unless you get over-time or double-time.

And if doctors would get over-time, after 3 or 4 p. m., people could not afford to see them—like they

(Continued on page 8)



## PRIME ELECTRIC FENCE for 1938

See the new Prime Controllers with their exclusive new features.

1. The Short Indicator.
2. Shock Amplifier.
3. Soil Condition Switch
4. Moto-Chopper.

Prime again leads the field and offers a highly engineered electric fence controller capable of holding all livestock under all around conditions.

Write to The Prime Mfg. Co. at Milwaukee for a 32 page catalog or see

**E. J. GENGLER**, Phone Hilltop 1826, Station F, Milwaukee (Located on Highways 100 and 57)  
4 miles North of Milwaukee.

**STATE DAIRYMEN TO MEET**

Progress in the improvement of dairy cattle and the dairy industry in general will be stressed here on March 31 and April 1 by speakers of national prominence, the program for the 66th annual convention of the Wisconsin Dairymen's Association indicates.

As revealed to chamber of commerce officials today by J. C. Nisbet, secretary of the association, the full program for the two-day convention at Eau Claire auditorium is as follows:

**March 31**

9:00 to 11:00 a. m.—Special program by Future Farmers and 4-H Dairy club members.

11:00 a. m.—Dean Chris L. Christensen, Wisconsin College of Agriculture, "Co-operation Looks to the Future."

D. C. Aebischer, vocational agriculture instructor, Eau Claire, to preside at morning session, and Fred Idtse, fieldman of the Brown Swiss Association of America, at the afternoon session.

1:15 p. m.—C. T. Conklin, secretary Ayrshire Breeders' Assn., Brandon, Vt., "Some Problems of the Pure Bred Livestock Industry."

2:15 p. m.—Dr. O. S. Aamodt, head of the agronomy department of the University of Wisconsin, "A New Approach to Weed Control."

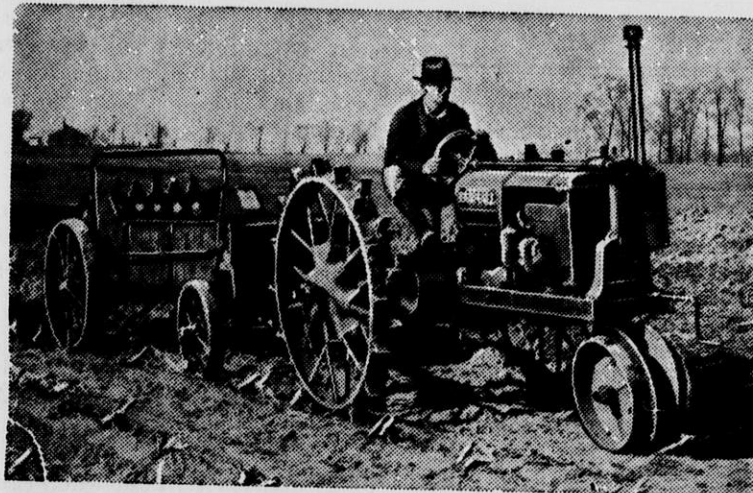
3:15 p. m.—Prof. E. Hanson, dairy department of Iowa State College, "Hidden Costs in Herd Building."

6:30 p. m.—Banquet. Glen Householder, extension director of the Holstein-Friesian Assn. of America, toastmaster. At this occasion Prof. J. B. Fitch, head of the dairy department of the University of Minnesota, will speak on "Dairy Cows and Dairy Men," and Prof. J. G. Hays, extension dairyman of Michigan State College, on the subject of "Feeding the World's Record Cow, Calamity Jane." Wilbur G. Carlson, agricultural publicity director of the state department of agriculture and markets will present special awards.

**April 1**

C. B. Finley, fieldman for the American Guernsey Cattle club, will preside in the morning and Harry E. Hill, president of the Wisconsin Dairymen's Association will preside in the afternoon.

9:30 a. m.—Prof. L. E. Casida, genetics department of the Wisconsin College of Agriculture, "Breeding Troubles and Lowered Fertility in Dairy Cattle."



*McCormick-Deering Spreader pulled by the Farmall—just one of the year-around jobs for this versatile tractor.*

**A McCormick-Deering Spreader Will Help You Turn Manure Piles into Profits**

**E**VERY manure pile can be converted into profits that will be realized at harvest time. Spread over your land with a McCormick-Deering All-Steel Spreader, it will build up soil fertility which means better and more abundant crops. It isn't a hard job to get the manure onto the land with a McCormick-Deering. The large-capacity box is low, to make loading easy. When you get into the fields the beaters tear the manure apart and shred it, and the widespread spiral throws it out evenly on the ground. Five spreading speeds are provided on the McCormick-Deering to spread the amount you want. The all-steel, rust-resisting, non-warping box is built for years of service. Ask us about this great value in spreaders.

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MILWAUKEE - WISCONSIN

10:00 a. m.—Fred W. Miller, D. V. M., Whitewater, "Artificial Breeding Brought Up to Date."

10:30 a. m.—Howard Greene, Brook Hill Farm, Genesee Depot, "Looking Ahead in Dairy Farming."

11:00 a. m.—Andrew Boss, farm management department, University of Minnesota, "Balancing the Dairy Farm Program."

1:15 p. m.—Ralph E. Ammon, director of the department of agriculture and markets, "How the Department of Agriculture and Markets Serves the Dairy Farmer."

2:15 p. m.—Business meeting and election of officers.

3:30 p. m.—Adjournment.

**WALLACE TO CALL DAIRY CONFERENCE ON FARM BILL**

Washington, D. C. — Secretary of Agriculture Henry A. Wallace plans to call representatives of the dairy industry into conference on methods of enforcement of the substitute for the McNary-Boileau amendment, it was learned.

Senator Duffy, only member of the Wisconsin delegation who voted for final passage of the farm bill, called upon the secretary to "carry out the assurances given on the floor of the senate so that the dairy interests of the country will be fully protected under the new farm bill."



## Mr. Fletcher Says: . . .

The question asked me by most producers at the present time is "Is the price of fluid milk going down?" Viewed from the angle of the law of supply and demand, it is true that we do face the prospects of a lower price.

Condensery values are below \$1.50 with cheese and butter values fluctuating between \$1.30 and \$1.35. Add to that the fact that purchasing power of the consumer is on a very low level, due to unemployment, and our price of \$2.71 for fluid milk looks badly out of line.

However, the law of supply and demand seems to be functioning only for agriculture under our present economic set-up.

We in agriculture are asked to face the law of supply and demand while labor, backed by law, refuses to recognize any such condition. There is plenty of surplus, competent labor, the same as there is surplus milk, willing to work at lower wages to create industrial activity, but they are forbidden to do so, being forced to accept the ignominy of public relief that is paid for by you.

With that condition facing us, and knowing that labor contracts with the dairies must be renewed shortly, we might find that should our price drop, the retail price might not change at all, for their demands may be such that if the companies are compelled to meet them, the retail price would remain the same, leaving us to pay the demands of labor.

Under those circumstances, we believe we are justified in holding, if possible, until we know the attitude of labor at the present time.

\* \* \*

We are again at the time of year when special attention should be given to our milk houses, our milk equipment and our production methods. In the milk house the tank, floor and walls need to be thoroughly cleaned and the walls repainted. The water in the tank should be drained daily or twice daily so there is less danger of bad odors from contaminated water.

Go over the equipment carefully and if the cans are in bad shape, have them repaired or replaced. Your organization has milk cans at wholesale prices that they can furnish you with. Watch the temperature readings carefully, for at this time of the year more warm milk may be returned than in the summer when we are giving the milk "sum-

mer care." Do not leave the milk cans or equipment in stuffy stables, for much stable odor milk comes from that cause. Feed all strong feeds after milking.

Sometimes we may think our methods are good, and that when milk is returned the company or the Health Department is riding us, but that extra ounce of precaution may be the difference between high quality milk and just milk.

### SOMETHING LIKE MATRIMONY

Co-operation is a good deal like matrimony in that it should never be attempted without due regard to the responsibilities involved.

Both of them are relationships that are dependent for success upon a willingness to work cheerfully together, and to share in all sacrifices as well as all gains.

The bride who finds herself reduced to the status of a maid-of-all-work is no less unhappy than the co-operative which finds itself with members who expected it to do the entire job unassisted. The faultfinding husband and the disgruntled member are about on a par. More often than not they either have failed in doing their part; have expected too much of their bargain; or have listened to malicious gossip. Occasionally there is an individual who is congenially incompatible.

No honeymoon lasts forever—but understanding, mutual helpfulness and loyalty are the three ingredients

that make for successful co-operation as well as successful matrimony. —Exchange.

### NEW SUPPORTERS

Hugo Wolff, Cedarburg, R. 2  
 Edw. Wollner, Pt. Washington, R. 1  
 Mrs. Frank Nienow, Jackson, R. 1  
 Fred Habecost, Waterford  
 Mrs. Erwin Abel, Sussex  
 Willard Martin, 4579 N. Teutonia, Milwaukee  
 C. G. Monis, Oconomowoc, R. 2  
 Palmer Groth, West Bend, R. 1  
 Lester Kehl, Oconomowoc, R. 2  
 Mrs. J. Fitzgerald, Oconomowoc, R. 2  
 Harvey Koepke, Oconomowoc, R. 2  
 Albert Koepke, Oconomowoc R. 1  
 H. E. Rosinow, Oconomowoc  
 Edgar Kehl, Oconomowoc, R. 2  
 Paul Kloehn, Oconomowoc, R. 2  
 Mrs. Hubert Casper, Waukesha  
 Mrs. Martin Mason, Oconomowoc, R. 2  
 Mr. G. A. Henning, Oconomowoc, R. 1  
 Paul Kowalkowski, Waukesha, R. 5  
 Arthur Bublitz, Fredonia, R. 1  
 Frank Ribar, Cedarburg, R. 2  
 Wm. Rennieke, Germantown  
 Mrs. Margaret O'Neill, 1652 N. Prospect Ave., Milwaukee  
 Dr. J. B. Audley, Hartland  
 Delbert R. Howell, Waukesha, R. 1  
 Henry N. Lorge, Belgium  
 Francis Moss, Thiensville, R. 2

As Ole Josh says, "In these daze ov progreshun, it is a wise father that knows his own child—or even half as much."

## SEAMLESS MILK CANS

Do Away With Open Seam Milk Cans . . .  
 Get These Good Electric - welded Cans

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**STRAINERS**

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**OAKITE  
CLEANING AND STERILIZING  
MATERIALS**

**EAT MORE CHEESE**

Washington, D. C.—Aroused by New York's effort to publicize itself as a great cheese state, Wisconsin senators and congressmen are seeing to it that the nation's capital knows that Wisconsin is really the BIG cheese state.

So the war-between-the-states on food rages on.

On March 2, senators, their guests, and the newspaper correspondents were given a treat to Wisconsin cheese at the invitation of Senator Duffy, and the samples included American type, brick cheese, domestic type of Swiss cheese, Italian type, Muenster, and even Limburger.

It all started when senators recently received invitations to have for dessert Camembert, Brie and cream cheese made in New York, which city leads the nation in the production of these "three fine cheeses." The invitations came from Sen. Royal S. Copeland and Sen. Robert F. Wagner of New York.

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Used Milk Cans for Winter Service**

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**PRODUCE BETTER MILK**

**REBUILD and RETIN YOUR  
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Milwaukee, Wis.

**PRICE CUTTING IS PEANUT  
SALESMANSHIP**

By Herbert M. Casson

The price cutter is worse than a criminal. He is a fool. He not only pulls down the standing of his goods; he not only pulls down his competitors; he pulls down himself and his whole trade. He scuttles the ship in which he himself is afloat.

Nothing is so easy as to cut prices, and nothing is so hard as to get them back when once they have been pulled down. Any child can throw a glass of water on the floor, but all the wisest scientists in the world can't pick that water up.

Who gets the benefit of price cutting? Nobody. The man who sells makes no net profit, and the man who buys soon himself is getting an inferior article. No manufacturer can permanently keep up the standard of his goods if the price is persistently cut. Pretty soon he is compelled to use cheaper materials, and to cut down wages of his workers. The man who cuts prices puts up the sign: "This way to junk heap." He admits his own failure as a salesman. He admits he has been defeated according to the Marquis of Queensbury rules of business. He admits he cannot win by fighting fair.

He brands himself as a "hitter-below-the-belt."

If the business world were dominated by price cutting there would be no business at all.

Price cutting, in fact, is not business any more than small pox is health.

*Speediest..*  
*Easiest to handle*  
**COW  
CLIPPER**  
World-Famous  
**STEWART CLIPMASTER**

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**FARM FOR SALE**

A 40-acre farm for sale in the Town of Granville. Good buildings. Farm is located on the Swan Road, one-half mile north of Highway 74. Inquire Louis Schubert or Joseph Slegert, Granville, Wisconsin

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No bull can be trusted! Safeguard yourself and family. This guaranteed controller keeps the most vicious bull from charging--blindfolds him when he puts his head down. Humane. Does not interfere with grazing or service. Pays for itself in savings to property, savings on food, increased life of usefulness. Only \$12.50 delivered. Free trial.



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Twenty head of cattle, T. B. and Bangs tested; — Well matched team weight 3,000 lbs. and a complete line of tools and machinery, including 10-20 International Tractor.

March 19, 1938 at 12 o'clock sharp

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1/2 mile So. of North Ave. on Highway 100  
Town of Wauwatosa, Milwaukee County

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100 Day Maturity

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## BADGER STATE BANK

"Milwaukee's Largest Outlying Bank"  
Fond du Lac Ave., and North Ave. at 21st St.

### WISCONSIN HAS 24 OF THE 50 LEADING DAIRY COUNTIES IN THE UNITED STATES

It's no wonder that Wisconsin ranks the highest as a dairy state, and that when the yearly summary of dairy manufactures is completed it will show that the state is again a leader in cheese production and condensery products, and that great quantities of butter and other dairy items are made each year in Wisconsin.

According to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture, the state has 24 of the 50 counties that rank the highest in milk production and milk cow numbers in the United States. Dodge and Dane counties are among the five highest counties in milk production. Although these two counties are close together the census figures give the higher level of milk output to Dodge county.

Other counties in the state which rank high in milk production are as follows: Clark, Marathon, Fond du Lac, Green, Sheboygan, Manitowoc, Walworth, Waukesha, Jefferson, Rock, Outagamie, Barron, Chippewa, Grant, Shawano, Vernon, Brown, Dunn, Sauk, Iowa, Waupaca, and Washington.

### ABOUT SPEED

(Continued from page 4)

can hardly afford lots of things now, on account of so much double-time, etc. And if a feller workin' on your house is half-way up the ladder, and it is 4 p. m., he won't move or come down unless he gets more pay.

But I have strayed off of speed, which I started out on. But to make the streets half-way safe, we need to do more than just blather about speed. We gotta start teachin' in the schools, about a heavy foot on the gas, and corpses per gallon, etc.—and forget the speedy mamas and papas, 'cause the only cure there, it is a wreck—and the embalmer.—Jo Serra in Maryland Farmer.

## WAUKESHA COUNTY DAIRY SHOW

March 22-25, 1938

SALES PAVILION, WAUKESHA

4 DAYS . . . 4 NIGHTS

TUESDAY, MARCH 22

Judging Horses, Grain  
Women's Dept., etc.  
Night — Amateur night

WEDNESDAY, MARCH 23

Judging — Holstein, Brown Swiss,  
Jerseys  
Contests for Men and Women  
Night — 4-H & "Capt. Larry"

THURSDAY, MARCH 24

Judging — Guernsey & Ayrshires  
Contest for Men and Women  
Night — Service Clubs &  
Prof. Rats in the Garrett

FRIDAY, MARCH 25

4-H Judging  
Night — Dance and Card Party  
Skipper Leone's Orchestra

ADMISSION:

25c  
Adults

15c  
Children

## WAUKESHA COUNTY DAIRY SHOW

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