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## **Milwaukee milk producer. Volume 5 April 1932/March 1933**

Milwaukee Co-operative Milk Producers

Milwaukee, Wisconsin: The Producers, April 1932/March 1933

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# Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 5

APRIL, 1932

Number 1

## March and April Prices

The price for April fluid milk will be \$2.10 per hundred, according to an agreement entered into by the board of directors and the distributors on March 26. After the price had been agreed on the distributors raised the question of reducing the fat differential from four to three cents per point. Their argument was that with 22-cent butter a differential of four cents per point or 40 cents per pound was out of line. It was also claimed that cream from excess milk was added by some shippers which made the milk too costly.

A motion to have the chair appoint a committee of five to confer on the suggestion prevailed and the chair named Geo. Schiek of Layton Park Dairy Co., Edward Seybold of Luick Dairy and Ambrose A. Wiedmeyer, Fred Klussendorf and Charles Din-  
een of the board of directors.

Chester Fletcher and President Hartung had spent some time investigating the milk situation in some of the suburban markets and Mr. Fletcher made a report on the subject.

The manufactured price for March is 81 cents per hundred.

The reports of the companies who have complete figures for March payments follows:

Gridley Dairy Co. reports fluid sales of 47.74 per cent at \$2.10; manufactured or surplus sales of 43.31 per cent at 81 cents; outdoor relief sales of 8.95 per cent at \$1.87; and will pay an average price of \$1.52.

Luick Dairy Co. reports fluid sales of 42.31 per cent at \$2.10; manufactured or surplus sales of 48.45 per cent at 81 cents; outdoor relief sales of 9.24 per cent at \$1.87; and will pay an average price of \$1.45.

Layton Park Dairy Co. reports fluid sales of 39.87 per cent at \$2.10; manufactured or surplus sales of 46.36 per cent at 81 cents; outdoor relief sales of 13.77 per cent at \$1.87, and will pay an average price of \$1.47.

Blochowiak Dairy Co. will pay \$1.61, average price.

Sunshine Dairy Co. reports fluid sales of 46.5 per cent at \$2.10; manufactured or surplus sales of 53.5 per cent at 81 cents, and will pay an average price of \$1.41.

Golden Guernsey Co-operative reports fluid sales of 55.56 per cent at \$2.10; manufactured or surplus sales of 35.72 per cent; outdoor relief sales of 8.72 per cent at \$1.87, and will pay an average price of \$1.62.

## UNIFORM PRODUCTION PLAN 1932-1933

### Plan Will Apply for Entire Year

The base in effect for 1932 is the average production of August, September, October and November, 1931, plus a 45 per cent tolerance, and will apply to each month during 1932 including the base-making months. (In the past the plan has been in effect during the first six months of the year only) All milk produced during the base months will be used in determining the average base, even though a portion of it may be classed as excess milk.

### Five Base Months in 1932

The following five months—July, August, September, October, November, 1932—will be used in determining the base for 1933. (July has not been used in the past.

### Tolerance Reduced to 30 per cent Effective January 1, 1933

Beginning with January, 1933, and for each month of that year a shipper will receive the average price for only 30 per cent above his base produced during 1932. (Forty-five per cent tolerance above base has been allowed in the past.)

The above plan has been approved by the Board of Directors and Advisory Committee of the Milwaukee Co-operative Milk Producers and the undersigned dealers.

Blochowiak Dairy Co.  
Bauman Dairy Co.  
Gridley Dairy Co.  
Luick Dairy Co.  
Layton Park Dairy Co.  
Sunshine Dairy Co.  
Standard Dairy Co.  
Seybold Dairy Co.  
Wilke Dairy Co.  
Westphal Dairy Co.  
Badger Milk Products Co.

## MILK PURCHASES AND SALES IN POUNDS FOR YEAR 1931 AND THE PRICES

Month	Total Purchases	Excess or Over-Base	Sold as Fluid Milk	Manufactured	Fluid Price	Manufactured Price	Average Price
January ...	28,684,272	1,213,877	15,208,287	12,262,108	\$2.50	\$1.02	\$1.88
February ...	26,392,630	577,926	14,008,119	11,806,585	2.50	1.01	1.86
March ....	30,093,912	1,129,006	15,770,138	13,194,768	2.50	1.08	1.89
April .....	30,104,790	1,063,386	15,014,740	14,026,664	2.50	.89	1.76
May .....	32,383,305	1,631,967	15,565,982	15,185,356	2.50	.81	1.70
June .....	31,046,863	1,253,648	14,820,407	14,972,808	2.50	.80	1.68
July .....	26,065,010	74,805*	15,124,568	10,865,637	2.50	.86	1.85
August ....	25,166,407	17,910*	15,239,941	9,908,556	2.50	1.00	1.95
September .	25,319,581	58,071*	15,243,516	10,017,994	2.50	1.15	2.00
October ...	28,655,955	46,584*	15,532,829	13,076,542	2.50	1.25	1.96
November ..	27,868,382	41,009*	15,158,675	12,668,698	2.50	1.14	1.89
December ..	28,482,978	42,172*	15,635,896	12,804,910	2.20	1.14	1.72

\* Indicates only Grade A Excess and Criticized Milk from July to December, inclusive.

## MILK PRICE FOR FEBRUARY

We are paying \$1.12 per hundred for 3.5 per cent milk delivered Twin Cities for February.—(Twin City Milk Producers' Bulletin, St. Paul, Minn.)

COLLEGE OF AGRICULTURE  
UNIVERSITY OF WISCONSIN  
MADISON

# MILWAUKEE MILK PRODUCER

Owned and Published by

Milwaukee Co-operative Milk Producers  
Chas. F. Dineen, Managing Editor  
1633 N. 13th Street  
Phone Marq. 4023 MILWAUKEE, WIS.

Volume 5 April, 1932 Number 1

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Geo. Drought, Vice-President, Caledonia.  
Wm. Kerler, Treasurer, R. 5, West Allis.  
C. F. Dineen, Secretary, 1633 N. 13th St., Milwaukee.

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Ambrose Niedemeyer, Richfield.  
John Wick, R. 2, Menomonee Falls.  
Fred Klussendorf, Pewaukee.  
Ed. Schmidt, R. 1, Box 58, Brookfield.  
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Paul Bartelt, Jackson, Wis.

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## SELFISHNESS THAT SAVES AND SERVES

It's a funny thing about favors. Daily good deeds fall under this head as well. Do something fine and generous for your family, friend, or fellowman, and aside from the personal satisfaction which comes as an immediate result, nine times out of ten a really tangible reward will follow too. Therefore, even selfishly prompted good turns are worthy of sanction.

A fine example of this sort of "selfishness" comes from a newspaper editor of Wyoming County, New York, who, single handed, has launched a campaign to increase the per capita consumption of milk. Choosing the slogan, "For Health, Drink an Extra Glass of Milk a Day," he calls attention to several related "extras" derived aside from the original one of increased health and well-being of such a practice. With dairying one of the leading agricultural pursuits of our country, and milk acclaimed by nutritionists everywhere as the best and cheapest food for all ages, six, sixteen or sixty, a wider use of this most nearly perfect food will not only do the individual a favor, but reduce the surplus production, and bring a greater return to the farmers. More money in his pocket the farmer will in turn spend more for many of the comforts and necessities of life which his family are now forced to go without on account of prevailing low milk prices.

Applied, this sort of cycle is like the pebble dropped in a pool—the rings of ripples widen ever into larger circles, which, as everybody knows, have no end.

## THE FLY NUISANCE

With warm weather the fly pest will be with us again. Flies bother cows and other livestock, causing great loss.

Flies spread disease and contaminate almost every clean thing which they contact.

Many producers are anxious to get a fly-spray that is effective and not too costly. In this issue appears the advertisement of a product known as "Kem-Trates." This concentrated solution has been used by a great many farmers in different parts of the country with entire satisfaction.

Care must be taken when using any spray where milk products are concerned. It is suggested that our producers give "Kem-Trates" a fair trial.

## HOLSTEIN BREEDERS TO HOLD ANNUAL MEETING IN MADISON, WIS.

The annual meeting of the Holstein-Friesian Breeders' Association of America will be held at Madison, Wis., June 1, 1932.

Wisconsin has more breeders holding membership in the national association than any other state and is entitled to 25 delegates.

One hundred and twenty-nine candidates have been nominated, among them being the following supporters of the Milwaukee Co-operative Milk Producers: Fred J. Southcott, Dousman; W. L. Baird, Waukesha; Joseph E. Piek, Hartford; Arthur J. Rust, West Allis; William O'Leary, Honey Creek; F. A. Swoboda, East Troy; Walter K. Ahlers, Grafton; Arthur F. Bennett, Pewaukee; Fred E. Klussendorf, Pewaukee; H. H. Swartz, Waukesha, and Charles J. Will, Sussex.

## 4000 LEAGUE DAIRYMEN TO MEET IN SYRACUSE IN ANNUAL SESSION

The eleventh annual meeting of the Dairymen's League Co-operative Association, Inc., will be held in the University Auditorium at Syracuse, N. Y., on June 16, 1932, according to official announcement following the regular March meeting of the

board of directors. Urgent invitations were received from other cities of New York State.

It is estimated that 4000 dairymen will attend this convention. Nearly 800 of these will be regularly elected delegates from the local associations scattered throughout the six states in which the 50,000 members of the association are located.

While the official business session of the convention will be held on June 16 the convention itself will occupy approximately three days. On June 15 there will be a morning, afternoon and evening program in the hands of organized women of the league. Five hundred delegates will be present from all parts of the territory. June 14 will be given over to committee meetings, directors' meetings and various preliminary work incident to the convention.

## OTHER MARKETS

Sanitary Milk Producers Bulletin reports that the St. Louis base milk price was \$1.35 for March.

The Dairymen's Monthly Review states that the Cincinnati retail price has been reduced from 12 to 10 cents because of price cutting by dealers who bought milk from unorganized producers.

Milk prices even more ruinous than those now prevailing are a possibility if independent producers supplying the metropolitan district continue to allow milk to be sold to independent dealers who use it in price cutting drives to upset the market. This milk is being sold from one to three cents per quart below established prices say the Dairymen's League News in discussing the New York Market.

## NEW SUPPORTERS

Eugene Burns, Sta. D, R. 2, Box 576, Milwaukee.  
Wm. A. Box, Henry Creek.  
Chas. Schmidt, Menomonee Falls, R. 1, Box 98.  
Arnold Lepien, Hartford, Wis.  
Mrs. Jane Davitz, Oakwood, R. 1.  
Neil C. Coogan, Dousman, R. 1.  
Ed. Howell, Dousman.  
Leonard Maas, Oconomowoc, R. 3.  
Paul Kloebe, Oconomowoc, R. 3.  
Erick Nitzel, Oconomowoc, R. 3.  
Al. Weidman, Cedarburg, R. 2.  
Elmer Tietgen, Sta. D, R. 3, Box 266, Milwaukee.

## LIVESTOCK REPORT

	Jan. 1, 1930	Jan. 1, 1931	Jan. 1, 1932
Value of livestock on farms....	\$5,994,970,000	\$4,450,708,000	\$3,195,748,000
Number of cattle.....	59,730,000	60,915,000	62,407,000
Number of hogs.....	55,301,000	54,374,000	59,511,000
Number of sheep.....	51,383,000	52,745,000	53,912,000

—Commerce & Finance, February 3, 1932.

# Morals, Observations and Conclusions

## ADDING TO OUR BURDEN

The rank and file of men in the dairy business may give little heed to announcements that Germany, England, France, one country after another, is raising tariff barriers against foreign goods. The dairy plant operator may yawn at announcements of preferential tariffs and reciprocal relations between this country and that. He knows that the United States is not an exporting nation, as far as dairy products are concerned, and that, with the possible exception of canned milks, it wouldn't affect the market much if all dairy exports were to cease.

But if we don't export dairy products in large quantities, we do ship large amounts of wheat and cotton. Close the outlets for those commodities and the wheat farmer and the cotton grower finds his market demoralized and starts looking around for other uses for their lands. The history of the past two years offers important evidence of how many of them may turn to dairying as a source of income. If the United States must provide a domestic market for all the commodities which it can produce, it is obvious that dairying is in for a long term of low prices.

Perhaps it would not be just to say that the erection of tariff barriers against American goods was inspired solely by the short-sighted tariff policy of the United States, but it is undoubtedly true that it has played an important part in bringing them about. It is the usual result of placing an economic problem in the hands of politicians for solution.—The Dairy Record.

## 510 RETAIL STORES QUIT SELLING OLEO

Five hundred and ten retail stores in Pennsylvania failed to renew their licenses for the sale of oleomargarine in 1932, according to the monthly report of the Bureau of Foods and Chemistry, Pennsylvania Department of Agriculture.

Up to March 1, only 3,415 oleomargarine licenses had been issued, the lowest number since 1928. A careful check was made recently on

## THE KIND OF CO-OPERATORS THAT SUCCEED

(The following is taken from the Northern Wisconsin Tobacco Pool Bulletin, February 25, 1932.)

From observation and what is read in the papers, one might easily conclude that there are two kinds of co-operatives; those who co-operate when things look rosy, but give up in a pinch, and the other kind who fight the hardest when pressed the most. The latter kind, and they are the kind that succeed, do not break and run in the middle of a fight; instead, they get on their fighting togs and find ways and means to strengthen their position. We believe we have an excellent example of the latter kind in the Tobacco Pool.

During this depression with all the consequent hardship it has been amazing to watch the reaction of the Tobacco Pool membership. It is plain they have no intention of quitting. Furthermore there is hardly one that understands what the scrap is all about and is getting set to see it through to the finish. They are speedily reaching a common understanding that the first and most practical move to make is a decided cut in 1932 tobacco acreage.

Real successful co-operators are those and those alone who can stand by their convictions, who have the ability to see what needs to be done, and the courage to do it.

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all unlicensed stores and the state agents found that the majority will not renew their licenses, having discontinued the sale of the butter substitute as previously carried on under license.

The oleomargarine law was enacted in 1901, when conditions in the sale of butter substitutes became intolerable. It requires the licensing of all establishments selling oleo, and a strict accounting of all dealings in such products, under heavy penalty for violation.

Twenty years ago, from 50 to 60 prosecutions were necessary each year in the enforcement of the law. The splendid co-operation of merchants made it possible to reduce the number of prosecutions to 14 last year.

## MILK PRODUCTION ON MARCH 1, 1932

U. S. Department of Agriculture,  
Bureau of Agricultural Economics,  
Washington, D. C.

The following excerpt on milk production was taken from the Crop Report released by the United States Department of Agriculture on March 9, 1932.

Milk production per cow on March 1, 1932, in the United States was apparently about two per cent lower than on that date in any of the last three years. Although more than the usual percentage of the cows are in production, and the weather during the latter part of February and the first of March was unusually mild, production per cow has continued rather low. The lower rate of milk production is chiefly due to less intensive feeding in response to the lower prices being received for milk and cream. The decreased proportion of the cows that have freshened since the first of the year and the decreased proportion of the cows that are at the age of heaviest production are also partially responsible for the lower level of production per cow.

As the number of milk cows on farms continues to increase and is now about three and one-half per cent above the number on hand a year ago, total milk production in the country as a whole on March 1 appears to have been one or two per cent heavier than at the same time last year, part of the increase being due to the temporary effect of the very mild weather in dairy sections at that time.

Although the increase in milk cow numbers is shared by practically all states, the increase in total milk production on March 1 compared with last year was limited to the central and southern parts of the country, including an area extending on the north through Virginia, central Ohio, Michigan and Minnesota and on the west through the eastern portions of Kansas, Oklahoma and Texas.

In the whole northeastern market milk area where milk is bringing low prices compared with the cost of purchased feeds, production continues low. In the western states and eastward to an irregular line stretch-

(Continued on page 5)

## RADIO INTERVIEW

Radio interview by T. G. Stitts, in charge, Dairy Section, and Frank Ridgway, Director of Information, Federal Farm Board.

Ridgway—Stitts, since you have just returned from a trip—through some of the important dairy regions of the United States—you will be able to answer questions that piled up in the Farm Board's Information Division while you were away. How are dairy farmers planning to meet the new problems coming up in connection with the marketing of fluid milk and manufactured dairy products?

Stitts—Well, out where I have been I heard a great deal of talk among officials of dairy co-operatives about the need for closer coordination of co-operative marketing associations selling fluid milk in large consuming centers.

Ridgway—is this likely to lead to the formation of a national organization?

Stitts—Eventually it might lead to the establishment of a national organization for the marketing of fluid milk.

Ridgway—Why are co-operative officials becoming so interested in the national phase of distribution and sale of milk?

Stitts—Well, Frank, there are several reasons—but the main one is that dairymen realize the need of a national organization to strengthen their bargaining power in selling milk through co-operative channels.

During the last few years milk distributors have strengthened **their** bargaining power. This has come about through mergers which concentrated the buying of fluid milk in **fewer hands**. Many think it is necessary for dairymen to organize their co-operatives on a national basis to meet this situation.

Ridgway—Stitts, dairy products have been relatively higher than most other farm products during the last few years, haven't they?

Stitts—Yes, that is true.

Ridgway—Well, do you think co-operatives have helped to keep these prices higher?

Stitts—Yes, I think without a doubt farmers would be getting less today for their fluid milk, as well as manufactured dairy products, if it were not for the influence of co-operatives.

There are numerous illustrations that have been brought to our attention which indicate that in communities where strong co-operative creameries are functioning the price paid for all butterfat is consistently higher than it is in regions not served by co-operative associations.

Producers are receiving higher prices around cities where dairymen are most completely organized into strong, efficient sales agencies.

Ridgway—Has the dairy co-operative movement benefited consumers as well as farmers?

Stitts—Yes, I think it has.

Ridgway—How has it benefited consumers?

Stitts—By furnishing to the consumer an ample supply of high quality milk, butter, cheese and other dairy products at a reasonable price throughout the year.

Ridgway—Well, Stitts, the dairymen have been forming co-operative associations for a great many years and I suppose they are about as well organized as any farmers in the United States. What is the latest information on the amount of fluid milk and manufactured dairy products handled by co-operatives?

Stitts—It is estimated that approximately one-third of the creamery butter and one-third of the cheese produced in the United States are manufactured by co-operative organizations. About two-fifths of all the fluid milk sold to city consumers in this country is handled by co-operative organizations.

Ridgway—I understand that an enormous amount of creamery butter is being handled under the new national butter marketing program which has been worked out by regional co-operatives with the assistance of the Farm Board.

Stitts—Yes, approximately 250,000,000 pounds, or one-sixth of the total production of creamery butter in the United States, was produced last year by members of the six regional co-operative marketing associations which are operating under this national butter marketing program. With an inter-regional sales agency agreement, these six regionals—three on the Pacific Coast and three in the central west—are selling butter under a plan which minimizes competition among co-operatives.

Ridgway—From its very beginning the Farm Board has loaned money to dairy co-operatives. How much money has the Board loaned these organizations up to date?

Stitts—The Farm Board's net commitments to co-operative marketing associations handling dairy products now total \$18,253,948. These loans are made to assist dairymen in obtaining or building facilities, purchasing equipment, and to provide funds for effective operation. The main object of these loans is to enable dairymen to merchandise their products more efficiently.

Ridgway—The co-operative marketing movement among dairymen is

growing in this country, isn't it, Stitts?

Stitts—Yes, the movement is growing steadily. Old organizations are being strengthened and new ones are being formed. The Board's staff has many calls from groups of dairymen who want help in writing by-laws, articles of incorporation, and marketing agreements.

Ridgway—The information you have given indicates that co-operative dairy marketing is here to stay.

Before turning the microphone back to Morse Salisbury, I want to ask you a personal question—if you owned a herd of dairy cows and had milk to sell, would you market it through a co-operative association?

Stitts—Yes, I certainly would. I would want to sell my milk through a co-operative association that was efficiently and honestly managed.

## BOOTLEG COWS

Complaints growing out of the quality of cows coming in from western states have caused some dairymen in Orange County, N. Y., to make inquiries as to the source of these cows. They are brought in by some dealers who advertise them as Wisconsin cows. For a time they were accepted at face value, but inquiry is said to develop the fact that dealers in the state of Wisconsin bring cows into that state from states farther to the west and southwest, and sell them to eastern dealers as Wisconsin stock. Whether the eastern dealer knows the source of the cows or not, they are sold in New York State as the Wisconsin product. This "racket" may not include all cows, but there seems to be enough of the custom to cause observing dairymen and conscientious veterinarians to caution farmers to make careful inspections of cows before bidding for them at the auction or private sales. The feeling is growing that western cattlemen sell their least desirable cows, and New York State farmers have been paying more for them than they are worth for milk production at present milk prices. There are many New York State dairymen who know cows, and need no warning from anyone when it comes to an appraisal of cow value, but there are many others less experienced. Sometimes these are influenced by other bidders and in some cases it is reported that bids are run up and manipulated by the auctioneer to induce higher bids from inexperienced dairy farmers.—Rural New Yorker.

(Editor's Note—Can this be True?)

## MILK PRODUCTION, MARCH 1, 1932

(Continued from page 3)

ing from North Dakota into Texas, production is being temporarily reduced by a shortage of feed, which is locally acute.

On March 1 the 21,700 crop correspondents who reported the daily production of their herds, secured an average of 13.45 pounds of milk per day per milk cow on hand, compared with averages of from 13.70 pounds to 13.76 pounds on that date in the previous three years. The percentage of the cows on hand that were reported as milked on March 1 averaged 67.9 in 1932 compared with averages of 66.1 to 66.6 on that date in the previous three years.

—U. S. Dept. Agri., Bu. Agri. Econ.

### Daily Milk Production of Milk Cows in Herds Kept by Crop Correspondents March 1, 1931, with Comparisons<sup>1</sup>

State	Mar. 1 1925-29	Mar. 1 1930	Mar. 1 1931	Mar. 1 1932
Me.	13.3	14.6	14.2	12.9
N. H.	15.1	15.5	14.8	13.6
Vt.	14.8	13.7	14.2	14.8
Mass.	17.9	17.8	16.9	18.0
R. I.	18.7	19.3	22.8	19.2
Conn.	17.5	16.7	18.4	17.0
N. Y.	15.1	15.6	15.9	14.9
N. J.	18.7	19.3	19.9	18.9
Pa.	16.4	17.4	17.0	15.6
N. Atl.	15.84	16.28	16.36	15.56
Ohio	14.8	15.1	15.0	14.4
Ind.	13.1	13.9	13.8	13.7
Ill.	13.5	13.4	14.4	14.2
Mich.	16.4	16.9	16.7	16.9
Wis.	16.3	17.2	16.7	16.6
E. N. Ct.	15.15	15.71	15.57	15.56
Minn.	16.7	17.8	18.1	17.8
Iowa	12.6	14.2	14.7	15.1
Mo.	8.1	8.3	9.6	9.2
N. Dak.	11.9	13.5	13.9	12.4
S. Dak.	11.8	13.3	13.7	10.8
Nebr.	13.2	14.5	15.1	13.8
Kans.	12.5	14.3	14.4	14.4
W. N. Ct.	12.75	13.96	14.53	13.79

**Statement of Ownership, Management, Etc., of Milwaukee Milk Producer, published at Milwaukee, Wis.—Required by the Act of August 24, 1912.**

**Milwaukee Co-operative Milk Producers, Publishers, Milwaukee, Wis.**

Manager—Charles Dineen, Milwaukee, Wis.  
Editor, Charles Dineen, Milwaukee, Wis.

Known bondholders, mortgage and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities—None.

(Signed) Charles Dineen, Manager.

Sworn to and subscribed before me this 29th day of March, 1932.

J. A. WALT, Notary Public, Milwaukee Co., Wis.  
(My commission expires June 23, 1935.)

**OWNERS—Milwaukee Co-operative Milk Producers, 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.

Del.	14.2	15.5	14.1	15.4
Md.	14.7	14.4	14.6	12.7
Va.	10.6	9.7	9.2	10.1
W. Va.	8.8	9.5	9.8	9.2
N. Car.	10.8	10.5	10.1	10.0
S. Car.	8.5	9.2	8.8	10.2
Ga.	8.5	8.5	8.5	8.6
Fla.	7.3	7.8	6.4	7.6
S. Atl.	10.40	10.02	9.85	10.03
Ky.	10.8	10.4	9.1	9.7
Tenn.	9.1	9.2	8.2	8.6
Ala.	8.1	8.6	6.9	7.4
Miss.	6.8	7.5	7.1	7.5
Ark.	8.1	8.3	6.9	8.0
La.	6.5	5.8	6.2	7.8
Okla.	10.8	10.7	10.4	10.5
Tex.	8.4	9.9	9.4	9.1
S. Ct.	8.87	9.37	8.56	8.97
Mont.	10.7	11.5	12.6	12.0
Idaho	15.6	16.9	16.6	16.2
Wyo.	10.5	12.4	10.9	12.3
Colo.	12.5	13.0	14.2	12.4
Ariz.	15.6	18.9	14.3	16.4
Utah	13.6	14.2	15.7	14.0
Nev.	11.1	13.6	13.1	13.7
Wash.	16.0	15.8	15.9	13.8
Ore.	15.0	15.0	14.5	13.7
Calif.	15.4	18.5	17.4	18.3
West.	13.51	14.75	14.80	14.45
U. S.	13.06	13.76	13.71	13.45

<sup>1</sup>These are not estimates of production but merely averages as calculated by dividing the reported daily milk production of herds kept by crop correspondents by the number of milk cows in these herds. For March, 1932, the record includes 21,717 herds and 179,673 cows. For the less important dairy states the numbers reported are not sufficient to provide reliable indications of changes.

Two Irishmen, one accompanied by his wife, met on the street.

Said Pat to Mike, "Let me present me woife to yez."

"No, thanks," replied Mike, "Oi got wan o' me own."

\* \* \*

The Line-O-Type man says that with four more years of Hoover, Gandhi will be the best dressed man in the world. Mebe, mebe; providing Gandhi does not lose his safety pin.

\* \* \*

The old-time practice of kissing the bride received a jolt at a recent wedding when the awkward-looking guest was asked if he had kissed the bride, and he replied: "Not lately."

\* \* \*

Judge: "You must testify only to what you know, no hearsay evidence."

Witness: "Yes, sir."

Judge "What is your age?"

Witness: "I've only hearsay evidence on that point, sir."

\* \* \*

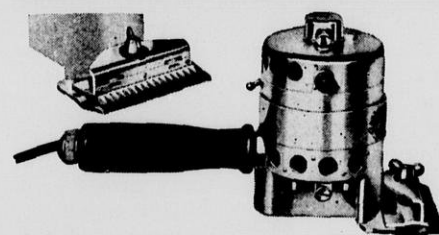
Patient: "Doctor, what is the best cure for gout?"

Doctor: "A small income, It cures you by not permitting you to have it."

## WISCONSIN MILK PRICES

Wisconsin Crop and Live Stock Reporter states that "the average price for February milk was 97 cents per hundred, the lowest price reported for that month in 30 years."

All milk produced in the state going to city markets including Chicago is included in the computation and if a pooled price had been paid for all of Wisconsin's milk, 97 cents would have been the delivered price for that month for our producers as against a delivered price of from \$1.45 to \$1.65 as actually paid.



## Keep Your Herd in Trim

EASIER—FASTER—with the  
**New ANDIS Electric Clipper**

Approved by Leading Producers all  
Over the Country

This new machine beats all for ease of handling and fast clipping. One man clips udders and flanks of 8 to 12 cows in an hour, or one cow complete, in an hour. A one-man, one-hand machine that works without pulling or choking, as fast as you can feed it. Clipper works in any position—clips every part clean.

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Andis Animal Clippers are guaranteed against defects for one year from date of purchase. Only \$22.00 complete. Order from your dealer or send us \$2.00 down payment. Balance C. O. D. Specify voltage. Satisfaction guaranteed.

**ANDIS CLIPPER CO.**

1640 Layard Ave.

RACINE, WIS.

Makers of High Grade Electric Clippers

## THE RACINE MARKET

### News Letter to Members and Supporters

March 17, 1932.

The price paid for February fluid milk and also agreed upon for March fluid milk was \$2.10 per cwt. for milk testing 3.5 per cent. In the following tabulation we have the prices paid and the amounts used of the various classes of milk for February at :

Per cent of base milk used as fluid milk—Progressive, 75.67; Racine Pure Milk, 67.33.

Per cent of all milk used as fluid milk—Progressive, 52.07; Racine Pure Milk, 45.87.

Per cent of base milk used as factory surplus—Progressive, 24.33; Racine Pure Milk, 32.67.

Price paid for factory surplus — Progressive, 91.47c; Racine Pure Milk, 92c.

Average 92 score butter price — Progressive, 21.63c; Racine Pure Milk, 21.63c.

Per cent of all milk classed as individual surplus—Progressive, 31.32; Racine Pure Milk, 31.87.

Price paid for individual surplus —Progressive, 88.7c; Racine Pure Milk, 89c.

Check testing. We aim to please. However, exact justice to each individual in service rendered is hardly possible. The larger group of farmers enables your check tester to take several times as many sample of milk at that dairy in a given space of time. However, the smaller groups are likely to get more of the check tester's time than they as a group are really paying for. What suggestions have you to offer in regard to this type of work? Shall the Board of Directors continue it?

Over 1,500 samples were tested during February. A study of 1,100 tests during February shows 675 tests checked the same by both dairy and check tester. There were minus one-tenth variations in 198 tests and plus one-tenth variations on 199 tests. About 30 tests were adjusted. Most of them in the farmer's favor. This unusually large per cent of tests checking the same was largely due to both parties completing the testing promptly after the samples were taken.

### Contracts

The Committee of Ten are seriously considering the advisability of providing a plan to pay off milk producers who quit farming after having helped to provide funds for the building and equipping of the proposed milk plant. The idea is to figure the approximate percentage proportion of milk shipped by the retiring farmer and apply that

## CREDIT, WHERE CREDIT IS DUE

In somewhat the same manner in which sulphur and molasses dosing of our grandmother's day got credit for the health work done by dandelion greens, which usually made their appearance on the family table at about the same time, so an increased consumption of milk, reported in the metropolitan district of New York, is regarded as a sign of returning prosperity. Undoubtedly this is true, but to health officials, nutritionists and relief committee workers, everywhere, it also indicates something else of even greater cause for rejoicing. It confirms the belief which has been steadily growing among these community leaders—folks are slowly but surely learning that milk is the biggest and best bargain offered in the food markets today.

Milk is our most nearly complete food because it is rich in the proteins that serve to rebuild worn-out body tissues. Milk is our best food source of calcium, that most necessary element of bone and tooth structure, growth and preservation, also other mineral salts that average modern diets are so apt to slight. It boasts the vitamins that mean health and growth and is rich in carbohydrates and fats that furnish daily energy and reserve strength.

Together with whole grain cereals, fresh fruits, green vegetables, eggs and a portion of meat, a full quart of milk each day for every child and a pint for every adult will balance our meals, protect us from many infections, keep us well and working toward lasting health, happiness and prosperity.—Health Educational Service, Dairymen's League Co-op. Association, Inc., 11 West 42nd St., New York, N. Y.

to the inventory of real net assets of the association.

What are your ideas in regard to the workings of the base and surplus plan? What are your recommendations in regard to the next base period? Give this idea thought for you will be called upon in the near future to express yourself.

## WOULD PROHIBIT OLEO IN U. S. INSTITUTIONS

### Bill Aims to Replace Substitutes With Real Butter

One of the two or three oleomargarine bills recently introduced in congress having the support of dairy organizations prohibits the use of public funds for the purchase of oleomargarine or other butter substitutes by any civil or military official or employee for use in any department, bureau, independent establishment or other agency of the United States government.

Reports presented to the congress covering certain federal institutions during 1930 and '31 indicate some decrease in the purchases of butter substitutes. Many soldiers' homes which formerly used no butter at all are now using butter in part. The United States Veterans' Bureau advised that no butter substitutes were used for the table, that some were used in cooking.

Reports on penal and correctional institutions and prison camps show very little butter being used. In fact, during 1930 the amount of butter decreased and butter substitutes increased. Health authorities and dietitians quite generally condemn the use of butter substitutes especially in institutions that care for the disabled or the aged.

Phone W. A. 2368-M or St. Martins 100 J-3

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Farm and Barn Equipment,  
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New Idea Spreaders,  
Tractors,  
Milking Machines,  
Electric Motors,  
Frigidaire Systems,  
Radios and Vacuum Cleaners  
HALES CORNERS, WIS.

## SAFETY!!

SAFETY for your deposits should be your prime consideration. U. S. Government supervision of Federal Reserve Members plus over

**\$300,000,000.00**

in assets of the Wisconsin Bankshares Corporation makes your selection of this bank as your depository a wise choice.

## BADGER STATE BANK

Fond du Lac and North Avenues at 21st Street

Milwaukee's Largest Outlying Bank

## CAN WE BREED HIGHER TEST?

The demand for milk containing 3.7 per cent butterfat and above, by the New York milk market, led to a rearrangement of the price schedule and the offering of a premium for milk with a high butterfat content. Similar changes have and are taking place in many of the other large fluid milk-consuming markets.

This presents a most serious problem to the Holstein breeder. Many dairymen are finding it very difficult to obtain a butterfat test that will meet market demands. This difficulty in a number of cases has led to the introduction of cows of one of the higher testing breeds into Holstein herds. Such a practice is sure to prove detrimental to the best interests of the herd.

It is time the Holstein breeders realize the seriousness of this situation and adopt measures that will have as their goal the improvement of the butterfat test of the breed. The present low butterfat test of the Holstein breed is the result of continued selection for large yields of milk with little or no attempt made to maintain or improve the butterfat test. The fact that high testing Holstein cows do exist indicates that it would be possible by careful selection and breeding to improve the butterfat test for the breed.

The writer was interested in studying the influence of some of the 4 per cent Holstein cows selected at random from the Advanced Registry Records upon the butterfat test of their offspring. Fifty such cows from the 305 and 365-day division of the Advanced Registry Records were used in this study. These fifty cows had an average production of 18,866 pounds of milk and 772.74 pounds of butterfat.

The average production of the 105 daughters in the Advanced Registry Records from these fifty cows was 18,129 pounds of milk and 676.14 pounds of butterfat with an average test of 3.73 per cent.

There were 439 granddaughters in the Advanced Registry Records from 28 different sons of the fifty 4 per cent cows with an average production of 17,462 pounds of milk and 617.79 pounds of butterfat with an average test of 3.54 per cent. The above average contains a large percentage of two and three-year-old records.

Genetically it is believed that the butterfat test in milk is determined by a number of factors or genes. This being true, if a high testing cow is mated with a bull that has inherited a low butterfat test, there should be a blending of factors with the result that a daughter from such

## WHAT CROPS TO GROW

So-called cash crops did not pay out very well last year and as a result a decreased acreage is predicted.

Canning pea acreage will probably be cut from one-fourth to one-third of last year for although the late pea crop was almost a total failure the canners have considerable unsold stock on hand.

Potato acreage will be cut somewhat because of poor returns.

Cabbage brought little money and acreage will be reduced. The same is true of both sugar and canning beets.

What will be grown? No acres will lie idle and the wise ones will say that cow feeds will be grown on a greater scale than ever before in spite of the low returns for dairy products.

a mating would test about half way between the test of the sire and dam.

The average test of the Holstein cows in the Advanced Registry Records is about 3.4 per cent butterfat. It is reasonable to assume that the bulls that were mated with the 4 per cent cows considered in this study would not have an inherited butterfat test above the average for the breed.

According to the theory just discussed, if a group of 4 per cent Holstein cows are mated with a group of 3.4 per cent bulls the daughters should have an average test of 3.7 per cent fat. In turn if these 3.7 per cent daughters are mated with 3.4 per cent bulls their daughters should test 3.55 per cent butterfat. This prediction compares very closely to what was actually found.

The daughters and granddaughters of these high testing Holstein cows tested decidedly above the average for the breed. Therefore, it is evident that these cows had an influence upon the butterfat test of their offspring.

The data presented in this discussion is not considered conclusive evidence. However, it indicates that there is some possibility of improving the butterfat test of the Holstein breed by a carefully planned breeding program. This study is presented only because it is hoped that it may serve to direct attention to this very important problem confronting the Holstein breeders.

At the present time a much more complete study is being made of this question upon a larger number of animals and from its various angles, which should furnish some very valuable and useful information.

E. S. Harrison,

Professor of Animal Husbandry,  
Cornell University, Ithaca, N. Y.

—In Holstein-Friesian World.

## FIFTIETH ANNIVERSARY

Dates of wars and deaths of kings are no longer remembered and observed as they once were. But this spring the fiftieth anniversary of one of the world's great life-saving scientific discoveries, the announcement of the tubercle bacillus by Robert Koch on March 24, 1882, begins a great national campaign by public health organizations to discover unknown cases of tuberculosis who are still spreading their disease to others. The slogan of the campaign is, "Every case comes from another."

"Chronic bronchitis, asthma, pleurisy and 'run-down condition' are often only tuberculosis in disguise," declares Dr. Charles H. Stoddard, president of the Wisconsin Anti-Tuberculosis Association. "If any of these conditions are present in your family, or if members of your family have been exposed to tuberculosis, go to your family doctor for a thorough physical examination without delay. For active cases of tuberculosis, the sanatorium should be the first resort, not the last."

## WANT DEPARTMENT

RATE—3 CENTS PER WORD

Minimum Charge—\$1.00.

In computing amount of remittance, add six (6) extra words if wanted published under Blind Address.

Bold Type—Double Regular Rates.

Blind Address — 25c EXTRA to cover postage in sending out replies from this office.

REMITTANCE MUST ACCOMPANY ORDER.

**TINNING**—We retin milk cans for \$1.75 each; 5 or more, \$1.50 each. Batteries charged, 50c. East Side Tin Shop, Waterford.

**CHICKS** — Buy state accredited chicks. Also special mating of our own improved stock. The Milwaukee Hatchery, at Brown Deer, Highway 100, Station F, Route 10, Milwaukee.

**We need 30 to 100 acre equipped dairy farms for winter and spring selling.**

If you want to sell  
see

**ZANDER BROTHERS**

849 N. Tenth St.

**Milwaukee : Wisconsin**

## "DIPPED" MILK UPSET NEW YORK CITY'S BOTTLED MILK MARKET

One of the results of the recent agitation over the "Dipped" milk question in the New York City market has been the appearance during the past few weeks in the trade of bottled milk sold at a cheap price. In particular, during recent weeks there has been an intensive drive to replace bulk milk with the cheap bottled milk. The average price at which this product is selling out of stores seems to be about 10 cents per quart; while the present retail price of the more stable distributors is 14 cents per quart. With the necessary expenses of freight and handling taken out this 10-cent milk cannot return to the producer more than the manufactured value of milk. This milk is all being sold up to the present time by the smaller independent dealers.

Fred H. Sexauer, president of the Dairymen's League, stated that he believed the volume of milk being sold out of stores for an average price of 10 cents is between sixty and eighty thousand quarts per day and that this volume is rapidly growing. Mr. Sexauer stated that he believed this volume had doubled during the last two weeks of November.

Several weeks ago, one of the New York City newspapers started an investigation of the dangers to health resulting from the way milk has been handled in the smaller retail stores of the city.

New York is one of the few cities of any size in the United States, which still allows milk to be dipped out of cans into the container brought by the customer to retail store. Every milk scandal of recent years has been tied around the practices connected with dipped milk.

Following this newspaper publicity the board of health appointed a commission of experts to study the dipped milk situation. The commission reported last month that they found dipped milk a very possible source of danger to health. Because of the present economic situation and because it is the general belief that most of the poorer people buy milk in this form, they did not recommend that it be abolished immediately.

Just what action the larger dealers will take to meet this cheap bottled milk situation could not be determined.

## CUSSSEDNESS

The average man today is able To go as once a king would ride, And eat what used to grace his table, And, like him, be unsatisfied.

## INEBRIATED COW TOPS HIGH MARK

Dytsia Waldorf Jewel, owned by James Stark of Pawling, N. Y., is the fifth purebred Holstein to produce in excess of 1,000 pounds of butterfat in a year on three milkings a day.

In commenting on the care of Jewel, Mr. Stark says: "She was given ordinary farm care. She became intoxicated on fermented silage from under the ensilage cutter on her 209th day on test. This cut down her production materially as she was producing around 90 pounds per day when she got drunk and dropped to 22.6 pounds, but rallied and finished, going strong as long as we could keep her sober. She produced up to 120 pounds her best day and averaged 100 pounds of milk for 191 days. This cow has made two world's records for milk production in previous lactation periods."—Editor's Note—We hope that the above story will not prompt some inspector to tag a can "bad odor—inebriated cow."

## GREAT CARE URGED AS WARMER WEATHER APPROACHES

As the season approaches for warmer weather, great caution must be exercised in the care of your milk if you want to make sure of the health authorities not turning it down on the methylene blue test. These simple rules will help you materially:

1. Rinse the can and milk pails with a chlorine solution just before you milk each time.
2. Cool all milk each time you milk.
3. Do not mix night and morning milk.
4. Use no milk from a cow with a diseased udder.
5. Do not use the milk from a fresh cow too soon.
6. Be cleanly in all operations connected with all details in milking and handling the milk. Clean hands. Clean clothes. Clean utensils. Cleanliness in everything you do will produce a quality product.

—O. K. Co-operator.



## 40c A Gal. For FLY SPRAY

Why pay a big price for FLY SPRAY when KEM-TRATES will give you satisfactory results and at a cost you can afford?

Tried and proven over a period of years by many of the leading MILK PRODUCERS, such as: Carnation Milk Farms, Twin City Milk Producers Assn., Des Moines Co-operative Dairy Marketing Assn., Sheffield Farms Co., Inc. and many others too numerous to mention.

KEM-TRATES are guaranteed to give you satisfaction or your money refunded. Eleven years of success and hundreds of users back this guarantee.

1 Quart KEM-TRATES, \$ 2.50, makes 10 gals. SPRAY  
1 Six Qt. Can " \$12.00, makes 50 gals. SPRAY

PRICES INCLUDE DELIVERY CHARGES TO YOU

All you do is add Kerosene. Full directions for mixing and using on each can.

Order your season's KEM-TRATES early.

Send checks either to your Association Office, direct to us or if you prefer, we will send C.O.D. prepaid.

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CHICAGO

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 5

MAY, 1932

Number 2

COLLEGE OF AGRICULTURE  
UNIVERSITY OF WISCONSIN  
MADISON, WIS.

## May Fluid Milk \$1.70

The board of directors and the advisory committee met the dealers at the Association Headquarters on April 26 to confer on a price for the month of May.

Several hundred farmers attended that conference and the net result of an afternoon's debate was a decision that the price of May milk would be \$2.10 per hundred if the Wisconsin Department of Agriculture and Markets would force all dealers buying on this market to pay that price. The meeting then adjourned with the assurance that the directors would send a committee to Madison to visit the State Department.

A committee was selected from the board and advisory committee members and on April 27 it called on the marketing officials. Chairman Hill, Commissioner Renk, Attorney Orchard and Wilbert Witte were present.

The case was laid before these men and the great need of immediate action was stressed. The officials expressed sympathy with and a desire to help the producers but were emphatic in their statement that no price could be enforced or set.

The committee left the Capitol with the assurance that the Department officials would ask the Milwaukee dealers to attend a meeting on April 29 and endeavor to persuade all dealers to agree to pay the price of \$2.10 for May fluid milk.

All of the dealers came in to this meeting except two very small ones, and the Department was represented by Chairman Charles Hill, Commissioner Jos. Beck, Attorney Orchard and Wilbert Witte. Many questions were asked and answered, but the dealers would not agree to pay the price unless it could be enforced on all buyers. The dealers then asked for a conference for the following day.

The committee of twelve and the board met at 1:00 p. m., April 30.

Everyone knew that store milk sold at eight cents and, in some instances, at seven cents and that eight cents to the homes would probably be the May price.

Some of our committeemen re-

called that at the last annual meeting action was taken instructing the committee of twelve to work out a plan with the help of the board of directors whereby shippers could keep at home cheap surplus milk.

If we must take a lower fluid price our average price will be very low if the milk supply does not decrease argued these men. As an emergency measure take away all tolerance above base for the months of May and June. This would result in a smaller amount of milk to be figured at the average price and as a result a higher average price would result. After considerable argument the board and the committee of twelve agreed to present the idea to the dealers.

At 2:00 p. m. the conference with the dealers began and, after trying all afternoon to get agreement at a fair price, the very unfair price of \$1.70 was reluctantly accepted with all tolerance dropped for the months of May and June.

The manufactured price for April milk is \$0.69. Twelve cents lower than the March price as a result of a lower butter market.

The prices paid by the dealers whose reports are available at this time follows:

Gridley Dairy Co. reports fluid sales of 45.03 per cent at \$2.10; manufactured or surplus sale of 45.64 per cent at \$0.69; outdoor relief sales of 9.33 per cent at \$1.87; and will pay an average price of \$1.43.

Luick Dairy Co. reports fluid sales of 40.27 per cent at \$2.10; manufactured or surplus sales of 50.28 per cent at \$0.69; outdoor relief sales of 9.45 per cent at \$1.87; and will pay an average price of \$1.36.

Sunshine Dairy Co. reports fluid sales of 50.57 per cent at \$2.10; manufactured or surplus sales of 49.43 per cent at \$0.69; and will pay an average price of \$1.40.

Golden Guernsey Co-operative reports fluid sales of 56.84 per cent at \$2.10; manufactured or surplus sales of 33.91 per cent at \$0.69; outdoor relief sales of 9.25 per cent at \$1.87;

## THE GRADING PLAN

In the March issue of this paper a grading plan was mentioned.

Some 120 shippers are on this list because of having 20 or more criticisms during the past year.

The plan went into effect on April 1, and we are pleased to state that only four shippers were penalized in that month.

The plan in full follows:

**Grading Plan for the Milwaukee Milk Market Adopted by the Milwaukee Co-operative Milk Producers and Milwaukee Milk Dealers**

**"Effective April 1, 1932"**

While in the past the majority of milk producers have complied very well with the standards required by the Milwaukee Market, there has always been a small number whose product has been very frequently criticized and whose farm conditions are not entirely satisfactory.

In most cases these conditions are due to carelessness on the part of the producer, and it is felt by the majority of producers that this product should not compete with theirs on an equal basis.

The following plan has been devised with the idea of penalizing the careless producer and benefiting the good producer. The dealers' cost of milk will not be lowered, as all money lost by the poor producers will be distributed among the good producers.

Producers who have had twenty or more criticisms in 1931 will be notified that the following plan will apply to them effective April 1, 1932.

(Continued on page 4)

and will pay an average price of \$1.60.

Layton Park Dairy Co. reports fluid sales of 39.10 per cent at \$2.10; manufactured or surplus sales of 46.69 per cent at \$0.69; outdoor relief sales of 14.21 per cent at \$1.87; and will pay an average price of \$1.41.

Blochowiak Dairy Co. will pay \$1.58 average price.

# MILWAUKEE MILK PRODUCER

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Milwaukee Co-operative Milk Producers  
Chas. F. Dineen, Managing Editor  
1633 N. 13th Street  
Phone Marq. 4023 MILWAUKEE, WIS.

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

Subscription.....\$1.00 Per Year

## THE BASE PLAN FOR MAY AND JUNE

The new plan with no tolerance above base for the months of May and June was decided on as an emergency measure.

The cut in the fluid price of forty cents per hundred will lower the average price by nearly twenty cents per hundred if surplus milk will run as high as last May.

Cutting off the tolerance of 45 per cent will increase the average price according to some estimates by from 10 to 15 cents per hundred.

There has always been a demand from some farmers that they be allowed to keep cheap milk at home for making their own butter or feeding their live stock. This can now be done by all who have excess milk.

This change will not meet with the approval of all shippers but in the best judgment of the twenty-two men comprising the members of the board and advisory committee it will benefit all producers over a period of time.

The Golden Guernsey Co-operative and the Bauman Dairy have been operating on this plan for all of this year.

## OPEN MILK FOUNDATION

Devoted largely to an educational program that will help increase the sale of milk, the Milk Foundation opened its Chicago office the first of March with Carl F. Deysenforth as executive manager. The new Foundation is supported jointly by the Pure Milk Association and Chicago dealers.

## A. H. LAUTERBACK TO HEAD NATIONAL CHEESE FEDERATION

Land O' Lakes Executive Chosen  
Manager by Recent Action  
of Directors

It was announced at the close of the meeting of the Board of Directors of the National Cheese Federation at Plymouth, Wis., April 1st, that A. H. Lauterback, the present head of the Feed and Flour department of the Land O' Lakes Creameries, Inc., Minneapolis, has been chosen to replace Mr. Corniea as manager of the Cheese Federation. Mr. Corniea was requested to resign by the annual meeting of the federation's membership, which convened at Plymouth early in February. The former manager was charged with inefficiency and gross mismanagement.

Mr. Lauterback has accepted the office, it was learned at Minneapolis, and is taking charge of his new post the middle of April.

### Lauterback a Farmer

Mr. Lauterback grew up on a farm close to La Crosse, Wis., where he was born in 1893. His early manhood was spent in various jobs connected with railroading. In 1917 he quit an executive position with the railroads to go back to farming on account of impaired health. He located at Monticello in Wright County, Minnesota. There he became interested at once in the local co-operative shipping association, feed store and creamery. This interest led him to become one of the founders of the Land O' Lakes, which was originally known as the Minnesota Co-operative Creamery Association.

He was chosen to head the first venture of the Land O' Lakes in the poultry and egg business, and was later shifted to manage the feed department of the organization. Farmers of Land O' Lakes local creameries consider Mr. Lauterback not only as one of the most able executives on the Land O' Lakes staff, but also as possessing by far more co-operative vision and sound knowledge of co-operative enterprise than the average executive in producers' co-operatives.

## WANTS TARIFF INCREASE

Washington, April 25—Arguments for an increase in the butter tariff to 22 cents a pound were presented before the senate finance committee last week by Representative Christopherson of South Dakota.

## SUMMER IS COMING

So are flies. They are always hungry and several species like the taste of cow blood. Feed is cheap but still too expensive to board flies. Dairy men are in favor of capital punishment for flies. So are the cows.

Arrangements have been made to supply all members of the Association with a product known as KEM-TRATES. This product is being used by some of the largest farms in America and has proven itself to be one of the most efficient preparations for controlling flies around dairy farms. KEM-TRATES is a concentrated solution put up in quart cans. A quart can of this solution mixed with nine gallons of kerosene and three quarts of lubricating oil will make ten gallons of dependable fly spray. The resulting product is not only valuable for cattle but kills ticks, mites, lice and hog lice. The principle has proven to be right as KEM-TRATES eliminate the high cost of cheap base material used in ready mixed fly sprays. The directions for mixing are included with each can.

KEM-TRATES has secured endorsement from several dairy associations who know its worth from experience. Their say-so prompts confidence in its efficiency.

The same care that must be taken in handling any fly spray around milk must be exercised in the handling of this product. We believe that the low cost makes it available to every member. This product may be purchased by mailing checks direct to the manufacturer, Richard W. Leonard, Inc., 325 West Huron St., Chicago, Ill., or by sending orders with check to Association office. The price appears in an advertisement in this issue.

## AN OUNCE A DAY

As a means of removing the butterfat surplus, the California Dairy Council proposes that the farming population of the United States consume an extra ounce of milk daily. Not an easy idea to put over, but the accomplishment of the project would certainly change the existing situation for, as the Council points out, the 54,120,000 persons who comprise our rural population would in this way withdraw 49,384,500 pounds of butterfat from commercial circulation in a year. Well might it be said that an ounce a day keeps the surplus away.—The Dairy Record.

# Morals, Observations and Conclusions

## REGARDING BOOTLEG COWS

In our last issue we printed an article taken from the "Rural New Yorker" entitled "Bootleg Cows."

We have received a letter from Dr. Wisnicky, State Veterinarian, commenting on this article which we are pleased to publish in this issue.

Mr. C. F. Dineen, Secretary,  
Milwaukee Milk Producer,  
1633 N. 13th St.,  
Milwaukee, Wis.

Dear Sir:

I noted with interest your article taken from the Rural New Yorker, in the Milwaukee Milk Producer, entitled "Bootleg Cows."

Perhaps, with some explanation, it may be possible to set a basis for conclusions which would indicate that rumors concerning bootleg cows have no foundation of fact.

Under the procedure, as it is followed, New York State has strict regulations pertaining to imported cattle. They have requirements and regulations on the tuberculin test, on the abortion test, and also require that every animal shipped into that state be checked with the records in this office, so as to designate original ownership and the identification of each animal. I think it can be stated with certainty that all cows sold out of Wisconsin to the state of New York are, in fact, Wisconsin cows, and that they comply with the certification rendered, and this certification would enable us to trace back every animal shipped into New York, to the original owner in Wisconsin. Most shippers of Wisconsin dairy cows buy excellent dairy type cattle. They prefer size, good type, indication of good producing ability, and close up cows.

Wisconsin cows have established a desirable reputation in the various states which purchase them. During the last year or so, perhaps due to the general economic conditions, some eastern buyers came to Wisconsin and bought what are termed "cheap cows" for a very low price. Perhaps it is this small group of low priced cattle which people may refer to, which are not average representative of Wisconsin cows, which give rise to such talk.

There is another situation which may be responsible for rumors which have come to your attention. Since

the eastern market shows some preference for Wisconsin cows some unscrupulous persons resort to the dishonest practice of removing tags from cattle that originate in Wisconsin and place them into the ears of cattle that originated in other sections and thereby representing such cattle as Wisconsin cows. We have had occasion to have definite information that such practice was actually attempted by a certain individual. However, this dishonest practice cannot be very extensive and there is no way on the part of anyone to actually suppress such conditions. It is well known that some of the people engaged in buying and selling cattle resort to every kind of an expedient in order to, in the first instance, buy the animals as cheap as they can, and in the second instance, to sell them as high as they can.

During the past year the cattle which left Wisconsin for New York were, on an average, of a higher standard than they have been at any other time. The New York buyers purchase the very best that they can find and the only reason they can get them is because Wisconsin has a surplus of dairy cattle and the farmer is just compelled to sell whatever he can sell. There is some concern shown by some of the leading farmers of the state over the practice of disposing of some of our best dairy cattle.

Very truly yours,

W. WISNICKY,

Director, Live Stock Sanitation.

## FAT DIFFERENTIAL REDUCED

As stated in our last issue a committee was named to determine what the fat differential should be.

The committee held a meeting and reported a decision to establish a fat differential of three cents per point fat up or down from 3.5 per cent milk while the price of 92 score butter Chicago averaged under 30 cents per pound. When and if butter average price is 30 cents or over up to 40 cents per pound the differential shall be four cents per point. If butter price exceeds 40 cents per pound the question will be reconsidered.

## TAX ON BANK CHECKS

To National Directors and Member Associations:

The press has already carried the news that the Senate Finance Committee has voted to levy a tax of two cents on all bank checks drawn for more than five dollars. The National Federation opposed this proposition in the Lower House and the House Committee on Appropriations did not approve such a tax. The tax as it is now proposed to be levied will materially affect a large percentage of cream shippers' checks and every check by a co-operative association in an amount above five dollars, and it will also affect all distributors paying for market milk. The ultimate effect of this tax may be to reduce the price of milk in metropolitan milk sheds.

Each organization is requested immediately to wire each senator in the states wherein you have membership protesting against this tax. Also to take up the matter with your local farm organizations, bankers and Chambers of Commerce and urge them to do likewise.

CHAS. W. HOLMAN,

Secretary, The National Co-operative Milk Producers' Federation.

## HOLSTEIN BREEDERS TO CON- VENE AT MADISON, WIS.

Voting for delegates to attend the Forty-seventh Annual Convention of The Holstein-Friesian Association of America, the world's largest dairy cattle organization, to be held in Madison, Wisconsin, June 1, is now taking place. There will be 198 delegates elected from the 709 nominations that have been made. On May 31st, there will be an open forum at which important dairy problems will be discussed. Affairs of the association will be attended to on June 1st. The Wisconsin Holstein-Friesian Breeders' Association is acting as host to the convention and an interesting educational program and entertainment is being arranged. On June 2nd there will be held a National Co-operative Holstein Cattle Sale in the Judging Pavilion of the College of Agriculture sponsored by the Wisconsin association.

Headquarters for the convention will be at the Lorraine Hotel a few steps off Capitol Square on West Washington Ave.

## The Grading Plan

(Continued from page 1)

For each month in 1932 during which any of these producers have five or more criticisms, they will be paid on the following basis:

After the amount of milk for which they would normally receive the "AVERAGE" price has been determined, it will be divided, and they will receive the average price for only two-thirds of this amount. For the remaining one-third they will receive "MANUFACTURED" milk price. All of this milk which is paid for at the "MANUFACTURED" milk price will be treated the same as "EXCESS" milk, and deducted from the dealers' total receipts before the average price is figured. This will increase the average price paid to all producers who are not affected by the plan.

The following shall be the basis of rating:

Bad odor shall be equal to one criticism.

Slightly sour shall be equal to one criticism.

Sour shall be equal to one criticism.

Warm milk shall be equal to one criticism.

Dirty cans shall be equal to one criticism.

Bad cans (open seams or rusty) shall be equal to one criticism.

Watered milk shall be equal to one criticism.

New milk shall be equal to one criticism.

Bad taste shall be equal to one criticism.

Foreign matter shall be equal to one criticism.

Curdled shall be equal to one criticism.

A "POOR" farm inspection rating shall be equal to three criticisms.

A No. 4 Sediment Test (Very

Dirty) shall be equal to two criticisms.

A No. 3 Sediment Test (Dirty) shall be equal to one criticism.

Only dealers' farm inspections, and both dealers' and Health Department Milk Inspection Criticisms, shall be used in the above rating.

Not more than one criticism shall be applied on any one day for the same condition. FOR EXAMPLE: If one day's shipment of five cans was criticized for being warm, only one criticism would apply in the rating.

The same "POOR" farm inspection rating shall not apply to more than one month. (Re-inspection of these farms shall be made at least once a month).

It is also understood that other shippers shall be added to the list and shall be paid on the above basis as soon as they have a total of 20 criticisms in 1932.

The above plan has been approved by the Board of Directors and Advisory Committee of the Milwaukee Co-operative Milk Producers, and the undersigned dealers.

Bauman Dairy Co.

Blochowiak Dairy Co.

Badger Milk Products Co.

Golden Guernsey Co-operative.

Gridley Dairy Co.

Layton Park Dairy Co.

Luick Dairy Co.

Sunshine Dairy Co.

Standard Dairy Co.

Seybold Bros. Dairy Co.

Wilke Dairy Co.

Any member of the Milwaukee Co-operative Milk Producers who feels that he is on this list through no fault of his own may apply at the office for an investigation of his case.

### LADY STALIN IN COMMAND

Mistress: "You will cut and roll the lawn, weed the gravel path, pot some chrysanthemums, plant all those rose bushes, clean out the greenhouse, and see to the heating apparatus, and—"

New Gardener: "Excuse me, madam, but is this a day's work or a five-year plan?"—Answers.

"Well, dear, how did you get on with the Royal and Ancient game?"

His wife giggled.

"Oh, it was great fun, although I was all at sea at first. Do you know when the Pro. told me to address the ball I couldn't for the life of me think of a single word."

### HE HAD THE WRONG MAN

A mountaineer of one of the small settlements in Tennessee was arraigned with several others for illicit distilling.

"Defendant," said the court, "What is your name?"

"Joshua," was the quick reply.

"Are you the man who made the sun stand still?"

"No, sir," was the quick answer, "I am the man who made the moon shine."

"Triplets," announced the nurse to the proud father.

"Really?" he said. "Why I can hardly believe my own census."

### MILK CUT TO ONE CENT

Tulsa, Okla., April 25—A merry milk war brought the wholesale price of milk down to a cent a quart here last Friday.

The Tulsa Milk Producers' Co-operative Association instituted the move. J. F. Morrow, president of the group, stated that "we found we could not make a profit anyway under existing marketing conditions and decided we could at least render a community service by practically giving milk away."

Retail prices range from five to seven cents a quart.—Dairy Record.

Man (in search of his wife): "Bridget, do you know anything of my wife's whereabouts?"

Bridget: "Yes, sor, I put them in the wash."

Judge: "It will go hard with you this time, Mose; you look as if you have been drinking again."

Mose: "Yes, suh, Judge, dat sho' am pow-ful stuff Ah had. It was dat dere chicken hootch."

"Chicken hootch! Why I have never heard of that before."

"Yes, suh, Judge, chicken hootch. One drink an' you lay."

### OR PUT OUT THE CAT

Chaplain: "And are you comfortable here in prison, my man?"

Convict: "It has its drawbacks, of course, but I don't have to get up in the middle of the night to see if the door is locked."

"Darling!" she cooed, "I've just read that a man out West exchanged his wife for a horse. You wouldn't exchange me for a horse would you?"

"Never!" he replied, dutifully; then: "But I'd hate to have anyone tempt me with a good car!"

### NASTY CRACK

He placed his arm around her waist. And on her lips a kiss;

Then sighed, "'Tis many a draught I've had,

But not from a mug like this."

### A COMMON HABIT

"I hereby sentence you to ninety-nine years in the state penitentiary. Have you anything to say to the court?"

"Well, I guess you're pretty liberal with another man's time."

## OTHER MARKETS

Twin Cities Milk Producers' Bulletin reports as follows: We are paying \$1.10 per hundred for 3.5 per cent milk for the month of March.

Here are the conditions which we are facing. We had 64 per cent of our milk which had to be manufactured into butter, cheese, condensed milk and other products of this kind. Ordinary business throughout the United States is running 30 per cent below normal and the outlet for our products is cut accordingly. The sales of Twin City dealers were 5 per cent below March a year ago but the quantity delivered to us increased 235,000 pounds over March, 1931.

Skim milk products are extremely hard to sell at any price. We are making a carload a day of powder which must be moved in competition with powder from all parts of the United States.

One large creamery taking in whole milk and located east of St. Paul paid 65 cents per hundred for February milk. Cheese factories as a rule are paying 70 cents. Condenseries average 99 cents per hundred for February milk. March prices have not been received.

The Sanitary Milk Producers' Bulletin has this to say of the St. Louis market: "The net price for basic milk in March is \$1.35 per cwt. for 3.5 per cent milk f. o. b. country plants or platforms. Buyers pay Sanitary Milk Producers five cents per cwt."

Dairymen's League News reports a net pool price of \$1.32 per hundred for New York City milk for March.

The Milk Producer, organ of the Peoria, Illinois, producers, states that the Peoria base milk price was \$1.60 for March. The fat differential was  $3\frac{1}{2}$  cents above or below 3.5 per cent. Total receipts in that market were 12 per cent below February and 22 per cent below that of March, 1931.

Visitor: "That's an unusually valuable clock you have in your office. Is it insured?"

Manager: "No, but it is absolutely safe. All my help is constantly watching it."

Kemp: "So your wife chased you into the closet when you got home late. Then what did you do?"

Raft: "Locked myself in—and she demanded that I come out."

Kemp: "Did you?"

Raft: "No; I'm master in my house."

## NO NATIONAL DAIRY SHOW THIS YEAR

The National Dairy Show, an exposition of everything pertaining to the dairy industry, held every year from 1906 to 1931, with the single exception of 1915, will not be held in 1932, according to the vote of the executive committee of the National Dairy Association at a meeting in Chicago, April 11.

It has been held ten times in Chicago; twice each in St. Paul, Milwaukee, Columbus and Memphis; and once each in Springfield, Syracuse, Detroit and Indianapolis, and for the past three years in St. Louis. The first year's show in St. Louis, in 1929, was very successful and the attendance greater than at almost any other agricultural exposition in America. Due to financial depression, drought and other local conditions in the territory around St. Louis, the show was not so successful in 1931.

The committee voted that on account of the present business conditions, the show would be suspended for 1932, but it was decided to proceed at once with plans for holding an even greater show in St. Louis in 1933.

The committee passed a motion expressing to the city of St. Louis and its citizens their sincere appreciation for the splendid accommodations provided for the show in St. Louis and expressing their confidence in the city of St. Louis and its citizens for continuing in 1933 the Dairy Show Exposition in a greater way. Plans were made for carrying on, for the present year, the necessary activities other than the show sponsored by the association.

## WHO GAINS BY LOW PRICES?

Beginning March 1st the retail price of a quart of milk was reduced to 10 cents in St. Louis and 9 cents in Belleville. It has been 9 cents in East St. Louis since February 1st.

The drop in price to the consumer was borne almost entirely by the farmers and the new base price of \$1.35 f. o. b. country stations means increased hardships and a bare existence to a majority of dairymen in the St. Louis territory.

It is hard to see how this price can be justified even though feed costs are admittedly lower. Together with 9 cent eggs, 22 cent corn and 40 cent wheat, the American farmer is facing bankruptcy.

If we have to dig ourselves in and raise only enough to feed ourselves it is hard to see where the consumers will reap any benefit. — Sanitary Milk Bulletin.

## SUMMON DR. KING AS ARBITER IN DISPUTE OVER MILK PRICE

By Paul Potter

Chicago milk dealers and officers of the Pure Milk Association, bargaining agency for 18,000 dairy farmers supplying the metropolitan area, announced recently that they had summoned Dr. Clyde L. King of Philadelphia to arbitrate the proposed cut in the price of milk paid to farmers. Dr. King is head of the Wharton School of Finance of the University of Pennsylvania.

Twice before Dr. King has arbitrated price disputes between the dealers and farmers, once at the end of the 1929 milk strike, and again in January, 1931. The dealers and the dairymen have a standing contract to call Dr. King as arbitrator when they are unable to agree on prices.

## Ask Farmers to Take Less

Members of the dairy association are now paid \$2.01 per hundred pounds for all milk retailed to consumers in Chicago and 47 nearby cities in Illinois and Indiana. The dealers asked a reduction to \$1.76 last Monday to enable them to cut the retail prices one cent a quart. Milk is now retailing at 13 cents a quart and 8 cents a pint.

The decision to arbitrate came during a conference between representatives of the dealers and the dairymen yesterday at the Hotel La Salle. Dr. F. D. Walmsley, president of the Borden's Farm Products Company, and Don M. Geyer, manager of the Pure Milk Association, stated that the two groups differed so widely in their positions that this means of settlement had been taken.

## Refuse to Take Cut

The dairymen, in a recent series of meetings in 26 counties of Illinois, Indiana and Wisconsin, have voted to reject any reduction in price of raw milk. The farmers have taken three cuts, a total of 25 per cent, since 1929, which with a small reduction in the dealers' margin between costs and sales, resulted in two drops of one cent a quart each in retail prices.

Wagon drivers last week voted approval of a pay cut of 14 per cent and the inside dairy workers' union meets tomorrow to vote on a similar wage reduction. These reductions resulted from negotiations opened April 3 between the dealers and union labor, at which time the dealers stated that any savings in cost of labor would be passed along to consumers in reduced retail prices.

## SILAGE TRIUMPHS OVER GROUND SHOCK CORN AS CATTLE FEED

Because of its higher food value, lesser work of preparation and greater ease with which cattle handle it, corn silage triumphed over ground shock corn as a feed for cattle in a test conducted at the Madison County Experiment Farm and reviewed to more than 100 stockmen on Friday, March 25. Seven acres of corn yielding 53 bushels to the acre and 10.05 tons of silage returned \$22.04 per acre when fed as silage supplemented only with cottonseed meal and clover hay. Fed as ground shock corn and similarly supplemented a loss of \$1.70 per acre was sustained.

The cattle were appraised by producer salesmen and valued at \$6.25 for the silage lot and \$6.00 for the ground shock corn lot. The first lot gained at the rate of 2.03 pounds daily and the second 1.81 pounds daily. The greatest item of cost was the labor required to grind the shock corn. A hammer type mill was used with twice the man labor and nearly five times the tractor labor necessary to prepare an acre by grinding as was required to put it in the silo. The cost of grinding the shock corn was \$19.09 per acre as against \$9.24 per acre for preparing the silage. A four inch excess of rainfall added to the grinding difficulties.—Ohio Co-op. Live Stock News.

## "EVERY CASE COMES FROM ANOTHER"

Under this slogan 2,000 anti-tuberculosis organizations in the country, under the leadership in Wisconsin of the Wisconsin Anti-Tuberculosis Association, swing into their fifth annual Early Diagnosis Campaign during the month of April.

"Fifty years ago, on March 24, 1882, Robert Koch announced his discovery that tuberculosis was caused by the tubercle bacillus," declares Dr. Charles H. Stoddard, President of the W. A. T. A. "In the last 50 years millions of persons have learned and are learning that tuberculosis is communicable, preventable and curable. Clinics and sanatoria have been established and a great educational campaign carried on, so that today only half as many persons die from tuberculosis as twenty-five years ago.

"But even yet tuberculosis kills more persons between 15 and 35 than all the five other leading disease causes of death combined. These are the years when life is sweetest and family responsibilities are greatest. And even yet most cases are not dis-

covered until they have reached an advanced stage of the disease.

"Chronic bronchitis, asthma, pleurisy, and 'run-down condition' are often only pulmonary tuberculosis in disguise. If any of these conditions are present in your family, or if members of your family have been exposed to tuberculosis, go to your family doctor for a physical examination without delay.

"For active cases of tuberculosis, the sanatorium should be the first resort, not the last. Not only does sanatorium care afford the best chance of recovery to the patient, but it protects other members of the family or community from infection. Remember, no home is safe from tuberculosis until all homes are safe."

## VARIATIONS IN BUTTERFAT TESTS

Many producers have noticed considerable variation in their milk tests over a period of months. It is found on an investigation of these variations that there are many possible causes for them even when the herd is fed and handled in a very uniform manner. Even when the same care and same ration is given day after day there will still be variations which can not be avoided.

Some of the avoidable causes of variations are change in milkers, irregular treatment or rough handling, the amount of water consumed by the cow on warm days as compared to cold days, excitement, and any other conditions which depart from the normal handling of the herd.

Among the unavoidable variations in test from day to day are variations due to health of the animal, changes in weather conditions, natural result in the change of lactation period, the proportion of the milk obtained from cows of different breeds, that is, the substitution of higher or lower testing cows for those already in the herd.

One cause of variation in tests is that caused by producers keeping

part of their milk at home and sending in only one milking or part of a milking. Two dairy investigators, Eckles and Shaw, report a considerable difference of the fat content between the night's and morning's milk. In most instances the morning's milking will test higher than the evening milking. In one experiment five cows milked twelve hours apart tested 4.096 per cent butterfat in the morning as compared to 3.732 per cent in the evening, or practically 3.6 points higher in the morning than in the evening.

When periods between milking are unequal it is almost always true that a higher fat percentage is found after the short period.

Producers who are sending one milking should take note of this fact and if it is desirable the difference between the fat content of the night's and the morning's milk can be fairly determined by several tests on each one.

From a quality standpoint it is always true that milk produced in the morning will be much lower in bacteria count under the same conditions when it arrives at the plant than the evening's milk.

Any producer who is having any serious trouble with the grade of his milk should take advantage of this difference and send morning milk instead of evening milk.

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## SAFETY!!

SAFETY for your deposits should be your prime consideration. U. S. Government supervision of Federal Reserve Members plus over

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in assets of the Wisconsin Bankshares Corporation makes your selection of this bank as your depository a wise choice.

## BADGER STATE BANK

Fond du Lac and North Avenues at 21st Street

Milwaukee's Largest Outlying Bank

## MILK COWS

According to the U. S. Department of Agriculture the average inventory value of milk cows on farms in the United States on January 1, 1932, was reported by crop correspondents as \$40 per head compared with an average value of \$57 per head on January 1st last year, \$83 in 1930 and \$84 on January 1, 1929. This decline was shared by all states. The value this year was the lowest January inventory valuation since 1912. Monthly reports on the prices being received for such milk cows as were being sold show that prices have been declining quite steadily, month by month since July, 1929.

Between the spring of 1929 and that of 1931 the average price of milk cows dropped from about \$93 to about \$56. The number of heifer calves saved for milk cows in these years and on hand on January 1 of the following year decreased from 5,005,000 on January 1, 1930, to 4,891,000 head on January 1, 1932.

The price of milk cows being sold in the middle of February averaged only \$40.57. This is 28 per cent below the price a year previously but only 15 per cent below the average February price before the war (1910-14) while farm products as a group average 40 per cent below pre-war. The number of dairy heifer calves being saved this spring is probably below the number being saved last year but still above the usual number.

Very few cows and heifers are now being sold for slaughter. In the range areas many cows are so cheap that many stockmen are holding them in expectation that the price will rise. Others are holding cows to increase their herds because both cattle and dairy products are on the average bringing better prices than most other farm products. The record of the number of cows and heifers slaughtered under federal inspection, which has usually included about three-fourths of the total slaughter of cows and heifers shows that the total is abnormally low. This means that market supplies of cows and heifers are now very much lower and market prices of old cows for slaughtering purposes higher than they would be if farmers were culling their herds at the usual rate.

With more than the usual number of heifers added to the milking herds during the last three years and with more than the usual number of heifers on hand to be added to the next two years, there would seem to be no reason to expect any scarcity of milk for several years. For this reason, farmers planning to raise dairy heifer calves for sale as cows may

find it best, this season, to raise only the best calves that will be most likely to sell later at a substantial margin over their beef value.—Co-operative Marketing and Market Information.

## FROM A "GADDER"

If people expect something for nothing—they should—sometimes—expect nothing for something.

Want to give you something to think about—

Some time get up early in the morning, before anyone else is up, and walk down through the park or forest and just keep walking until you hear the birds chirping and see the squirrels running around amongst the trees and watch the sun come up—just think how beautiful this world is—

then—

about noon—

the damn people in this world will spoil it.

## THE MODERN SCHOOLBOY

"How are you getting along at school, Jimmie?"

"Fine, we're learning words of four cylinders now!"

How powerful is example! Scientists began to quarrel about empty space, and now the makers of pocketbooks are at it.

Yet so many people think they are tolerant because they are mentally too lazy to give a darn.

He: "Your little brother just saw me kiss you. What can I give him to keep him from telling?"

She: "He generally gets a dollar."

## ONE OF THE FAMILY

Wife: "I consider sheep are the most stupid creatures living, Joe."

Husband (absent-mindedly, glancing up from newspaper): "Yes, my lamb!"

A waiter in a small restaurant was having a trying time with a fractious customer. His patience reached its limit when, coming back from the fifth journey to rectify complaints, the customer mumbled:

"Waiter! What on earth's wrong with these eggs?" "I don't know, sir," replied the waiter, "I only laid the table."

## STATE SUES FOR FARMERS

### Acts to Force Two Bonding Companies to Pay for Milk

Batavia, N. Y., April 25—A supreme court suit has been started by the New York State Department of Agriculture and Markets to collect approximately \$6,000 claimed to be due 35 Genesee and Wyoming counties milk producers by the defunct Shepard Dairy Company of Buffalo. The case is listed for trial shortly after the opening of the May 2 term of court here.

Defendants in the action are Lloyds Casualty Company and the Concord Casualty & Surety Company which were sureties on bonds given by the Shepard Company to guarantee payment to milk producers, as required by state law. Commissioner Berne A. Pyerke insists that the milk accounts are preferred claims and must be paid in full.—Dairy Record.

## WANT DEPARTMENT

### RATE—3 CENTS PER WORD

Minimum Charge—\$1.00.

In computing amount of remittance, add six (6) extra words if wanted published under Blind Address.

Bold Type—Double Regular Rates.

Blind Address — 25c EXTRA to cover postage in sending out replies from this office.

REMITTANCE MUST ACCOMPANY ORDER.

**TINNING**—We retin milk cans for \$1.75 each; 5 or more, \$1.50 each. Batteries charged, 50c. East Side Tin Shop, Waterford.

**CHICKS** — Buy state accented chicks. Also special mating of our own improved stock. The Milwaukee Hatchery, at Brown Deer, Highway 100, Station F, Route 10, Milwaukee.

## Do you want to sell or trade your farm, dairy herd and machinery?

If so, send us details and travelling directions, and we will call on you.

## ZANDER BROTHERS

849 N. 10th St. Milwaukee  
Opposite New Courthouse  
Before you buy a farm, see us.

### FEED FLAVORS CAUSE LOSS

We dislike to mention feed flavors again in this bulletin but we are having serious trouble in selling our cream, condensed milk, and other products because of off flavors.

Practically all of this trouble would be prevented if our members would only feed after milking instead of before. We are threatened with the loss of one of our largest cream contracts and our sales department is helpless unless our members will respond to the request to feed after milking.—Twin City Milk Producers' Bulletin.

Finnan: "At every turn I seem to be humiliated!"

Haddie: "Why don't you go straight?"

Teacher: "Can you give me an example of a paradox?"

Small Boy: "A man walking a mile but only moving two feet."

He: "You know you're not a bad looking sort of girl."

She: "Oh, you'd say so even if you didn't think so."

He: "Well, we're square then. You'd think so even if I didn't say so."

### SUSPICIOUS

Rupert: "Darling, in the moonlight your teeth are like pearls."

Marjorie: "Oh, indeed! And when were you in the moonlight with Pearl?"

Old Man: "Son, can you direct me to the bank?"

Kid: "Yes, sir, for a quarter."

Old Man: "Isn't that mighty high pay?"

Kid: "Not for a bank director, mister."

He: "I developed my muscles working in a boiler shop."

Sweet Thing: "Oh, you great big, wonderful man! And what did you boil?"

Johnny asked, Mary refused. Johnny begged, Mary blushed. Johnny argued, Mary hesitated. Johnny insisted, Mary resisted. Johnny tried, Mary surrendered. So little Johnny carried Mary's book home from school.

What a world! If they make love on the highway, they are hated for slowing up traffic; if they turn off on a side road, everybody looks suspicious.

### DENIES WAR PLANS

Cleveland, April 25 — Denial that Cleveland milk dealers intend to stage a free milk war in providing milk to needy school children, was made last week by Harry Berkens, secretary of the Cuyahoga Dairy Products Association.

Hints of a ruction are said to come from a statement of a member of the school board that one Cleveland dairy company had offered to provide as much free milk as the schools wanted. The purpose back of the threatened free milk war is presumably to get the paid milk business of the schools.—Dairy Record.

A man went to see his physician for advice as to how to be cured of the habit of snoring.

Doctor: "Does your snoring disturb your wife?"

Patient: "Does it disturb my wife? Why, it disturbs the whole congregation."

### BANKERS FAVOR MILK PRICE INCREASE

Boston, Mass.—The New England Council has made public a statement by the New England Bankers' Committee in which that group declares that in its opinion an economic crisis makes essential an increase in the price of milk to the New England producer, in order that the farmer and "all those dependent upon the farmer's ability to pay" shall not be further endangered.

### NEW SUPPORTERS

Edward J. Semrau, Oakwood, R. 1, Box 30.  
Alfred C. Baumgart, Burlington, R. 1.  
Mrs. Bessie G. Hasslinger, Hartland, Box 182.

Fred W. Schroeter, Grafton.  
Rufus Hellemann, Hales Corners.  
Oscar Appel, Richfield, R. 1.  
Gust B. Johnson, Waterford, R. 1.  
N. J. Weyker, Dousman, R. 2.  
Walter M. Hood, North Prairie.  
Guy Howard, Mukwonago, R. 1.  
E. N. Nelson, Neosho.  
D. W. Kotvis, Caledonia, R. 2.  
Gustav Schroeter, Grafton.  
Fred Kamholz, Sta. D, R. 3, Box 422, Milw.  
D. J. Cahill and Leo. S. Ehr, Delafield.  
Mrs. Sophia B. McKenzie, Mukwonago, R. 2.  
Wm. Ladwig, Colgate, R. 1.



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Send checks either to your Association Office, direct to us or, if you prefer, we will send C.O.D. prepaid.

Order your season's KEM-TRATES early.

**RICHARD W. LEONARD, INC.**

325 W. HURON ST.

CHICAGO

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 5

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Number 3

COLLEGE OF AGRICULTURE

UNIVERSITY OF WISCONSIN  
MADISON

## June Fluid Milk \$1.75

UTILIZATION—MAY  
1931 AND 1932

(Per cent of total production)

May

1931 1932

Sold as whole milk.....	64.7	59.2
Separated for sale of		
cream .....	26.6	32.7
Used in household .....	3.6	4.0
For farm butter .....	.7	.8
Fed to calves .....	4.4	3.3

Farmers are making marked changes in the disposition of calves born on their farms. Dairy reporters indicate that of the calves born on their farms during April, 32 per cent were raised, 52 per cent were sold for veal, 16 per cent were disposed of in other ways. When these proportions are compared with last year the indications are that six per cent less calves are being raised, nine per cent fewer calves are being sent to market, while the number of head disposed of by other methods has increased sharply.

Information on milk production per cow for the nation as a whole indicates that the lowered production which is in evidence in Wisconsin is general for the nation. On May 1, milk production per cow for the United States averaged 14.7 pounds as compared with 15.8 last year and 15.2 pounds as the five-year average. In only nine states was the current milk production per cow above the five-year average.—Wisconsin Co-op. Live Stock Reporter.

At the price conference held on May 26 an effort was made to get fluid milk back to \$2.10 per hundred. All of the dealers present were opposed to this price. Much discussion on various angles of the dairy business was carried on by both producers and distributors.

One producer pointed out that stores were selling condensed milk at five cents per can. A can of condensed is the same as a quart of whole milk excepting the difference in quality.

After motions for various other prices were lost a price of \$1.75 was finally agreed on for June fluid milk.

Manufactured milk brings only 60 cents per hundred for May. Butter prices were low, the last day of the month Chicago 92 score butter was 16 3/4 cents.

The prices paid by the dealers whose reports for May are available at this time follows:

Gridley Dairy Co. reports fluid sales of 51.99 per cent at \$1.70; manufactured or surplus sales of 36.27 per cent at 60 cents; Outdoor Relief

sales of 11.74 per cent at \$1.47; and will pay an average price of \$1.27.

Luick Dairy Co. reports fluid sales of 47.05 per cent at \$1.70; manufactured or surplus sales of 41.33 per cent at 60 cents; Outdoor Relief sales of 11.62 per cent at \$1.47; and will pay an average price of \$1.21.

Sunshine Dairy Co. reports fluid sales of 65.9 per cent at \$1.70; manufactured or surplus sales of 34.1 per cent at 60 cents; and will pay an average price of \$1.33.

Golden Guernsey Co-operative reports fluid sales of 54.44 per cent at \$1.70; manufactured or surplus sales of 36.95 per cent at 60 cents; Outdoor Relief sales of 8.61 per cent at \$1.47; and will pay an average price of \$1.27.

Layton Park Dairy Co. reports fluid sales of 46.30 per cent at \$1.70; manufactured or surplus sales of 36.53 per cent at 60 cents; Outdoor Relief sales of 17.17 per cent at \$1.47; and will pay an average price of \$1.26.

Blochowiak Dairy Co. will pay \$1.30 average price.

### THE AVERAGE PRICE FOR MAY MILK

The manufactured price for May milk is 60 cents or just nine cents less than in April. Slightly more than one-third of the total receipts were in the manufactured price class, therefore, it is fair to say that the lower manufactured value reduced the average price for all milk by at least three cents per hundred.

The average price for May is 16 cents less than for April and with three cents of the 16 cents accounted for in the lower manufactured value only 13 cents can be set up against the 40-cent drop in the price of fluid milk. This comparatively small drop in the average price is accounted for by disallowing the tolerance of 45 per cent above base.

Chicago 92-score butter averaged \$.1714 for the month of May, as compared to \$.2245 in 1931, \$.3375 in 1930, \$.42 in 1929, and \$.4338 in 1928.

### MARATHON COUNTY WOULD JOIN US

A letter is on file in this office in which the writer states that in his opinion Marathon County would benefit greatly by joining our organization.

The Marathon County man evidently feels, as some of our producers do, that any amount of milk can be poured into a fluid milk market at a high price.

Shipping much milk over the fluid needs is an unsound practice for it must be manufactured and when high labor and other overhead costs along with cartage is deducted the resulting price is bound to be low.

Better utilize this surplus on the farm or cut production to market needs.

Manufactured milk at 60 cents means 40 cents on the farm and there is no cheaper food for humans or farm animals and certainly no better food.

### R. PARK AMES ESTABLISHES OWN BROKERAGE IN MADISON

R. Park Ames, who recently resigned as fieldman for the Pure Milk Products Co-operative, an organization of Wisconsin dairy producers, has opened a brokerage business of his own at 12 East Main St., Madison, Wis. He will buy and sell dairy products of all kinds for farmers and dairy concerns.

While Mr. Ames was fieldman for the Pure Milk Products Co-operative, membership in that organization grew to 3,300, organized into 16 locals. The Pure Milk Products organization is composed of patrons supplying condenseries throughout the state.

# MILWAUKEE MILK PRODUCER

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Chas. F. Dineen, Managing Editor

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## THE DAY OF THE DEMAGOGUE

Now is the time for the self-appointed saviour of the farmer (generally a professional promoter) to come to the rescue of the farmers. Long and loud will he proclaim his love for the poor, down-trodden farmer and particularly for the farmer's wife and children.

In some instances this generous rescuer of the farmer has been raised on a farm but left it to promote something or other and in other cases he has tried almost everything else and came back to the farm because he could at least exist there.

When conditions are fairly normal about the only listeners to the bla bla of this type is the n'er do well, the fellow who is at every dog fight, auction sale and everywhere else except on his farm.

But in times of extreme distress when many good farmers are bewildered by trying to meet high interest charges, high taxes and high cost of everything they must buy and when the prices received for their products become lower almost daily the demagogue has his day.

Farmers will do well to study the past history of these gentlemen. What have they been doing? Who vouches for them? Are they sincere or are they merely looking out for their own selfish interests first, last and all the time? Do they deal in facts or half truths? Are they offering a sound, practical program or is their chief stock in trade abuse and slander of others?

## FEDERATION TO BUILD PLYMOUTH FACTORY; MAKES CHANGES

A number of changes have been made in personnel and policies of the National Cheese Producers' Federation since A. H. Lauterbach took over management April 15.

At present, plans are being made for construction of a cheese factory addition to the federation warehouse at Plymouth. This project is the result of a general demand of producers in the Plymouth territory for a federation factory. The factory will be equipped to manufacture different varieties of cheese. Mr. Lauterbach, in commenting on the new plant, stated: "I believe this is a step in the right direction. It will enable us to produce a balanced output, and to supply our customers



A. H. Lauterbach who, on April 15, took over management of the National Cheese Producers' Federation.

with all types of cheese, even though they are not at that time being made by our other factories."

The federation warehouse at Dodgeville, Wis., was closed May 19, following decision of the executive board to consolidate the Dodgeville branch with the Spring Green warehouse. The move was part of a state-wide economy measure, warehouses having also been closed at Greenwood, Wausau, Cumberland, Abbotsford, Two Rivers, Neenah and Shawano. Cheese which would ordinarily have been shipped to these branches will now be trucked to warehouses at New Richmond, Plymouth, Pine Island, Spring Green, Marshfield and Green Bay.

Most of these warehouses were built before heavy, long-distance trucking was economical. With the present system of good highways, it is possible to truck economically

large quantities of cheese for a long distance. The Dodgeville warehouse represents an investment of about \$17,000, the shares of stock being held principally by farmer patrons. This stock will be retired from profits made at the other warehouses so that one group does not profit at the expense of the other. At the meeting called April 29 to discuss closing of the Dodgeville warehouse, it was pointed out that the Spring Green building had a 50 per cent greater storage capacity and a two-cents per hundred lower freight rate to Chicago and Eastern points. Earl Culver, who has been manager of the Dodgeville warehouse, will be thrown out of employment by the merger.

L. J. Gaynor, sales manager for the federation, resigned more than two months ago, his resignation becoming effective May 1. Mr. Gaynor was the oldest employee, from point of service, having been affiliated with the federation for the past 16 years. For many years he was office manager, and for the last three years has been sales manager. As sales manager, Mr. Gaynor has traveled extensively throughout the United States, making many friends in all branches of the cheese industry. He has announced no plans for his future business activities.—National Butter & Cheese Journal.

## MARKETING AGREEMENT

In this issue a marketing agreement is presented.

The board of directors and advisory committee worked on this agreement for several days and believe that it is well drawn and will serve the purpose intended. It will be noted that the agreement may be terminated by either party within a given period of time.

The need for an agreement of this kind is quite apparent under existing conditions.

Signatures will be solicited by members of the board and of the committee.

## PRODUCERS' MEETINGS

In order to promote a better understanding of milk marketing conditions, meetings have been held in different parts of the shipping district.

Several were held in January. One at Dousman in March, at Rockfield in April, at Richfield, at Hales Corners, and Mequon in May. June 3 at Waukesha Sales Pavilion and June 6 at Kirchhayn.

Good attendance at all meetings prove that farmers are doing some thinking and are interested in the affairs of their co-operative.

# Morals, Observations and Conclusions

## WE ARE FUNNY THAT WAY

By Beatrice Crawford-Newcomb

After all these years—after all the talk, all the printers' ink, and all the public speeches, sermons, and radio talks, isn't it surprising that folks still need to be reminded of the personal efficiency advantages to be derived from just simple common sense carefully selected everyday food for their bodies? But people are funny that way!

Best results come from early beginnings, but it is never too late to mend. Look around you the next time you are in a gathering of people. See how many are very stooped-shouldered, toothless, or very much over or under-weight, or bow-legged, or have enlarged heads—all deficient dietary results. Most of these defects could have been avoided, or remedied, by better balanced food habits.

When this country was wooded wilderness and barren plains, there may have been some difficulty in being able to secure at all seasons an adequate supply of nutritional necessities. Even the lowest cost food budget today can, and should, be selected with a margin for the protective foods.

Whatever may be our dietary sins of commission let us make sure that omission may not be among them in the matter of provision for a full quart of milk a day for each child, and at least a pint for every adult. Because milk balances and makes up for the deficiencies of many other foods. Milk contains bone and teeth protection through valued minerals such as calcium and phosphorous, vitamins A, B and D, each in their turn contributing to growth, appetite, disease prevention, food assimilation, and general body tone.

Quality milk is the lowest priced food value in the market today, but milk at any price would be a bargain.

An old negro preacher was explaining to his congregation the difference between faith and knowledge. "Now, my bredren," he said, "hit's like dis: Dar's Brudder Johnsing a sittin' on de front seat wid Sister Johnsing and de five little Johnsing. She knows dey's her children—dat's knowledge. He believes dey's his chillen—dat's faith."

## BUSTED MARKETS! OLDEST STORY

Farmers Perplexed by Riddle of the Ages

Two hundred and fifty years ago—one hundred years before the American Revolution—the farmers of Maryland and Virginia were stone broke—not merely bent. That was a depression with fangs and claws in it compared to which the present is merely a plush-lined, lady-like dip. One crop farming had brought ruin that seemed complete. Tobacco-mad farmers had produced with reckless disregard for market needs. Exactly the same penalty followed that comes today for milk producers or any other sort of one-crop producers that emphasize one crop at the expense of everything else.

So bad was the situation that a convention in Williamsburgh, the capital of Virginia, in 1679, tried to do something about it. Strangely modern sound the proceedings then. An act was passed to compel farmers to plant a stated acreage in corn, and agents appointed to carry out the plan. Thus Virginia properly may claim to have appointed the first county agents. Identically, the present urge to grow food and feed, to diversify and to quit putting all the eggs in one basket was felt. Indians had shown how to grow corn by planting a dead fish in every hill, but tobacco absorbed the energies of the new-comers to the land. Slowly there was response, but so slowly that, more than a century later, George Washington gave 'of his best to remedy conditions.

Maryland and Virginia were settled along tide-water and their business conditions were identical. Bankers in England wanted pay in hard money, and not in soft tobacco that was the currency for the colonists. Seeds of friction were planted that had much to do with the flowering of the revolution.

Leaping backward over the centuries to Biblical days of Joseph in Egypt fat years and lean years with surpluses and famines brought about the epic story of the Hebrews and their great leader, Moses. Even before written history there must have been trying times for mankind when production outran consumptive demand.

Modern troubles set out against

this ancient background the stark fact that the substitution of machine power for mule power merely means that there is more need for brain work than bull work. Like in ancient Egypt and old Maryland and Virginia, if farmers produce more milk, or wheat, or tobacco, or cotton, or anything else that can be used times are tough.

There's no magic about it.—The Maryland Farmer.

## WISCONSIN CITIES SCORE IN HEALTH CONTEST

Four Wisconsin cities were given honors in the 1931 National Health Conservation Contest conducted by the National Chamber of Commerce.

Of cities over 500,000 population, Milwaukee was awarded first place. The city was given first honors in 1929, the first year the contest was conducted, and won second place in 1930.

Racine and Kenosha were both given honorable mention in the group of cities having 50,000 to 100,000 population. Of the cities under 20,000 population, Shorewood was given honorable mention.

## CHICAGO PRICES DROP

Chicago Pure Milk Association and the Chicago distributors deadlocked on the base price for May milk. Dr. Clyde King of Philadelphia was called in to arbitrate and he decided that retail milk should drop from 12 to 11 cents per quart. Pint to stay at eight cents and farmers to get no cut.

Dr. King ruled that the farmers should take a cut of 16 cents per hundred for June base milk and the dealers to cut the price on pints from eight to seven cents. This means that the farmers get \$1.85 for June base milk and the dealer gets 11 cents per quart and 7 cents per pint.

Milwaukee fluid price for June is \$1.75 to the farmer and eight cents per quart and five cents per pint to the consumer.

A quart of Milwaukee milk costs one cent more than a pint of Chicago milk.

Uncle Ab says the main trouble with so-called efficiency is that it makes callouses on the heart.

## LEST WE FORGET THE ST. LOUIS SITUATION

You are now in the ninth month of the longest agricultural strike on record. You have been challenged by the Pevely Dairy Co. You have at stake the proposition whether or not you will be allowed to market your milk co-operatively in this territory.

### You Will Win Because You Are Right

No milk buyer in America has ever been successful in dictating an unfair program to milk producers. Your case will be no exception.

Following is a brief review of the happenings of the last eight months:

1. About June, 1931, Pevely Dairy required the signing of contracts in which he could name the price the farmers would get.

Effective September 1, 1931, you revolted against this unfairness by withholding your milk.

3. You began telling your story to the housewives of St. Louis and at the same time made many friends and new customers for your milk.

4. The Consumers Milk Commission and the Social Justice Commission both printed signed statements giving the true facts of the whole situation. The Social Justice Commission invited the Pevely Dairy Company officials and Association officials into several meetings and urged arbitration. Your Association was willing to arbitrate. Pevely Dairy Company was not. The Social Justice Commission urged all St. Louis to join in with them in urging arbitration of the controversy.

5. On September 1st Pevely Dairy Company cut the price 1 cent per quart to St. Louis consumers and stated that they were "not going to reduce the price to their producers."

6. The following are the facts regarding the above Pevely statement. The Pevely price of \$1.60 per cwt. for 3.5 per cent milk F. O. B. country held until January 1, 1932.

On January 1st the price was pulled down to \$1.31—a drop of 29 cents.

On February 1st the price was pulled down to \$1.11—a drop of 20 cents.

On March 1st the price was pulled down to \$1.01—a drop of 10c.

On April 15th the price was pulled down to \$0.91—a drop of 10 cents.

On May 1st the price was pulled down to \$0.86—a drop of 5 cents.

The "FLAT" price is pretty flat, isn't it?

The retail price in the above period has been as follows:

September, October, November,

1931, January and February, 1932, —11 cents per quart.

March and April — 10 cents per quart.

Pevely Dairy paid in December \$1.60 for milk with the retail price 11 cents per quart. In February, with milk selling at 11 cents per quart, they paid \$1.11.

In other words over one cent per quart (46 cents per cwt.) was taken out of farmers' pockets and the price to the consumer still remained the same.

The above is the Pevely idea of setting their own values on your milk. Study the above facts and figure out in your own mind whether the Pevely method has been fair, just or equitable.

We emphatically state that the Pevely method of naming prices is a buyer's use of power to pay what he wants to in the country and charge what he wants to in the city. The Pevely procedure has taken thousands of dollars out of farmers' pockets when it was needless to take them and when every intelligent person, whether a buyer or a seller, ought to be directing his energies towards making the most of the tough business conditions facing this nation and particularly this community.

7. In the above period your Association received \$1.90 for base milk in December when the retail price was 11 cents per quart. The retail price in January and February, 1932, still was 11 cents per quart, but the Association was forced to lower its base price in January and February 12 cents per cwt. (or \$1.78 net) because Pevely, a large buyer, had made such sharp reductions that dealers co-operating with the Association had to be given a lower price.

8. The Association base price now is \$1.35 net on a 10 cent retail price. This \$1.35 is 65 cents less than \$1.90 when milk was retailing for 11 cents. In other words the Association has been forced to take 65 cents less for base milk when the dealer is taking only 46½ cents less. Since the Pevely price was so low it was impossible for your Association to get more than \$1.35, although some of the buyers said that they would pay more than \$1.35 had Pevely not been paying such ruinously low prices.

9. Base milk should be at least \$1.47 at present. Why is it \$1.35? Because the Pevely price is so low. Do you realize this loss of 12 cents per cwt. on base milk costs us over \$8,000 per month? Quite a tribute, isn't it?

10. Above is the story in a nutshell. Your Association, with a bal-

anced business-like program, is being challenged by a large monopoly that wants to continue dealing with us as individuals because they can take money that is rightfully ours away from us and put us into peasantry.

AGAIN WE SAY WE WILL WIN BECAUSE WE ARE RIGHT AND WIN WE WILL SOON.

—Sanitary Milk Bulletin.

## STUDY THE COMMITTEE REPORT

In this issue is a report of the investigating committee appointed by the board and advisory committee. This committee was sent to the Twin Cities and after spending three days there turned in the report.

The committee men were accorded wonderful co-operation by the officials of the Twin City Milk Producers' Association. Mr. Harry Leonard, manager, spent considerable time with them and gave them every opportunity to study the situation in the Twin Cities. Mr. W. S. Moscrip entertained them at his farm and gave his views on different markets.

Mr. Moscrip is president of the Twin City Association and a director of the National Cheese Producers' Federation.

Naturally the committee could not include all of their observations in this short report but other factors not mentioned in it will be brought out at meetings when the occasion permits.

## SOME DAIRY FACTS

In 1929, the total milk production in Wisconsin amounted to 11.1 billion pounds. The utilization of this total was as follows:

Manufactured into butter—3.8 billion pounds or 34.8 per cent

Manufactured into cheese — 3.3 billion pounds or 30 per cent

Manufactured into condensed and evaporated milk—1.6 billion pounds or 15 per cent

Fluid consumption—1.3 billion pounds or 12.2 per cent

Used on farms—782 million pounds or 7 per cent

Manufactured into ice cream—112 million pounds or 1 per cent

It may be noted that even in 1929, which was a good business year, only 12.2 per cent of the total milk production of Wisconsin was purchased by cities within and without the state for consumption in fluid form. It is obvious that a lesser proportion of Wisconsin milk is being taken by city markets in 1932 than was the case in 1929. Within the past two years, pools of milk and cream at Watertown, Deerfield, Marshall, Slinger and a number of

## Marketing Agreement of Milwaukee Co-operative Milk Producers

THIS AGREEMENT entered into, in triplicate, by and between MILWAUKEE CO-OPERATIVE MILK PRODUCERS, a cooperative association, organized under the laws of the State of Wisconsin, hereinafter called the "Co-operative", and the undersigned Milk Producer, hereinafter called the "Member",

### Witnesseth:

WHEREAS, the Member owns, possesses or has control of dairy cows and desires to have the milk or other dairy products from such cows and such other cows which he may acquire or control at any time during the term hereof, sold and disposed of by and through the Co-operative;

NOW, THEREFORE, in consideration of the premises and of the mutual obligations of the parties, and in further consideration of the obligations of other members, executing similar agreements, the parties hereto agree that:—

FIRST:—The Member expressly agrees to co-operate with milk distributors and consumers of milk and other dairy products through their health officers by producing and delivering milk and other dairy products of the highest quality in accordance with laws, ordinances, rules and regulations now in effect in the territory where said milk and other dairy products are to be sold, or to be enacted during the life of this agreement, and further agrees that said milk or other dairy products shall be produced and delivered in accordance with any and all regulations heretofore or hereafter adopted by the Co-operative.

SECOND:—During the life of this agreement and beginning September 1st, 1932, or sooner, at the option of the Co-operative, the Member shall deliver all milk or other dairy products produced by him or on farms controlled by him to such person, at such place and in such form as shall be designated by the Co-operative. It is understood that any milk or other dairy products necessary for home consumption are not included in this agreement.

THIRD:—The Member hereby constitutes and appoints the Co-operative as his sole and exclusive agent, during the period specified in the preceding paragraph, to handle and market all such milk and other dairy products, together with the milk and other dairy products delivered by other Members signing similar agreements, and the Co-operative hereby agrees either to purchase or market said milk and other dairy products during said period in such a way as it shall deem most advantageous for all persons signing similar agreements.

FOURTH:—It is further agreed that the Co-operative may authorize the buyer of said milk or other dairy products to remit all money due the Member for milk or other dairy products delivered by him direct to the Member, less a commission to be fixed from time to time by the Board of Directors of the Co-operative, not exceeding three cents (3c) for each one hundred pounds (100 lbs.) of milk delivered, and such commission as the Co-operative may from time to time fix for other dairy products, which amounts the Member authorizes and directs the buyer to pay monthly to the Co-operative without further order from the Member; provided, however, that in the event that any regular or special meeting of the Members of the Co-operative determines that the Co-operative shall purchase the surplus milk not required for sale as fluid milk, then, and in that event, the buyer of said milk or other dairy products shall, without further order from the Member, remit to the Co-operative for the account of the Member all moneys due the Member for milk or other dairy products delivered by him, and the Co-operative may thereupon become the purchaser of such surplus milk, in which event the percentage of milk

delivered by the Member which shall be treated as surplus milk, regardless of its actual use or disposition, and the price to be paid the Member therefor shall be determined by the Board of Directors of the Co-operative in accordance with the rules, if any, adopted by any regular or special meeting of the Members of the Co-operative. Remittance for money collected by the Co-operative for the account of the Member, less said commission, and for surplus milk purchased by the Co-operative shall be made monthly to the Member.

FIFTH:—The Member agrees that the Co-operative may sell milk or other dairy products produced by its different Members at different prices and on different markets.

SIXTH:—If the Member is not a Member of the Co-operative at the time of the execution of this agreement, a certificate of stock shall, simultaneously with the delivery hereof to the Co-operative, be issued to the Member, and unless the purchase price thereof, to wit, Ten Dollars (\$10.00) is paid in cash previous to or simultaneously with the delivery hereof to the Co-operative, the purchase price or the unpaid balance of said purchase price of said stock shall be paid by the Member to the Co-operative at the rate of One Dollar (\$1.00) per month until said stock has been paid for in full and until such time, the certificate representing said stock shall be held at the office of the Co-operative as security for the unpaid balance of the purchase price. The Member agrees to conform to all of the rules and by-laws of the Co-operative now in force or as hereafter amended or enacted.

SEVENTH:—The Member agrees that if he at any time refuses or neglects to deliver such milk or other dairy products to the Co-operative, or, upon its order, at such time and place as the Co-operative may direct, then, and in that event and in every such case, the Member neglecting or refusing so to do, will pay to the Co-operative for each refusal or default, a sum of money equal to thirty per cent (30%) of the value of the milk or other dairy products which is the subject of this breach, which sum is agreed upon as liquidated damages resulting from such breach and as the amount of damage which the Co-operative will suffer by reason of such refusal or default. In the event of a breach or a threatened breach of this contract, the Co-operative, in addition to the foregoing, shall be entitled to an injunction to prevent the breach or further breach thereof, to a decree of specific performance thereof and any other remedy provided by section 185.08, Wisconsin Statutes, 1931, or any other law.

EIGHTH:—This contract shall be effective until the last day of December of the calendar year following the date hereof, and shall continue thereafter from year to year subject to the right of either party to terminate liability hereunder by giving written notice to that effect to the other party between the 15th and 30th days of November, both inclusive, immediately preceding the expiration date of this contract as herein provided for.

IN WITNESS WHEREOF, the undersigned Member has hereunto set his hand and seal, and said Co-operative has caused these presents to be executed by its Secretary thereunto duly authorized, this .....

MILWAUKEE CO-OPERATIVE MILK PRODUCERS,

By ..... Secretary

..... (SEAL) Member

P. O. Address .....  
Residing in the Town of .....  
County of ..... State of Wisconsin.  
Solicited by: .....

state in the Union, nevertheless its total milk production amounted to only 11 per cent of the total milk production of the United States in 1929 and it is probable that this ratio has declined. Due to the low prices of wheat, corn, cotton, hogs and practically all other farm products, the dairy business is on the increase in practically all of the other forty-seven states.

At the moment, 92 score butter is worth 16¼ cents per pound at Chicago and twin cheese are quoted at nine cents per pound at Plymouth. These butter and cheese prices mean that milk manufactured into butter will return to the producer not more than 70 cents per cwt. and that used for cheese making not to exceed 90 cents per cwt. These prices are approximately one-half of the price paid for fluid milk in the city of Milwaukee. In the circumstances, it is perfectly obvious that butter and cheese producers will use every effort to find an outlet for a part of their production in the city markets. As a matter of fact, this is exactly what has happened and what is happening, not only in Milwaukee but in practically all of the other consuming centers of the United States. The result is that milk prices to farmers in all of the fluid markets are drastically reduced.

### NEW ENGLAND MILK BOARD FINISHES ITS TASK

#### New Corporation, a Bargaining Body, Became Effective May 11—a Price Committee

Boston, Mass.—The New England milk board has accomplished the important task entrusted to it by the governors of the five states who established it—Connecticut has a system of its own. The main purpose in view is the protection of producers and distributors.

The new corporation bargains in behalf of the farmers, not with them. It requires no plant. It will not alter present methods, by which the milk supply flows from the farm to the consumer. By unifying the producers and controlling the supply of their milk, the corporation will be in position to secure a fair price for them. To prevent the violation of the contract by any producer, all the co-operating agencies are pledged to submit their books and accounts for examination once a month by the governors' board or its representative. Thus at all times the board will know how much milk is sold and at what price. The foundation of the whole structure is the establishment of a level price through a price committee.

other state points have been shut off from the Chicago market and producers at these points have been forced to find other outlets. It is well established that Eastern markets are absorbing greatly reduced

amounts of sweet cream at the present time as compared with 1928 and 1929.

It must be borne in mind also that while Wisconsin is a great dairy state, in fact easily the leading dairy

## Report of the Investigating Committee

This is a report of the investigating Committee of the Milwaukee Co-operative Milk Producers appointed to investigate the practicability of establishing plants to care for our excess milk.

In our investigation our first and most important objective was to visit and inspect the various plants of the Twin City organization. These plants have a definite purpose, to care for the tremendous excess in their territory, although at that we do not believe the Association handles more than 50 per cent of all the milk in their milk shed. However, by doing this they do control the situation. They have a total of 13 plants with a valuation of \$1,412,061.29, with all proper deductions for depreciations. These plants are equipped to manufacture milk in practically any form that the best market may afford, such as condensed whole milk in bulk, sweetened condensed, condensed skim, butter, cheese, sweet cream, ice cream, casein and other products. This gives them an opportunity to get as much as possible from their surplus milk at all times.

These plants are modern in every respect and so far as we could ascertain are kept up to date at all times. All buildings are constructed of red brick with tile and concrete floors.

Their method of financing is roughly this: Each shipper upon entering the Association must pay in \$50 for each four cows in his herd. They have built up their reserves from economies in plant operations and slight deductions over about a twelve-year period. Their investment is very high but they have always paid seven per cent on their money and by having this system have been enabled to handle all their surplus at a better price than we can get for ours.

May we draw some comparisons here between their system and ours:

Their system is ideal for their conditions inasmuch as they have a tremendous volume of milk in their territory with no pasteurization laws comparable to our market. They allow raw milk in their cities, have no health inspection that amounts to anything, no dealers inspection and no base plan. This means that they must really figure the greater part of their milk must be manufactured and that at all times the fluid milk must be sold at a low figure to keep the price very close to the manufactured market, otherwise all the milk in this shed could and would come into this mar-

ket, completely demoralizing the situation.

On the other hand the Milwaukee market is comparatively tight. We have practically no competitive manufacturing plants in our territory. We have very rigid health inspection and a rigid base plan, and in comparison with this situation almost a restricted market. In our situation we can and do obtain a much higher fluid price than they do, but they get a higher price for their manufactured goods. However, we have a much higher fluid sale than they have and probably do maintain and can maintain a higher level of average prices than they can. Their manufactured price at the present time is about 11 cents per hundred above ours, but our fluid price compared with St. Paul is 25 cents above theirs, and compared with Minneapolis, 48 cents above. Their fluid sales are 35 per cent of their total and ours about 60 per cent. Their average price for April was \$1.05 F. O. B. city, and ours \$1.46 F. O. B. city. The May figures will show about the same spread. St. Paul milk retails at nine cents and Minneapolis at eight cents per quart. Their gross manufacturing costs are about 20 cents per hundred and their office overhead included in this 20 cents per hundred is about three cents per hundred. While no straight deductions show on the farmers' statements, in reality they are there. Our costs are very low compared with theirs but they are on a firmer basis. They can meet any situation that comes up, for in addition to their plants they have nearly \$600,000 in quick assets.

All their farmers are on yearly contracts and they are sure of no troubles caused by radical agitators. In spite of low prices their good farmers seem satisfied that the association is their best bet and they would lose their market without it.

Our recommendations are as follows:

First: From our observations in this territory, through the Association officers, with dealers and direct contact with the farmers, we are convinced that we cannot do anything in our market until we have a contract.

Second: We believe that the Association dues should be increased a reasonable amount in order to stabilize our market and prepare for any eventualities of the future, and

Third: If market conditions continue in the present condition and production stays on the upward trend, some method for the care of surplus milk should be arranged for in the form of a plant or plants capable of caring for our surplus milk according to the best available markets for our surplus products.

EDWARD HARTUNG  
CHESTER FLETCHER,  
ARTHUR SCHAETZEL

### QUICK ACTION

A farmer became the father of twins, and on learning the news he was so delighted that he hurried to the nearest telegraph office and sent this telegram to his sister-in-law: "Twins today. More tomorrow."

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**MILK PRODUCTION TRENDS****May 21, 1932**

Milk production per cow continued low through April and on May 1 was apparently about 7 per cent lower than the average for that date during the past five years. Total milk production on the first of the month appears to have been about 4 per cent less than a year earlier, the 3 or 4 per cent increase in the number of milk cows being much more than offset by the decreased output per cow.

The proportion of cows milked was about the usual average but in nearly all groups of states production per cow milked was lower than on any May 1 during the last seven years, the only exception being in the South Central States during the Texas drouth of 1925. The lower rate of production appears to have been due to reduced grain feeding, to an acute scarcity of feed in the areas chiefly affected by last summer's drouth, and to late pastures. Farmers in areas where supplies of homegrown feeds were available, were feeding grain but were holding purchases of supplementary feeds down to a minimum. In the Northeast where cows do not go onto pasture until later and where farmers are dependent on purchased feeds, grain feeding has been materially reduced. In the country as a whole, dairy correspondents were feeding 4.8 pounds of grain and concentrates per milk cow per day on May 1 as compared with 5.2 pounds at that time last year.

The condition of dairy pastures on May 1 was reported as 74 per cent of normal compared with 77 per cent last year and the 10-year average of 80 for May 1. The abnormally low condition appears to have been due chiefly to late frosts, and less than average rainfall during April. Dairy correspondents reported their milk cows were securing 35 per cent of their feed from pastures as compared with 38 per cent on May 1 last year. In parts of the drouth area many farmers report the cows were securing all their feed from pasture because no other feed was available.

The trend of milk production during the next few months is largely dependent on pastures, on weather conditions and on prices. Production, particularly in market milk areas, will continue to be affected by the tendency of farmers to reduce the quantity of grain purchased. As the summer progresses production in the Northeastern and North Central areas will probably be more and more affected by the increased percentage of the cows that

freshened last fall, for this means that a smaller percentage of the cows are now fresh or about to freshen. Up to May 1 calves were not being allowed to secure more of the milk than usual but the price of butterfat has fallen so low in some states that it is difficult to tell what adjustments will be made. On the whole, production per cow seems more likely to be below rather than above what would ordinarily be expected, but may seem heavy in comparison with recent drouth years. Therefore, with the increased numbers of milk cows on farms a fairly large supply of milk and of dairy products during the next few months appears to be the prospect.

**PLAN FIGHT OVER MILK LAW REPEAL****See Opposition to Change in Five-Mile Limit Asked by Gallagher**

An attempt by Ald. Sam Gallagher to have repealed the ordinance which provides for pasteurizing all milk sold in Madison in plants located within five miles of Capitol Square will be vigorously fought when the repeal ordinance comes before the common council for action, it was learned recently.

Gallagher claims that by throwing the milk market open to competition outside of the five-mile zone consumers will save money because he believes the prices will be reduced. It was learned that owners of dairy farms in Dane county will ask the common council for a public hearing. It is expected that the Gallagher measure will be referred to the ordinance committee with instructions to hold a public hearing.

It was also reported that some milk producers would not object to extending the zone to the borders of Dane County but that they object to allowing dairymen from outside of the county, and especially from other states, to ship milk to Madison.—Wis. State Journal.

**PRODUCERS GROUP ASKS REPEAL OF STABILIZATION CLAUSE**

Repeal of the stabilization clause, section nine, of the agricultural marketing act, was advocated recently by the executive committee of the National Co-operative Milk Producers' Federation, an organization representing 360,000 farmers organized into co-operative selling associations from coast to coast.

The stabilization clause authorizes the creation and operation of stabilization corporations. Repeal of the clause was asked on the ground that it has not met with expectations of

its proponents; that the stabilization corporations authorized have created much adverse publicity to detriment of the federal farm board; that administration of this clause has retarded the farm board in its administration of the rest of the agricultural marketing act; and that if relieved from responsibility of carrying out the stabilization clause, the board could "concentrate its efforts upon and speed up the work of assisting farmers to thus organize, thus bringing nearer the day . . . when by being sufficiently organized, farmers may themselves with adequate tariff rates on farm products sufficiently stabilize their own industry."

The resolution of the National Co-operative Milk Producers' Federation was announced by Charles W. Holman, secretary.

**WANT DEPARTMENT****RATE—3 CENTS PER WORD****Minimum Charge—\$1.00.**

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Before you buy a farm, see us.

### GREAT EXCITEMENT IN FLY-TOWN

Rumor from fly spring headquarters reports agitators are exhorting the fly-populace against Kem-Trates, the deadly fly spray. They say it is so cheap that dairymen will be apt to use it who formerly paid fly-tribute with blood-money.

The reason Kem-Trates is inexpensive is because the concentrate toxine ingredients are mixed at home with low cost kerosene and machine oil. Ready for use, it costs only about 40 cents a gallon.

Kem-Trates is not an untried product. Formerly large dairies and organizations purchased exclusive rights to mix and use it. The endorsement of these users makes for confidence in its effectiveness.

Fly-time is not far away. Have Kem-Trates on hand and fool those fly "reds" who are trying to get a bill through the legislature prohibiting sprays deadly to pests.

Kem-Trates is shipped direct from Chicago. Orders with remittance may be sent to Richard W. Leonard, Inc., 325 W. Huron Street, Chicago, or to the Association office. The manufacturer will also send C. O. D. prepaid.

### PROPHET PREDICTS BRAN AT \$5 NEXT CROP YEAR

Kansas City, Mo.—A man who at this time last year expressed it as his opinion that the 1931-1932 crop would see bran sell at Chicago for \$9 ton recently prophesied that in the crop year of 1932-1933 bran would sell for \$5 ton, delivered Chicago. Flour millers, if this should prove true, will soon have to figure a debit instead of a credit for their feed when computing flour prices. Millfeed bears see no hope for higher prices so long as the low prices for farm products exist. With abundant grass, they argue, it is obvious that the farmer will avoid all attempts at feeding for increased production since his production is already too great, and he will let his livestock exist as best they can until better prices for the finished product return.

### THE NATIONAL CHEESE PRODUCERS' FEDERATION

The following statement was made by A. H. Lauterbach, general manager of the National Cheese Producers' Federation, to the Wisconsin Council of Agriculture:

"Total pounds of foreign cheese on hand at the present time is 2,500,000 pounds. If we sell this at 10 cents a pound it would equal \$250,000.

"We have accounts receivable for foreign cheese, amount \$100,000, or a total value of inventory and accounts receivable in the foreign cheese pool of \$350,000. At the present rate of sale of foreign cheese, it will be all sold by September 1.

"Our total money borrowed today is \$340,000. In other words, as soon as we have sold all of our foreign cheese and collected the accounts receivable of the foreign pool, we will be able to operate the Cheese Federation without borrowed money."

Production of cheese for the first 18 weeks of this year is about 11 per cent less than last year. The estimated production of evaporated and condensed milk for the first three months of this year is about 15 per cent and over 26 per cent less respectively than the same three months of 1931. Butter production for the first three months of this year was slightly over four per cent more than last year. However, it is estimated that the amount of butter manufactured during April of

this year was under that of a year ago because of the cool, backward spring.

### COUNTY BOARD CAN'T REGU- LATE MILK SALE

#### Attorney General Says Supervisors Lack Power

An attorney general's opinion has advised District Attorney Harry S. Fox of Rock County that a county board has no authority to enact an ordinance regulating the sale of milk.

The county board may, however, organize a county health department and this department may, in turn, make rules and regulations regarding the sale of milk, R. M. Orchardt, assistant attorney general, stated.

### NEW SUPPORTERS

Mrs. Louise B. Weber, Oconomowoc, R. 3.  
G. A. Wonoski, Dousman.  
Mrs. Chas. Wilke, Menomonee Falls.  
Anton Eckstein, Waukesha, R. 7.  
Wm. C. Boldt, Muskego, R. 1.



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The mixing of KEM-TRATES is very simple. Try this new economical method of eliminating your flies. Full directions for mixing and using on each can.

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# Milwaukee Milk Producer

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Milwaukee Co-operative Milk Producers

Volume 5

JULY, 1932

Number 4

## July Fluid Milk Price \$1.75

The price conference held on June 27 to determine the price for fluid milk for July resulted in an agreement on \$1.75 for fluid milk.

The directors held out for \$1.80, but the dealers refused to agree. A motion for a price of \$1.65 made by a dealer was voted against by the directors.

The dealers claimed that there was some milk sold from stores at five cents and some very high fat milk sold under eight cents. After both sides had discussed the entire market situation the motion for \$1.75 prevailed.

The board wanted some changes made in the manufactured price schedule and a committee representing the board of directors will meet with a committee representing the distributors to make such changes as can be agreed upon.

Manufactured price is 55 cents. Five cents less than for May.

The reports of the different dealers follows:

Gridley Dairy Co. reports fluid sales of 49.92% at \$1.75; manufac-

tured or surplus sales of 38.74% at 55c; outdoor relief sales of 11.34% at \$1.52.

Luick Dairy Co. reports fluid sales of 45.67% at \$1.75; manufactured or surplus sales of 43.28% at 55c; outdoor relief sales of 11.05% at \$1.52.

Sunshine Dairy Co. reports fluid sales of 68%, at \$1.75; manufactured or surplus sales of 32% at 55c; and will pay an average price of \$1.37.

Golden Guernsey Co-operative reports fluid sales of 56.78% at \$1.75; manufactured or surplus sales of 33.59% at 55c; outdoor relief sales of 9.63% at \$1.52; and will pay an average price of \$1.32.

The Golden Guernsey Dairy reports that it pays a premium of fifteen cents per hundred for low bacteria count. About 80 per cent of their shippers earn this premium. In order to earn this premium the count must be below 50,000 cubic centimeters. The company charges the producer five cents per hundred for making the bacteria count.

Layton Park Dairy Co. reports fluid sales of 46.38% at \$1.75; manufactured or surplus sales of 37.14% at 55c; outdoor relief sales of 16.48% at \$1.52; and will pay an average price of \$1.27.

## August 20—Picnic Date

At a joint meeting of the board of directors and the advisory committee, held on June 27, it was decided to hold our third annual picnic at Kerler's Grove on Saturday, August 20.

Committees will be appointed by President Hartung and the complete program will be published in the August issue.

If we are favored with good weather our next picnic will surpass the very successful ones of 1930 and 1931.

We are already assured of many good prizes.

Mark your calendar August 20 a closed date.

## FEDERATION RELEASES SLINGER PRODUCERS

A group of farmers in the vicinity of Slinger who had produced milk for Chicago for about ten years but were shut off on January 1, 1931, and later signed on five year contracts to the National Cheese Producers' Federation have been released from the contracts by the latter.

The Federation bought and equipped a plant at Slinger to take care of the milk, which averaged about 50,000 pounds per day.

The returns, however, were so far below fluid milk markets that the shippers were never satisfied, and when a Chicago buyer proposed to rent the plant for six months with an option to buy if he can get a Chicago permit, arrangements were made whereby the Federation handed back the contracts to the farmers.

The latter forfeits a considerable sum of money and the Federation holds the June milk checks for an indefinite period to insure against loss on its investment in the plant and building.

The statement is made that June milk will net the Slinger producers slightly over 50 cents per hundred for 3.50 per cent milk.

They are not promised much more than manufactured price until a permit to ship to Chicago is obtained.

## MILK WAR PROBABLE IN CHICAGO

A new milk distributor known as Meadowmoor Dairy is selling milk in Chicago at 9 cents per quart, or two cents under the price charged by the dairies who buy through the Pure Milk Association.

The new company started in with a supply from Sun Prairie, Wisconsin.

The Milk Drivers' Union claims that the Meadowmoor Dairy is controlled by Chicago gangsters, but the company lays the bombing of their plant to gangsters and say that the Union refused to furnish it with drivers.

If the new dairy makes much headway with 9-cent milk it will be hard to maintain the going price of 11 cents for quarts and 8 cents for pints that now prevails in Chicago.

## NEW DIRECTOR AND NEW MEMBER OF COMMITTEE

Chester Fletcher has been appointed by the board of directors to serve on the board until the next annual meeting in place of John A. Davitz, deceased.

Jos. Ryan of Pewaukee was appointed by the board to take the place on the advisory committee left vacant by the naming of Mr. Fletcher as a member of the board of directors.

## MADISON MARKET

Madison Milk Producers report the average price paid by the Kennedy Dairy was \$1.25 and by the Mansfield Co. \$1.22 for the month of May.

The Madison organization will hold its eighth annual picnic some time in July.

# MILWAUKEE MILK PRODUCER

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## UNIFORM PRODUCTION

Some producers considered the dropping of all tolerance above base for May and June a harsh procedure.

It was. Unusual conditions, however, require unusual treatment.

Let us consider this matter of sending in almost double the amount of milk in May and June that we ship in August and September.

Do we eat or drink two times as much each day in May as we do in August? If we don't is it reasonable to expect that the people in the city will do so?

If they don't use two times as much milk in May as in August what happens to it? Fluid milk can't be stored until a time when supply and demand provide an outlet for it as in the case of condensed milk, butter or cheese. Because milk cannot be kept fresh very long, any amount over daily needs must be manufactured.

If some producers, by good management, and perhaps good fortune to some extent, ship a rather even supply throughout the year ought they take a high surplus because for some reason other shippers to the same company have a very uneven production? Isn't it very much like asking your neighbor to share his hay crop with you when by good management or good fortune he has a good crop and you a poor one?

The man with a fairly uniform supply gained very materially by the May and June deal.

The man who had excess and would make some use of it at home could have butter at ten cents per

pound, skim milk for nothing and whole milk for food or stock feed at forty cents per hundred on his own farm. Cheap feed, even though eggs are only one cent each.

Having excess milk at the low manufactured price ought to bring home to us the fact that it does not pay to ship manufactured milk at present prices bearing in mind that we get that low price whether it is shown as a price for excess or is hidden in an average price.

## THE MARKETING AGREEMENT

Copy of the Marketing Agreement was printed in the June issue of this paper.

Producers have had a chance to study this agreement and it has been discussed at several meetings held in different parts of the territory.

Reports to this office indicate that some producers fear that this agreement will not be popular with the milk distributors. In fact, some producers rushed in to ask the dealers advice about it. Such action excites our curiosity. Have the dealers ever gone out to ask us as individual producers what we thought about their future plans? Do we approve of mergers, etc.? It's not on record that the producers ever were consulted on any such proposition. But before some producers do anything in a co-operative way they feel that they must rush in and, dropping on their knees, say, "Lord God Milk Dealer, what shall I do about this?"

Such farmers must have had their backbone removed and an old dishrag inserted in its place.

No honest, fair-minded milk dealer need fear having the producers bound together by an agreement such as this one is.

The organization must be fair with the dealer and asks nothing of the dealer which is unfair.

As for being fair to the members, the members are the organization.

If any question regarding this agreement was asked of the dealer it might be, "Do you favor scab milk, and if so, why?"

The members of the board and committee are visiting producers, and no doubt every farmer who wants to have a better market for his milk will sign the agreement.

## WHAT'S BACK OF THE BOTTLE OF MILK YOU DISTRIBUTE?

Just what is back of the bottle of milk you distribute? Just what justification have you for getting a fair price for it? An editorial in the Green Springs (Ohio) Echo quotes an authority on farm problems who

vividly describes what is back of the bottle of milk the housewife finds on her doorstep each morning. He says in part:

"Back of it are the broad green fields, the rolling hills, the shining homes and barns of the countryside. Back of it are plants employing thousands of men and women, and express trains and trucks speeding the milk to the city so it may be delivered in perfect condition. Back of it is the prosperity—or the failure—of whole communities, of banks, farms, manufacturing businesses.

"If that bottle of milk sells for a fair price, it means that taxes are met, mortgages are paid promptly, men are given work at good wages. If it sells for an extremely low price—as is the case in many states at present—it means that mortgages are foreclosed, bills and taxes unpaid, stores go into bankruptcy. Back of that bottle of milk, then, are frozen assets, hard-pressed or bankrupt country banks, sheriff's sales.

"A good commodity cannot be produced at too low a price—whether that commodity be milk or wool or automobiles or clothing."

## OUTDOOR RELIEF BUYS CONDENSED MILK

Milwaukee County has displaced about 30 per cent of its fluid milk purchases with condensed milk for people on outdoor relief.

This means more surplus but perhaps the county can't be blamed for trying to save money.

The condensed is bought at 3½ cents per can as against 7 cents per quart for fluid milk.

Fluid milk is still furnished for drinking purposes. Children under two years of age are allowed one quart per day. Children between two and twelve years are given ¾ of one quart.

Considerable waste of milk was reported.

## THE RACINE MARKET

Racine Milk Producers Association reports that fluid milk price for June will be \$2.10 as in May.

The report further says that the per cent of all milk used as fluid was 47.11 for one company and 38.80 for another and that the average delivered price was \$1.376 for one company and \$1.279 for the other. These prices were for the month of May.

## 'NOTHER VERSION

Beneath the spreading chestnut tree  
The village smithy snoozes;  
No nag, since 1923,  
Has been to him for shoes.  
—Pathfinder.

# Morals, Observations and Conclusions

## BUTTER MARKETS

The butter market was very weak throughout the month of June.

The Chicago market on 92 score butter went to fifteen and three quarter cents on June 25 and rode along at that price for the remaining days of the month. Although the storage holdings are considerably lower than last year, most of the people who bought store butter seemed to be afraid to stock up. Either that or else they are, like the farmers, broke and can't buy anything.

Chicago 92 score butter prices for the month of June for the past seven years following:

1925 .....	42+cents
1926 .....	39+cents
1927 .....	40+cents
1928 .....	43 cents
1929 .....	42+cents
1930 .....	32+cents
1931 .....	22+cents
1932 .....	16+cents

For June, 1925, the manufactured price was \$1.76 and the fluid milk price was \$2.50, or a difference of 74 cents.

For June, 1932, the manufactured price is 56 cents and the fluid price \$1.75, or a difference of \$1.19.

Manufactured milk values are figured out in exactly the same way, but skim milk had a manufacture value of 30 cents in June, 1925, and 5¼ cents today. Butter was worth more than 2½ times as much in 1925 as it was in June, 1932.

From this it would seem that your board has been rather successful in keeping the fluid price up in comparison to manufactured values.

It may be argued that manufacture values should be higher.

Perhaps so. Another way to get a higher average price is to get people to use more. Are we all doing that?

Then, too, if we fit our production to market needs more closely we will not have so much 57 cent milk coming to market.

Plymouth, Wis. — Present plans call for the erection of a dairy manufacturing plant in connection with the National Cheese Federation's warehouse here. It is proposed to make cheese only at the beginning but later to install equipment for making butter and other dairy products.

## IS YOUR DEALER PAYING BARGAINED PRICE?

In this market we have what is known as a two-price plan.

The dealer pays the bargained price for all of the milk which he sells as milk, and manufactured price for all milk manufactured.

Heavy production per farm, new dealers coming in and taking customers away from established dealers, price cutting or rebating and discounting have caused dealers who hold their prices to lose customers and thereby have a large surplus.

The dealer who has a low surplus decides that he can pay a flat price, which is as high or a little higher than the dealer burdened with a high surplus pays. It's often much lower than the fluid price and gives the flat price dealer a chance to cut prices, furnish higher testing milk or some other thing to gain customers.

The practice goes on until all dealers have to lower the price in order to hold customers. Then the farmer must take a cut.

What method does your dealer follow? If you are selling to a price cutter you are helping to lower the price of your own milk.

Some haulers are very anxious to pick up milk for the price cutter. These same haulers squeal like a stuck pig if they have to take a cut but are very anxious to help out the price cutting dealer.

## THREE-CENT LARD

In May, the wholesale price of lard sank to three cents. That means tragedy to the great Midwest that sends its corn to market by the pork route. In these days of low prices it might be thought that this price of lard was but a reflection of general conditions. This is not so.

The price of lard is in a great measure attributable to two matters that are now receiving the attention of the Farm Bureau organization and deserve still further action.

First of all, the price of lard reflects the decreased demand for the product. The decreased demand is the accumulative result of fifteen years of faulty education and propaganda.

There has been developed a nation-

wide prejudice against the use of pure lard as a food product. Skillful publicity by lard substitute manufacturers has found its way to the housewife. The Home Economic Departments of our great Land Grant Colleges have fallen victim to this publicity.

The story does not need retelling here. County farm bureaus interested in the price of lard should act. See that sources of prejudice are removed. Hold demonstrations, re-establish a demand for lard as a food product.

The second cause for the price of lard is found in the one and one-half billion pounds of vegetable, animal and fish oils and the raw materials from these oils which annually pour into this country from the southern seas, northern orinetal countries and from the west coast of Africa. These products compete not only with the hog raiser of the Middlewest but with the dairyman and the producer of vegetable oils, cottonseed, and soy beans.

The A. F. B. F. seeks proper tariff protection from this unfair competition. Individual members, by letter and direct message, can aid in securing adequate protection. Such protection will add directly to your income.

## MILK TESTS ARE LOW

The average herd has dropped in test from one to one and a half points since May 1 and the same drop is shown in the tests of bottle milk.

Our laboratory makes test on bottle milk bought from the wagon or from stores in order to check on the fat content.

April milk was testing from 3.55 to 3.70, while samples taken on June 24 of nearly all dairies bottled milk ranged from 3.45 to 3.60. One small dealer's (a price cutter) bottle testing only 3.30.

The village milkman took his recent purchase in horseflesh to the blacksmith to be shod. The smith regarded the weary looking scarecrow critically, and finally he said: "You ought to have a horse there some day. I see you've got the scap-folding up."

## JUNE MILK PRODUCTION

Milk production for the United States at the beginning of June was about the same as a year ago. The production per cow was about three per cent under last year, but the number of cows is estimated to be three or four per cent larger than a year ago, leaving the net output of milk about the same as last year. During the present month, milk production increased in the Dakotas and some of the other states where hay was very short last year. In many of the principal dairy states, pastures are poor this year and milk prices are so low as to discourage extensive grain feeding. According to crop reporters for the United States, milk production per cow in their herds at the beginning of the present month was 17 pounds per day as compared with 17.59 for last year and 17.37, the five-year average.

In Wisconsin, the production of milk is also about the same as a year ago. Production per cow in the herds of crop reporters averaged 21.7 pounds this year as compared with 22.7 last year, but the increase in the number of cows about offsets the decline in production per cow. Milk prices reported for May averaged 80 cents per hundred pounds, which is the lowest May milk price reported since 1906, when the price was also 80 cents per hundred. The revised average for April is 86 cents per hundred, which is also the lowest for that month since 1906.

Much less grain is fed on dairy farms than a year ago. Dairy reporters indicate that they were feeding only about 15.5 pounds per farm at the beginning of June as compared with 23.2 pounds a year ago, a reduction of 33 per cent. About 87 per cent of the feed for dairy cows at the beginning of the present month was being obtained from pastures. The number of calves being raised is somewhat smaller than a year ago, though the change is not as great as those reported during recent months. Apparently, in June of last year the number of calves raised had already fallen to a rather low point, and with the cheap milk and the promise of fairly good crops there probably will be nearly as many calves raised this summer as were raised a year ago.—Wis. Crop and Livestock Reporter.

Wisconsin milk must be powerful stuff. It is blamed by Chicago policemen for the blowing up of a south side Chicago dairy plant. It seems that the manager had posted a sign which read: "New low prices on milk and cream from Wisconsin farms, etc."—The Milk Dealer.

## EFFECTIVE FLY SPRAY

Warm weather has brought flies out of hiding. They seem delighted to find that bossy is still good eating.

Hundreds of orders have begun to come in for Kem-Trates, which you will find advertised in this issue. This fly concentrate is sent to you direct from Richard W. Leonard, Inc., 325 West Huron St., Chicago, Illinois. You can send your orders to them or to the association.

A quart of this concentrate is to be added to nine gallons of kerosene and three quarts of cheap lubricating oil which will give you ten gallons of dependable fly spray. This is not only valuable for cattle, but kills ticks, lice, mites and hog-lice.

Kem-Trates is not an untried product. The association learned from original endorsements that it has been used by many of the largest dairies and stock farms in America and Canada for over eleven years with absolute satisfaction. Other dairy associations have sold it and recommended it.

Order in time to have Kem-Trates on hand when flies cause distress and loss.

## OTHER MARKETS

H. D. Allabach, president of the Inter-State Milk Producers' Association, Philadelphia, Pa., discussing changes in the selling plan for the Philadelphia market says that "the co-operating dealers in our territory have lost quite a lot of business which has gone over to distributors who have started in business and are not buying their milk strictly on the Inter-State plan. This has added quite an additional amount of basic milk to our market to be taken care of in some way."

In other words it has brought more surplus to that market.

## OTHER MARKETS

Headlines in the Michigan Milk Messenger say: "Price Situation is Serious." "Shall Cheap, Unorganized Supply Set the Price for May Milk?" "Association Price Must Meet Competition."

The O. K. Co-operator of Oklahoma City says that "With 85 per cent surplus we are able to pay for all the milk 24 cents per pound butterfat." That would mean 84 cents per hundred for 3.5 per cent milk.

Two brothers, operating competitive barber shops in a small Illinois town, are staging a price war. They should be in the milk distributing business.

## DOES IT PAY?

Despite all assertions to the contrary, farming is of necessity becoming a business, and to succeed we must adopt businesslike methods. Granted that we do not get a fair show with the manufacturer, railroads and public utilities as regards surplus, marketing and taxes, the fault is largely our own. I believe that every problem affecting agriculture could be successfully answered by farmers individually and collectively asking and answering a three word question about every phase of agriculture. Does it pay?

First of all, does your farming operation pay as a whole? Are you earning six per cent on your investment and a fair labor income on top of that? Annual inventories will show that roughly. From that starting point it is up to the individual how much farther he wants to go into detail with cost accounts for each and every department. These usually do pay.

Agricultural engineering must answer many of these "Does it Pay?" questions, as it can and will if given a chance. Does it pay to get a combine? A tractor? Does it pay to use fertilizer and what kind and amounts? Does it pay to tile drain and what will it cost? Does it pay to use electricity? Gasoline? Does it pay to grow legumes? Does it pay to lime?

In short, what labor saving machinery and crop practices can we adopt that do pay? Much depends on our individual conditions. Practically every notably successful farmer is also a good agricultural engineer in the broadest sense of the term. My sole point is that all that is necessary to success is to continually ask this question and shape our operations by the correct answer.

Probably we will keep on doing some things that do not pay because we like to do them, but if we do let's admit it and blame no one but ourselves for the loss they cause in wasted time and money. Dabbling in small areas of crops without proper machinery and fertilization is a good illustration of this point.

Perhaps the most important question is: "Does it pay me to sell my crops as an individual unit in competition with my neighbors across the road and in the other states, or do we need nation-wide organizations to control the orderly marketing of our crops?" That should start something.—R. C. Frazee, in Dairymens League News.

## A HEALTH COMMISSIONER TALKS TO FARMERS

Syracuse, N. Y.—Dr. Shirley W. Wynne, health commissioner of New York City, addressed delegates and members of the Home Department of the Dairymen's League in annual meeting here recently, choosing as his subject: "Milk—A Public Trusteeship."

"We realize in New York that good milk cannot be produced unless the dairyman is receiving a sufficient return to permit him to buy proper feed to take the right care of his cattle and his milk. We believe, however, that the best way to increase the returns of the dairyman is to increase consumption and to obtain a better control of production," states the Commissioner.

"There is considerable competition among dairymen and dairymen's organizations which tend to reduce the price received for milk by the producer. If I were asked how dairy farmers can obtain better prices for their milk, I would say, stop unfair competition, control your surplus, prevent its use in demoralizing markets, and give every possible aid to our campaign for the increase of consumption.

"As long as a portion of the dairy farmers of the New York milk shed permit their supplies to be used by unfair competitors in the consuming area, or allow any portion of their milk to be sold at cut prices in trade fights, just so long will the industry be disorganized and the returns to dairymen low."

## THE JUNE AVERAGE PRICE

The average price paid by most of the dealers for June milk is a disappointment, as we hoped for a price about 10 cents higher than in May. Instead of this hoped for advance in the average price we find some companies paying less.

Sunshine Dairy, which recently started to retail milk, shows a higher average price.

Condensed milk is undoubtedly cutting in on fluid milk sales and of course the lower sales to the Outdoor Relief will be a large factor in July.

It's up to every producer to try in every possible way to induce city people to use more fluid milk.

## MANY SIGNING AGREEMENTS

Reports are coming in that the agreements or contracts are being signed up very fast in some sections.

In the south and southwest part of the territory a sign-up of 90% is indicated.

Practically every producer admits that a strong organization is needed.

Signing of the agreements is a very important step in building a stronger co-operative.

## TWIN CITIES MILK PRICE FOR MAY

### Quantity Increases Over Two Million Pounds

We are paying \$1.00 per hundred for 3.5% milk delivered Twin Cities for May.

Our production for the month was 2,362,513 pounds more than for May last year and the total amount of surplus to be manufactured was over two-thirds of our supply.

As pointed out elsewhere other large Associations are as low as sixty cents per hundred for surplus milk. This is the price prevailing at country points in many districts and in some large cities it is the price delivered.—Twin City Milk Producers Bulletin.

"Producers are being cheated out of thousands of dollars in milk returns by a new price cutting pest who is appearing in some sections of the metropolitan market," said J. A. Coulter, secretary of the Dairymen's League Co-operative Association, in a recent interview.

"I am referring to these fellows who deliberately start in the milk business without buying any business, but with the idea of getting all the trade they can from legitimate dealers by ruthlessly cutting prices, then sell out, pocket the money and move on to greener pastures."

"When legitimate dealers are forced to reduce their prices in order to protect their own business against this menace," declared the league secretary with some heat, "we are promptly accused of price cutting or of charging different prices to different dealers."

These dealers are found principally in the bottled trade to stores and their operations are made possible because they are able to obtain their supplies of milk readily from unorganized sources. As a rule such a dealer invests practically nothing in the business and plans to stay in it only until he forces someone to buy him out to get rid of him. During the past week such milk has been offered to stores at from four to five cents per quart below the established prices.

Wise men learn from fools, but fools never learn from wise men.

## AN OUNCE A DAY

"Let us all unite in a nation-wide milk campaign under the slogan, 'An Ounce a Day Keeps the Surplus Away!'" so says Sam Greene of the California Dairy Council. Mr. Greene means by this that if the 54 million people who live on farms and in cities under 2,500 population would consume one more ounce of milk daily than they do now, there would be no surplus of dairy products in the near future.

Let us put in another way. If all farmers and their wives of this country would each drink a pint of milk daily and their growing children each a quart, there would be a shortage of dairy products.

What would be the situation if each farmer and each member of his family ate the average quantity of cheese that is consumed in Switzerland, the quantity of butter recommended by food experts?

## A LITTLE WEE PUP

A little wee pup with his soul in his eyes

Owens me for his lord and his master;

The wealth of affection his puppy heart holds

Is mine throughout joy or disaster.

He comes at my call, let me call when I will,

And regardless of wind or of weather

He'd trudge uncomplainingly numberless miles,

So long as we traveled together.

This little wee pup with his soul in his eyes

Takes patiently all of my teasing;

He wriggles and wrestles and tumbles and bumps

Just happy to know he is pleasing.

If I should be weary, he lies at my feet,

Alert but awaiting my pleasure,

His silky ears listening for word of release

When he may be gay without measure.

Oh, little wee pup with your soul in your eyes,

How can I deserve your devotion?

How can I live up to the standard you set

Of friendship and tender devotion?

This thing I would whisper within your soft ear—

"Forever and aye I'm your debtor! I've given you bread, but you've given me love!

For knowing you I shall be better."

—B. Y. Williams.

## FARMERS SENTENCED IN IOWA T. B. ROW

Two recent decisions in Iowa courts upheld the Iowa state law requiring tuberculin testing of cattle. In reporting the circumstances to the U. S. Department of Agriculture, Dr. J. A. Barger, federal inspector, says that in one case two farmers from Cedar County, J. W. Lenker and Paul Moore, were sentenced to three years each in the Iowa State Penitentiary at Fort Madison, and were also assessed the costs of the trial. These men were convicted by a jury in a Jones County Court for conspiring to incite Cedar County farmers to resist the testing of cattle for tuberculosis.

The other court decision denied an application by G. H. Peverill of Waterloo, Ia., for a temporary injunction enjoining the state department of agriculture from testing his herd of 44 dairy cows.

The court declared that testing of cattle is a measure of public health and should not be delayed or stopped because of the remote possibility that a healthy animal may be negligently condemned or the test found not infallible.

These decisions are in keeping with four previous court decisions, before four different judges, in which the Iowa tuberculin testing law was upheld, says the department.

## EIGHT HOGS TO ONE

Hogs brought \$2.90 per 100 lbs. at the Kansas City stockyards Wednesday to set a new all-time low for that market. With pork selling at this ridiculous price it should not be very hard for manufacturers to see what has happened to the demand for a large part of their goods. It takes eight hogs today to produce the amount received for one during the war when the price was \$23.40 per hundred pounds.

The consequences of such a sensational drop in prices have not been altogether removed by a simultaneous decline in the cost of the goods the farmer purchases. His hogs are now only worth a fraction of what they were in dollars and cents. They are worth a small part of what they were a few years ago in terms of almost anything he buys.

There is sufficient explanation for a large part of the paralysis of purchasing power that has shut down factories and stifled industry in the cryptic market report that "hogs" brought a top price of \$2.90 per 100 pounds." Until the disparity between farm and factory prices,

which reaches a new extreme in this market quotation, is corrected, no general prosperity for the country can ensue.

It will not suffice to raise all prices by some process of inflation. A reasonable relation and a semblance of parity between the price of crops produced and the cost of articles consumed on the farm must be restored at whatever level prices are established.—St. Paul Pioneer Press.

## WHEAT MILLFEEDS SHARPLY LOWER

Wheat feed prices have undergone a sharp downward revision, reaching the lowest level since early in October. Other feeds were unchanged to slightly lower. Demand for all feedstuffs was generally limited while supplies were being pushed into trade channels. Pastures continued to improve, and farmers and feeders were securing a greater proportion of their requirements from this source. Cottonseed, linseed and alfalfa meals were weak, reflecting in part the good progress of the new crops. Gluten feed prices were cut 20 cents per ton at many markets and hominy feed was unchanged to somewhat lower. The index of feed prices declined very sharply from 47.9 per cent of the 1926 basic level of 100 per cent on May 17, to 44.8 per cent on May 21 and then receded somewhat more slowly to 44.2 per cent on May 24. This compares with the seasonal low of 42 per cent reached on October 6. Wheat feeds and alfalfa meal are at approximately their seasonal low of Oct. 6, while hominy feed and gluten feed are below that level. In contrast, cottonseed meal, linseed meal and soybean meal are above prices on that date.

## Pastures and Ranges

Pasturage conditions were largely good during the past week although rain is needed in the central part

of the country and would also be helpful in the northern great plains and parts of the Southwest. General improvement was noted in the Western grazing sections where many ranges are now reported excellent. One of the outstanding features of the week's weather was the substantial to heavy rain in the Southeast which effectively relieved the drouthy conditions that had developed in that section.

## Wheat Millfeeds

Further seasonal reduction in demand and more than ample supplies forced wheat feeds sharply under prices of a week ago. A part of the decline in recent weeks represents a reaction from the prior advance when the trade anticipated substantial governmental purchases of bran for grasshopper poison bait. The average price of bran at the important markets of Minneapolis, Buffalo, St. Louis and Kansas City at the peak of the advance about mid-April was \$15.28 and compares with the May 24 figure of \$9.38 ton. Supplies which were held back to meet the prospective poison bait demand have recently been placed on the market. The pressure of these supplies, together with a gradual recession in demand, with the betterment in pastures, made for an unusually weak situation.—Feedstuffs.

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Milwaukee's Largest Outlying Bank

# Clark Asks "Even Break" for Holstein Milk on City Marts

Sees Discrimination in Ordinance Rules Demanding Extremely High Testing Product

By E. M. CLARK, Holstein Ass'n of America

Years ago the federal government realized the unfairness of a high butterfat requirement in milk and adopted the widely known federal definition for milk which reads as follows:

"Milk is the whole, fresh, clean lacteal secretion obtained by the complete milking of one or more healthy cows, properly fed and kept, excluding that obtained within 15 days before and five days after calving, or such longer period as may be necessary to render the milk practically colostrum-free."

For a number of years the federal score card for milk had a fat requirement of four per cent for what was termed a perfect milk.

As this is a relative proposition depending on the purpose for which the product is to be used, the government finally realized the unfairness of the rule and revised the card, leaving out the fat requirement of four per cent and adding a note that reads as follows:

"Any sample failing to comply with the legal standard for bacteria, fat or solids not fat, shall be debarred from competition."

## Discrimination Evidenced

According to government estimates, 43.5 per cent of all the dairy cattle in the United States are registered and grade Holsteins.

These Holsteins produce approximately 70 per cent of the nation's milk supply.

The average butterfat test of Holstein milk is approximately 3.4 per cent.

An ordinance with a high butterfat requirement discriminates against Holstein milk, and is in effect class legislation.

There is no evidence on record which proves that a high test milk is more desirable or better for the health of the public than Holstein milk which contains a moderate amount of butterfat.

As a matter of fact for infant feed-

ing, for invalids and those on a prolonged milk diet, Holstein milk is prescribed by the leading authorities of the medical profession. A few quotations from the medical literature follow:

## What Doctors Say

Dr. E. A. Sweet, United States Public Health Service, on page 4 of supplement No. 31 says:

"The output of Jersey and Guernsey cattle is relatively richer in fat than that of other breeds.

"Holsteins generally produce a milk in which the fat is low in quantity and the emulsification more perfect.

"For this reason their product is considered a better milk for the use of infants, as fat curds are less apt to form during the process of digestion."

Dr. Walter Reeve Ramsey in his book, "Care and Feeding of Infants and Children," says: "The caloric value of ordinary cow's milk (Holstein) is practically the same as woman's milk, 19 to 21 per ounce or 620 to 670 per quart. In selecting a milk for young infants, Holstein or ordinary grade cow's should be preferred to that from Jerseys or Guernseys."

## Ayrshire Milk O. K.

In the book, "The Infant and Young Child," written by Morse-Wyman-Hill, appears the following: "The milk of Ayrshire and Holstein cows is much more suitable for babies than is that of Jerseys or Guernseys, because it contains less fat, the fat is more finely divided, and the proportion of volatile fatty acids is lower. The milk of Ayrshire and Holsteins should, therefore, always be used if it can be obtained and is clean."

Holstein cow's milk is giving splendid results in hospitals, sanitariums and public institutions of every character. It is largely for that reason that most institutions which have dairy herds have selected Holsteins.

## "Discrimination Unfair"

In view of the fact that Holstein cattle and Holstein milk are of such great public health importance and of such vast economic value in the dairy industry, it is grossly unfair and unjust for any city to pass an ordinance which discriminates against Holstein milk. An ordinance which legislates Holstein milk off the market is unjust and illogical.

For instance, suppose you had a fine herd of Holstein cattle, free from disease, and you were producing a high quality milk.

This milk would be low in bacteria, clean and cold, untampered with, ready for market just as the cows produced it, yet would not

## WANT DEPARTMENT

RATE—3 CENTS PER WORD

Minimum Charge—\$1.00.

In computing amount of remittance, add six (6) extra words if wanted published under Blind Address.

Bold Type—Double Regular Rates.

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REMITTANCE MUST ACCOMPANY ORDER.

**TINNING**—We retin milk cans for \$1.75 each; 5 or more, \$1.50 each. Batteries charged, 50c. East Side Tin Shop, Waterford.

**CHICKS** — Buy state accented chicks. Also special mating of our own improved stock. The Milwaukee Hatchery, at Brown Deer, Highway 100, Station F, Route 10, Milwaukee.

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Before you buy a farm, see us.

meet the high butterfat requirement in your local city. In your city there may be babies and invalids that are dying for the need of your milk.

The local physician may prescribe your milk for these patients, yet it is impossible for you to sell this milk within the city. On the other hand you can take some carbonated water, add a little sweetening and flavor to it, put it up in bottles, label it "Drink More," and sell it anywhere in any city. Doesn't seem reasonable or just, does it?

### THE BOARD AND ADVISORY COMMITTEE

On this page is a picture of the members of the board of directors and the advisory committee.

This group of men, all of whom are producers of milk for this market, have spent considerable time in conference on conditions in this market.

Practically every producer knows that all markets are in very bad shape and every member of the group has tried to keep the market from utter collapse.

### DIRT! DIRTY DIRT!

Over four thousand farmers who produce milk for this market are spending money to convince the consumers that Milwaukee has a clean, healthful milk supply and that more of it should be consumed.

When a certified milk producer advertises his milk as **clean** milk, not **cleaned** milk, he is deliberately trying to injure the good name of our product.

Pretty rotten advertising, and a man must be devoid of conscience to resort to such methods.

### THOSE JONESES AGAIN

Newedd—"I wonder why it is we can't save anything?"

Mrs. Newedd—"It's the neighbors, dear; they are always doing something we can't afford."—Tid-Bits.

"I hear my son has owed you for a suit of clothes for three years."

"Yes, sir; have you called to settle the account?"

"No, I'd like a suit myself on the same terms."

Butcher—Round steak, madam?

Bride—The shape doesn't interest me, so long as it's tender.

No man can be wholly bad who is truly loyal, even though his loyalty be devoted to a mistaken ideal.

## Board of Directors and Advisory Committee



**Sitting, left to right**—Chas. E. Miller, Geo. W. Drought, Edw. A. Hartung, Chas. F. Dineen, Wm. Kerler, Fred Wiefenbach.

**Standing, left to right**—Fred Lueneburg, Fred Klussendorf, Albert Malchine, Olaf Dukleth, A. C. Kleckhaefer, Ed. Brewin, Paul Bartelt, E. W. Krumhus, Robt. E. Hasselkus, Reinhold Kressin, Chester Fletcher, A. A. Wiedmeyer, Walter Leister, John Wick, Robert Halter, Arthur Schaetzel.



## Hundreds are Using Kem-Trates ARE YOU?

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**FOR 40c A GALLON**  
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1 Quart KEM-TRATES, \$ 2.50, makes 10 gals. FLY SPRAY  
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Send checks either to your Association Office, direct to us or, if you prefer, we will send C. O. D. prepaid.

**RICHARD W. LEONARD, INC.**

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CHICAGO

# Milwaukee Milk Producer

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AUGUST, 1932

## A New Deal for August Milk

The board of directors and the distributors met on July 26 to bargain for the price of August fluid milk.

The distributors wanted to buy milk at a lower price but the board would not submit to a cut. When it became evident that no agreement could be reached, adjournment was taken until July 29 when a committee of the dealers was to meet a committee of the board.

The board acting as a committee of the whole met the dealers on July 29 and it was again found impossible to agree on a price for fluid milk.

It was then agreed that each company pay the same average price for August that it had paid for July providing however, that if the average price of butter for the month of August is 22 cents per pound or higher each dealer would pay five cents per hundred pounds more in August than in July.

July manufactured milk figures out at sixty cents per hundred pounds or an increase of five cents over June.

The reports of dealers who have their figures tabulated are as follows:

Gridley Dairy Co. reports fluid sales of 47.59% at \$1.75; manufactured or surplus sales of 42.67% at \$0.60; Outdoor Relief sales of 9.74%

at \$1.52; and will pay an average price of \$1.23.

Luick Dairy Co. reports fluid sales of 43.82% at \$1.75; manufactured or surplus sales of 46.76% at \$0.60; Outdoor Relief sales of 9.42% at \$1.52; and will pay an average price of \$1.19.

Sunshine Dairy Co. reports fluid sales of 60% at \$1.75; manufactured or surplus sales of 40% at \$0.60; and will pay an average price of \$1.29.

Golden Guernsey Co-operative reports fluid sales of 52.14% at \$1.75; manufactured or surplus sales of 38.49% at \$0.60; Outdoor Relief sales of 9.37% at \$1.52; and will pay an average price of \$1.29.

Layton Park Dairy Co. reports fluid sales of 48.32% at \$1.75; manufactured or surplus sales of 38.07% at \$0.60; Outdoor Relief sales of 13.61% at \$1.52; and will pay an average price of \$1.28.

Blochowiak Dairy Co. will pay an average price of \$1.35.

The following June reports were not ready for the June "Producer:"

Wilke Dairy Co.—Average price for June \$1.22.

Standard Dairy Co.—Average price for June \$1.35.

Badger Milk Products Co.—Average price for June \$1.02.

Bauman Dairy Co.—Average price for June \$1.35.

## Annual Picnic

As announced in the June issue, the annual picnic will be held on Saturday, August 20.

Same place as last year—Kerler's Grove, Highway 100 and the Cold Spring Road.

President Hartung appointed the following directors on committees, with the privilege of drafting helpers from the membership.

Music—A. C. Kiekhaefer; Refreshments—Wm. Kerler; Milk Bar—Fred Klussendorf and Charles Mil-

ler; Ice Cream and Drinks—Paul Bartelt and Ambrose Wiedmeyer; Games—George Drought and Edwin Schmidt; Information—Chester Fletcher; Bingo or Corn Game—John Wick; Grounds—Edward Hartung; Speakers—Charles Dineen.

Every effort will be made to make this a bigger and better picnic than the ones we had the past two years.

Arrangements have been made to have a microphone and loud speaker  
(Continued on page 4)

## WHY SHOULD I SIGN A MARKETING AGREEMENT

???

The board of directors and advisory council of The Milwaukee Co-operative Milk Producers after very careful consideration have decided to put all the inspected milk of the Milwaukee area under an agreement, to obtain very definite improvements in the market.

All dairy products as we all know have been very low in price, and during such times it is very difficult to maintain a profitable market and at the same time keep out cheap competitive milk.

However, this is the natural milk shed for the Milwaukee market and has been, and probably always will be, the area from which that market draws its natural supply, providing all parties concerned—farmers, consumers, and dealers—receive a square deal.

Therefore, inasmuch as we farmers are now specialists in the production of a uniform supply of uniformly good milk, and because of the fact that this production is expensive, we must be assured of a protected market under a fair agreement for our product.

WE BELIEVE THIS AGREEMENT WILL MEAN, first, Assurance that outside milk will not be brought into this market as long as we can supply the demand; second, that price cutting will be eliminated and that dairy products will no longer be the football of unscrupulous dealers, who feel that the only way to obtain business is to cut prices and therefore eventually bring down all prices to all producers; third, protection for the legitimate dealer, large or small, from unfair trade practices either in the manner in which milk is purchased or in regard to sales methods.

DO NOT FAIL TO SIGN THE AGREEMENT.

IT MEANS MONEY TO YOU.  
IT MEANS A STABILIZED MARKET.

IT MEANS BETTER LIVING CONDITIONS.

IT MEANS THAT EVERY SIGNER IS A MEMBER AND A VOTER.

SEE ANY MEMBER OF THE BOARD OR ADVISORY COUNCIL.

# MILWAUKEE MILK PRODUCER

Owned and Published by

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Chas. F. Dineen, Managing Editor  
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Milwaukee.

## DIRECTORS

A. C. Klekhaefer, R. 2, Thiensville.  
John Wick, R. 2, Menomonee Falls.  
Fred Klussendorf, Pewaukee.  
Ed. Schmidt, R. 1, Box 58, Brookfield.  
Chas. E. Miller, R. 1, Box 104, So. Milwaukee.  
Paul Bartelt, Jackson.  
Ambrose Wiedmeyer, Jr., Richfield.  
Chester Fletcher, R. 3, Waukesha.

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## THE JULY AVERAGE PRICE; AUGUST PROSPECTS

The average price for July milk is much lower than was expected.

Production was quite high for the first half of the month. Allowing the tolerance of 45% above base was a factor for many producers were exceeding their base. During the very hot weather production decreased very fast but came back almost as quickly when the weather changed.

The usual summer slump in sales was more serious because Independence Day fell on Monday, many people leaving town on Friday and not returning until Tuesday.

Some of the smaller dealers took on shippers fearing a shortage. Practically all of these shippers were already shipping to the city so that it was a transfer of shippers from one company to another rather than new milk coming into the market.

New dealers selling at cut prices and of course buying at a lower price than the established dealers are getting some business.

Conditions in this market are very much as they are in other markets, heavy production and a falling off in consumption.

While we have no reports from other cities for July the June figures show heavy receipts and decreased consumption.

The average producer who has no direct contact with the consumer has a hard time trying to understand how people can buy less food for he reasons that people must eat.

But the farmer who brings in vegetables and fruit and sells direct to the consumer has the fact that

people can and do get along with less food brought to his notice in a very forceful manner.

There are good reasons for believing that milk production will be high in the coming months.

Wisconsin Crop and Livestock Reporter says "that grain production is above last year." With the very low prices quoted on this big crop most of it will be fed. Corn is a wonderful crop to date all through this area.

"Cash Crops," says the same report, "have been greatly reduced." There is nothing much left for the farmers to get any cash from except dairy products. The question then arises how much more can be poured into a channel that is already almost overflowing.

The bright spot in the picture just now is the improvement in cheese and butter markets and the small amount of these commodities in storage.

Condensed milk is being sold at a ridiculously low price but that condition may be remedied if cheese and butter markets continue to show strength.

## MORE MILK USED

More milk in the school lunch and a greater use of milk in the home are two tangible results of the experimental health program conducted in six elementary schools and one high school in Akron, O., by the faculty and students under the supervision of Mrs. Ethel Austin Martin, nutrition specialist of the National Dairy Council. Even in the face of shrinking receipts in the high school cafeteria, owing largely to economic conditions, milk sales have continued to increase during the Dairy Council program until the number of quarts of milk advanced ahead of the number of dollars in receipts.

In Central High School, where no health program was in progress, the number of "A" lunches, which include a cup of milk, a serving of fruit or vegetable and two substantial foods, remained practically stationary throughout the school year. The Council program in the Garfield High School presents a contrasting picture—the percentage of good lunches nearly trebled, increasing from 11 per cent to 30 per cent within a period of five months. The difference in the milk consumption in these two high schools is even more remarkable in view of the fact that the high school pupil has arrived at a sophisticated age difficult to impress by the usual health education methods.

Notwithstanding the fact that pupils bought a much greater quantity

of milk in the school lunchroom, they also influenced their own families to buy more milk at home. Evidence from a survey made of the sales records of dealers who furnished milk to these families show that they fully maintained their purchases of milk even though there was a somewhat generally declining trend in home consumption throughout the city as a whole. This seems even more remarkable when it is considered that the families are located in a section of the city occupied by factory workers chiefly, where unemployment or at its best, only part time work, is the rule rather than the exception.

A double check on the home milk consumption was obtained through a survey made by the teachers. After the milk lessons were begun a spectacular change took place. The proportion of children drinking one cup or less of milk daily decreased 40 per cent and the number taking four cups increased 55 per cent with only a slight change in the groups using two and three cups, respectively.

## OUR MARKETING AGREEMENT

Directors and Committeemen who are asking producers to sign the marketing agreement are finding most farmers in a receptive mood. An occasional producer raises the objection that he wants to be independent and sell when and how he pleases.

That attitude, carried to its logical conclusion, means that he does not want to work with his fellow farmers and that he feels that he can go it alone and deal as an individual with organized industry.

The question arises, Is a man giving up his independence or rather is he not benefiting because by organizing all farmers will become more independent?

When this country of ours declared itself independent of England there were those who were afraid to sign because of fear of what might happen. The names of those Tories do not shine very bright in the pages of history today.

The man who says that he doesn't want to try anything different to make a more stable market must be rather well satisfied with things as they are.

A famous patriot once said, "If we don't hang together most assuredly we shall all hang separately."

We might well say today unless we all work together we will all starve separately and that would be a high price to pay for so-called independence.

# Morals, Observations and Conclusions

## INFORMATION

### TO WHOM IT MAY CONCERN:

We, the undersigned, Directors of the Milwaukee Co-operative Milk Producers, hereby swear that we own no stock in any dairy concern operating in the Milwaukee Metropolitan Market with the exception of the Milwaukee Co-operative Milk Producers.

CHARLES DINEEN,  
EDW. A. HARTUNG,  
FRED E. KLUSSENDORF,  
CHESTER W. FLETCHER,  
A. C. KIEKHAEFER,  
PAUL W. BARTELT,  
AMBROSE A. WIEDMEYER,  
JOHN WICK,  
CHAS. E. MILLER,  
WM. KERLER,  
EDWIN SCHMIDT,  
GEO. W. DROUGHT.

Sworn to and subscribed to before me this 26th day of July, 1932.

WALTER W. ROCKTESCHEL,  
Notary Public, Milwaukee Co., Wis.  
My commission expires Dec. 23, 1934.

### Notarial Certificate

Walter H. Rockteschel,  
Notary Public, Milwaukee Co., Wis.

State of Wisconsin, County of Milwaukee, ss.

Office of the Clerk of the Circuit Court.

I, C. C. Maas, Clerk of the Circuit Court of County of Milwaukee, in the State of Wisconsin, the said Court being a Court of Record and having a seal, do hereby certify that Walter W. Rockteschel is a Notary Public, duly commissioned and qualified; that his commission was dated December 24th, 1930, and will expire December 23rd, 1934, that I am well acquainted with his signature, and verily believe his signature above written is genuine, and that the seal thereto attached is a correct impression of his official seal.

Given under my hand and seal of said Court, this 28th day of July, 1932

C. C. MAAS,  
By Alex. F. Butzke, Deputy Clerk.

### THE MILK PITCHER

The family milk pitcher, star of the good old days when milk drinking by the whole family was in vogue, is staging a triumphant comeback in a restoration movement instigated by the National Dairy Council. The slogan, "Put the milk pitcher back on the table," sets the tempo for the campaign. On posters, stickers, stationery, dealer statements and window displays this slo-



Put the  
MILK PITCHER  
back on the table

gan is featured showing the family pitcher in silhouette with a milk bottle and glasses against a cool green background.

A detailed chart of organized activities for rural and small town communities has been planned by the Council for the use of state extension departments, county agents and other agencies sponsoring rural projects. Agricultural colleges in eight dairy states are already organizing forces to put the program into effect. Dairy dealers from many parts of the country are using the Milk Pitcher campaign to stimulate increased milk production in their own territories.

Shifting and enlarging the educational appeal for dairy products to include the family as a group is the major appeal through which the Council will stimulate dairy products consumption in this campaign. The drinking of milk by adults in the family will be stressed, especially at the same time continuing the emphasis on increased dairy products consumption by the school age members of the household.

To help stabilize the dairy indus-

try by building an increased outlet for dairy products is the Council's prime purpose in the Milk Pitcher program. According to government estimates, the number of dairy cows on farms is continually increasing. The extremely low prices for feeding grains, and all other farm products, are making it necessary for farmers to depend more and more upon the dairy cow for immediate cash returns.

These conditions present a problem. It is the belief of the National Dairy Council that it is possible to somewhat stabilize the dairy industry and possibly increase, to some extent, the price of butterfat by increasing consumption through constructive educational work in rural communities. According to the last census, there are approximately 54 million people classified as rural, representing some six million farm homes. There is an opportunity of securing an increase in consumption of dairy products in these communities and on the farms, which should give some immediate relief to the present depression in dairy prices.

On the western coast under the leadership of the California Dairy Council, a similar program has been instituted entitled, "Swallow the Surplus." The idea of this campaign, too, is to increase the use of dairy products at the source. The slogan of the California plan is "An ounce a day, keeps the surplus away."

Visitor: "Well, sonny boy, how do you like your new little sister?"

Child: "Oh, she's all right, I guess; but there are lots of things we needed worse."

### NEW SUPPORTERS

Wm. Blohm, Wauwatosa, R. 7.  
Arthur Helm, Muskego, R. 1, Box 23.  
Chas. Whitehouse, Waukesha, R. 3.  
Clemente Dambruch, Waukesha, R. 3, B. 95.  
Paul E. Rindt, Waukesha, R. 3, Box 82.  
James McNeil, Waukesha, R. 3, Box 97.  
Chris. Salentine, Waukesha, R. 4, Box 174.  
Jacob Eckel, West Allis, R. 4, Box 338.  
Arthur Huebner, Oconomowoc.  
Walter M. H. Borchardt, Oconomowoc, R. 2.  
Carl Hoppe, Lake Beulah, R. 1.  
Arthur C. Butke, Lake Beulah, R. 2.  
D. V. Fitzgerald, Brookfield, R. 1, Box 59.  
H. Ruck, Muskego, R. 1, Box 127.  
Wm. A. Beltz, Mukwonago, R. 2.  
Frank Kiehl, Mukwonago, R. 2.  
Herbert Hanke, Mukwonago, R. 2.  
Walter Nedderson, Waukesha, R. 3, B. 106.  
Edwin Stark, Mukwonago, R. 2.  
H. C. Hammond, Mukwonago, R. 2.  
Armand H. King, Mukwonago, R. 2.  
William Raht, Mukwonago, R. 2.  
H. P. Lied, Port Washington.  
Nic. N. Pierron, Fredonia.  
Albert Goschey, Belgium.  
L. B. Mayer, Belgium.  
John Deples, Fredonia.

**ANNUAL PICNIC**

(Continued from page 1)

ers so that the music and the voices of the speakers will be heard all over the park.

Attendance prizes offered to date follow:

The Carborundum Co.—2 No. 57 Carborundum brand files.

Blatz Brewing Co.—12 boxes mint buttons.

R. Laacke Co.—1 Kan't Kome Off Kow blanket.

Follansbee Bros. Co. (Mr. H. H. Wherry)—1 "Security" milk can.

Chas. A. Krause Milling Co.—4 25-pound sacks Amerikorn calf meal; 4 50-pound sacks Koo Koo egg mash; 4 50-pound sacks Koo Koo scratch grains; 2 100-pound sacks Amerikorn dairy ration.

Square Deal Feed Stores—1 ton bran.

Mitchell Mfg. Co.—3 milk stools and 1 steel frame park bench.

Andis Clipper Co.—1 animal clipper.

Pabst Corporation—8 cards—each good for 6 bottle package of Pabst Blue Ribbon brew.

The Three Schuster Stores—1 water set.

John Herda—A coil of heavy rope.

John Ludwig—Wheelbarrow.

Geuder-Paeschke & Frey Co.—1 No. 14 "Sky Test" milk filtering strainer; 1 No. 22 "Sky-Test" milk filtering strainer.

Milk will be served free and free-ly. It is presumed that most families will bring lunch, but dinner will be served by the ladies of a Hales Corners church at a moderate price to those who do not care to bring lunch with them.

**LIVESTOCK SHIPMENTS**

In this issue we print a letter from Mr. William Wenzel, President of the Equity Co-operative Livestock Sales Agency.

Many of our readers haul livestock direct to the Milwaukee Stockyards and Mr. Wenzel believes that better results can be obtained by consigning to the co-operative agency rather than to the private commission houses.

Arrangements may be made for co-operative consignments whereby shares will be issued and dividends paid on the business transacted. This would not mean that each man could not haul his own stock just as he does now.

It would seem very much worth any farmer's while to study this arrangement for better returns would be very desirable.

**MORE MILK COWS TO FRESHEN IN FALL**

The number of milk cows and heifers to freshen in the next four months is substantially greater than the number on hand last year, reports to the Crop Reporting Board of the U. S. Department of Agriculture indicate.

In the commercial dairy herds for which freshening dates were reported, the number of cows due to freshen in the next four months was 13 per cent greater than the corresponding number a year ago. These same herds showed freshenings during the last eight months only one per cent greater than during the same period of last year.

Although the average change in all herds may be less than in these commercial herds, which have an average of 11 cows per farm, there appear to be some important market milk areas in the Northeastern and North Central States where the increase in fall freshening will be more than 13 per cent.

Since, in most sections, less than half of the November milk supply is normally produced by cows freshening between the first of July and the last of October, a 13 per cent increase in cows freshening within that period would ordinarily not increase milk production in any month by more than 6 per cent, provided there has been no change in number of cows freshening in other months and no changes in prices, feed conditions, weather and other factors involved. However, the present shift toward early fall freshening, following the steady increase in fall freshening in the last three years may result in a disproportionately large supply of late fall and winter milk in some market areas.

The department makes the suggestion that where the current shift toward fall freshening seems likely to result in locally heavy market milk supplies by a year from this fall, farmers may find it best to breed this summer, for spring freshening, some of the heifers and cows that they have been planning to hold over and breed later for freshening in the fall of 1933.

A man bought some sausages and asked his landlady to cook them for his breakfast.

"How'll I cook them?" she asked. "Fry 'em like fish," replied the lodger.

The next morning, when the landlady served them, she remarked: "I hope you'll enjoy your breakfast, sir; but there's not much in these things when they're cleaned out."

**WISCONSIN CROPS**

Marked acreage changes have occurred in Wisconsin's crops this year. In addition to a slight expansion in the general crop acreage of the state, there is also a notable shift within the cropping system. Cash crops and hay show pronounced acreage declines, and there are corresponding increases in small grains and corn.

The basic reasons for these changes lie in the fact that for the past two years the cash crop situation has been rather unsatisfactory, and with the large livestock population on the farms of the state, more and more of the acreage formerly used for cash crops is being devoted to feed grains and corn used for the maintenance of the state's livestock. There is a marked decline in the hay acreage due mainly to the drought of 1931 which destroyed about half of the new seedlings in the state. The reduction in tame hay acreage was made even larger by winter killing of clovers and alfalfa and by a rather dry spring. In addition to the clover losses by winter killing, there is a serious loss in alfalfa, which crop in spite of large seedings last year, shows a decline of 19 per cent in area from a year ago.

Crop conditions at the beginning of the month averaged below normal for the state. While the western, southwestern, and southern counties were generally in good condition, there was a pronounced shortage of rainfall in northern and eastern, as well as some of the central counties. In fact, at the beginning of the present month many areas were reporting the third drought year in succession. The month of June averaged considerably warmer and drier than normal, most of the drought coming during the first half. During the last half of June and the first part of July there have been widespread rains throughout the state, and the drought was generally broken. Crop conditions have improved materially in recent weeks.

The rains came too late, however, to increase in any large way the yields of tame hay, which are averaging considerably under normal. Small grains, while looking fairly well, are headed out on short straw and suffered considerably from the dry weather of early June. The indications are for only medium yields of the small grain crops for the state as a whole, though some sections are above normal. Corn and potatoes look well, and seem to have good prospects, corn being well advanced for this time of the year.—Wis. Crop and Live Stock Reporter.

# PRIZE WINNERS

This is a list of the people who won prizes last year at our delightful picnic: Elmer Tess, Frank Holtz, Carl Kloth, John Giese, Otto Lucht, Art Felsing, Harvey Klumb, Wm. Ernest, John Wick, F. Nuller, H. C. Kruepke, Karl Wolman, E. Hackbarth, A. Palmershime, H. Gutman, Wilbur Kurth, J. Prochnow, Alfred Till, L. Stillwell, M. O'Connell, R. A. Heaton, P. Schoessow, Frank Loomis, Frank Kuecher, H. Nacker, P. Gosewehr, H. C. Berger, W. Schilt, E. R. Fisher, Frank Hansen, Jos. Link, Mrs. Bartsch, Mrs. H. C. Hoppe, Mrs. Conrad, H. Waeur, F. Sadler, Mr. Krohn, Fritz Mueller, Dorothy Krohn, L. Bergholtz, John Henges, Ted Vollmer, Ruth Kurth, Frank Loomis, H. Kruepke, B. Dobberpuhl, Erick Schmeling, Louis Lemke, David Hass, Wm. Kressin, Emil Ehlke, Jno. Krueger, H. A. Fraederich, Elmer Acker, C. Wellauer, Ed. Hause, Rud. Bublitz, Roy Arsand, Edward Boldt, Henrietta Volkmann, Mrs. Wittkopf, Adolph Schmidt, A. Schmeling, Frank Matter, Edward Hause, N. A. Jaeger, Leo Kugeawa, John Krueger, Peter Baden, M. P. Dineen, Chas. Jaeger, Walter Kirchhoff, Oscar Rietz, Chas. Wolmann, Oscar Bellin, Edmund Bublitz, A. Palmershime, Geo. W. Drought, Mrs. J. Falk, Jos. Fieder, Jos. Stigler.

Let us see where the prizes go this year.

Come early and bring the family. All farmers who produce milk for the Milwaukee Metropolitan market and their families are invited.

Shawano, Wisconsin.

Mr. Chas. F. Dineen,  
Milwaukee Co-operative Milk Producers,  
1633 North 13th Street,  
Milwaukee, Wisconsin.

Dear Mr. Dineen:

One of the most important requirements for success in co-operative marketing is organization along all lines of farming, because it gives additional strength to organization. This is especially important so far as the Wisconsin farmer is concerned because he produces several products. What he gains through co-operative organization in the marketing of one product, he may lose because of lack of co-operation in the marketing of another product.

One of the most effective ways in which co-operation can prove of benefit to the farmer is organized marketing of livestock. There is on the Milwaukee terminal market a co-operative sales agency, the Equity

Co-operative Livestock Sales Association. This co-operative aims at giving the farmer who has livestock to sell facilities for marketing his livestock co-operatively and in an organized manner. It aims at eliminating all the extra costs which are due to the marketing of livestock through commission firms and other private agencies. Its object is to give the livestock farmer an influence on the terminal market and thus secure a better price, through higher bargaining power. The influence of this association depends on volume. The more volume it controls the better will it serve the interests of the farmers. As president of the Equity Co-operative Livestock Sales Association it is my wish and hope that every member of the Milwaukee Co-operative Milk Producers' Association will consign his livestock to this co-operative sales agency. The Milwaukee Milk Producers know what co-operative organization has done for them in the sale of their milk. It can do as much in the sale of their livestock. This will not only be of benefit to them in the sale of their cattle and hogs but it will add considerable strength to the entire co-operative movement. In their own interest I urge the members of the Milwaukee Co-operative Milk Producers to ship their livestock to the Equity Co-operative Sales Agency and add strength and power to this co-operative agency and reap substantial benefits themselves.

Hoping that the members of your organization will decide to ship their livestock to the Equity Sales Agency at Milwaukee, a farmer-owned and farmer-controlled organization, I am

Sincerely yours,

WILLIAM F. WENZEL, President,  
Equity Co-operative Livestock Sales Agency.

Society Woman: "See that you exercise care when doing your work. All my floors are highly polished and in excellent condition."

Plumber: "Oh, don't worry about me slippin', mum. I've got nails in me boots."

\* \* \*

Barrister (sneeringly): "You seem to have plenty of intelligence for a man in your position."

Witness: "If I wasn't on oath, I'd return the compliment."

\* \* \*

Jill (angrily): "I told you I objected to your kissing me last night."

Jack: "Well, I didn't kiss you last night. I waited until now."

# WHY WORRY?

Just consider a moment: There are only two reasons for worry; either you are successful or you are not. If you are successful there is nothing to worry about. If you are not successful there are only two things to worry about, either your health is good or you're sick. If you are sick there are but two causes to worry about; you are either going to get well or you are going to die. If you are going to get well there is nothing to worry about, but if you are going to die there are only two things to worry about, you are either going to heaven or to the other place. If you go to heaven there is no need to worry. If you go to the other place you will be so busy shaking hands with your old friends that you will not have time to worry.

# DAIRY COUNCIL ADVERTISEMENT

One of the advertisements now running in Milwaukee newspapers appears in this issue.

This is the type of newspaper ads that the Milwaukee Dairy Council is using to promote milk sales.

Consumption of milk in Milwaukee has kept up remarkably well as is shown in the following clipped from The Michigan Milk Messenger.

"Keep It Up—Detroit." The following facts have just been released by the Detroit Department of the Inter-Chamber Health Conservation contest, which shows the capita consumption of milk in the large cities of the United States. You will notice that Detroit has the highest per capita consumption of these cities.

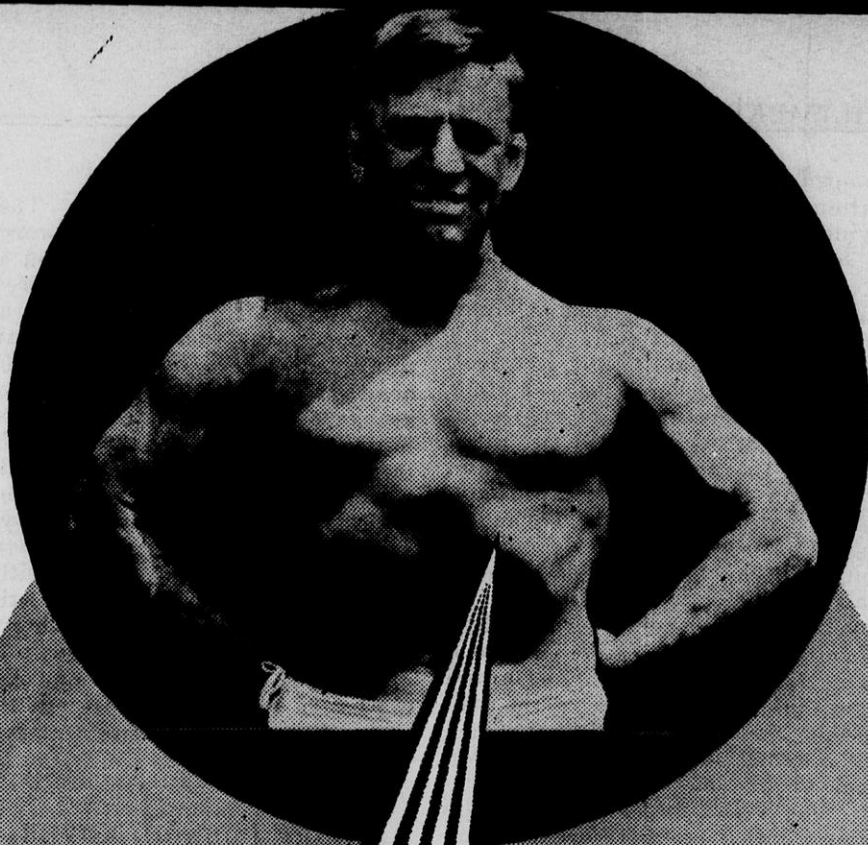
City	1931	1930
Baltimore, Md. ....	0.46	0.5
Buffalo, N. Y. ....	0.81	0.8
Detroit, Mich. ....	0.92	1.0
Milwaukee, Wis. ....	0.90	0.7
Pittsburgh, Pa. ....	.085	0.8
Philadelphia, Pa. ....	.073	0.9
San Francisco, Calif. .	.065	0.7
St. Louis, Mo. ....	0.68	n.e.

Detroit shows a slightly higher per capita consumption than Milwaukee for 1931 but it also shows a falling off from the 1930 figure while Milwaukee shows a gain.

Man: "Could you help a poor fellow who has just come out of prison?"

Housewife: "You should be ashamed to own it."

Man: "I didn't own it, mum. I was only a lodger."



**Man is only  
as young as  
his Arteries**

# **PAVE THE ARTERIALS OF YOUR SYSTEM with MILK**

Your arteries are the channels which carry the blood from the heart to the tissues of your body. They are the highways of your blood travel and transportation of nourishment. Keep them in correct condition; else they break down, close up . . . and there are no detours. The proteins, the phosphorus, the iron, the calcium in milk all are materials that furnish nutrition for your arteries to carry to your blood, nerves, bones and bodily tissues; and which are necessary for the right upkeep of your system's entire physical condition and health. That's why again . . . drink milk plentifully; with every meal, between meals, at night before you go to bed.

MILWAUKEE DAIRY COUNCIL

REFUEL

WITH

MILK

**NOURISHMENT YOU NEED**



## MILK PRICE READJUSTMENT PHILADELPHIA MARKET

Owing to current economic conditions in the dairy industry and in the marketing of fluid milk particularly, some readjustment of the prices paid producers in the Philadelphia Milk Shed has been found necessary, so that the marketing situation could be brought more in line with conditions existing in the industry on the whole.

After repeated conferences with co-operating buyers in the Philadelphia area, it was agreed that the provisions of the Philadelphia Selling Plan be continued until further advised. That we continue, also until further notice, the provision under which producers will be paid, at basic prices, for 90 per cent of their established basic quantities and that 10 per cent of the production, up to and equal to the basic quantity, be paid for at a cream price.

It was also decided that a reduction of 14 cents per hundred pounds be made in the prevailing price paid for basic milk and that 20% be added to the average price of butter used monthly in computing the price to be paid for surplus milk.

These various provisions became effective on July 1, 1932.

The program for the 1933 Philadelphia Selling Plan has been deferred until August, pending a clearer insight into what the productive and consumptive rate in the future may be.

## SPECIAL OFFER

The Andis Clipper Company has a special offer to make to the farmers for thirty days. If any farmers wish to get information regarding this offer write to the Andis Clipper Co.—1640 Layard Ave., Racine, Wis.

## SURVEY MILK SUPPLY OF IOWA CITIES

Des Moines, Ia.—A survey of the milk supply of many Iowa cities and towns will be conducted during August and September through the co-operation of the Iowa department of agriculture, state department of health, dairy department of Iowa State College, the American Child Health Association and local health authorities of the various cities, according to plans announced by the co-operating organizations.

"The plan for conducting the survey contemplates a traveling laboratory from the Child Health Association, a bacteriologist from the college and two inspectors from the department of agriculture," stated M.

G. Thornburg, secretary of agriculture.

"The data will show the temperature at which the milk is delivered, the bacterial count, sediment test, butterfat, whether the milk is raw or pasteurized and whether the cattle have been tested for tuberculosis."

## DIRECTORS NOT STOCK HOLDERS IN MILK COMPANIES

Because of rumors current in the shipping territory that the directors hold stock in dairy concerns the directory signed an affidavit stating that they do not own stock in dairy companies. This affidavit is published in this issue.

Another silly rumor claiming that some of the officers are related to executives of the large companies is being circulated.

All of this foolish talk has been started by enemies of the co-operative marketing movement. Not a word of truth in any of these rumors.

## STATE FAIR

We will have space in the Dairy Building, State Fair Park, during the entire fair.

All milk producers are cordially invited to make this booth their headquarters when visiting the fair.

Some member of the board of advisory committee will be present.

There will be comfortable seats for those who wish to rest and relax.

Port: "Why do you suppose there are fewer train accidents than there are automobile accidents?"

Pert: "Well, I guess maybe it's because the engineer isn't in the habit of hugging the fireman."

\* \* \*

Autoist (to man he has knocked down): "Here's two dollars; I'll send you some more if you'll give me your address."

Victim: "Say, what's the game? You can't run over me on the installment plan!"

Wife: "Where have you been all evening?"

Hubby: "At the office."

Wife: "Then you must be made of asbestos. Your office building burned down two hours ago!"

## WANT DEPARTMENT

RATE—3 CENTS PER WORD

Minimum Charge—\$1.00.

In computing amount of remittance, add six (6) extra words if wanted published under Blind Address.

Bold Type—Double Regular Rates.

Blind Address — 25c EXTRA to cover postage in sending out replies from this office.

REMITTANCE MUST ACCOMPANY ORDER.

**TINNING**—We retin milk cans for \$1.75 each; 5 or more, \$1.50 each. Batteries charged, 50c. East Side Tin Shop, Waterford.

## MILKING MACHINE RUBBER

For All Makes of Milkers  
At Nearly Half Price

Free Trial—Improved teat-cup suitable for all pipeline milkers. Better, faster milking. Allowance made for old shells. Save money on all milking machine equipment. Write for price list today, stating name of your machine.

RITE-WAY PRODUCTS CO.,  
Dept. C, 4009 N. Tripp Avenue, Chicago

**FOR SALE**—Milking or springing cows for sale at all times, at reasonable prices. Arthur J. Hall, Postoffice Thiensville, Wis. Farm 1½ miles north of Granville Station on County Trunk F.

Phone W. A. 2368-M or St. Martins 100 J-3

## JOHN W. LUDWIG

Farm and Barn Equipment,  
I. H. C. & J. Deere Lines,  
New Idea Spreaders,  
Tractors,  
Milking Machines,  
Electric Motors,  
Frigidaire Systems,  
Radios and Vacuum Cleaners

HALES CORNERS, WIS.

## SAFETY!!

SAFETY for your deposits should be your prime consideration. U. S. Government supervision of Federal Reserve Members plus over

**\$300,000,000.00**

in assets of the Wisconsin Bankshares Corporation makes your selection of this bank as your depository a wise choice.

## BADGER STATE BANK

Fond du Lac and North Avenues at 21st Street

Milwaukee's Largest Outlying Bank

### ATTENDANCE PRIZES

There will be some very fine prizes given to the lucky holders of tickets at our picnic on August 20.

The Andis Clipper Co. of Racine promised one of their electric clippers.

Geuder-Paeschke & Frey Co. are sending out a No. 14 and a No. 22 Cream City Sky-Test Milk Filtering Strainer and a carton of 100 cott filtering disks for each strainer.

Laacke Tent & Awning Co. offer a Kan't Kome Off Kow Blanket.

Olsen Publishing Co. a milk strainer.

Mr. Wherry of Follansbee Bros. Co. a Security Milk Can.

Square Deal Feed Stores and Chas. A. Krause Milling Co. have been very liberal.

Many other people are offering good prizes.

### OTHER MARKETS

The Dairymen's League News reports very heavy production for a month of June with a net pool price in the two hundred mile zone of 89 cents of which 81 cents is paid in cash and a certificate of indebtedness to be issued later of eight cents. Cartage to country plant paid by the producer.

Detroit Milk Market for June. All members in the Detroit area receive the same price for June delivered 80 per cent base. This price is \$1.50 per cwt., quoted as delivered Detroit carrying 3.5 test.

Detroit dealers pay 10 cents per cwt. of the \$1.60 price paid for base milk received in Detroit into the pool fund. This fund is then prorated by the association to members whose base milk is kept out of Detroit thereby bringing their price for base milk up to \$1.50.

June milk in excess of 80 per cent base brings a price of 57 cents per cwt. for 3.5 test at country stations. This is three and one-half times the average Chicago butter price of 16.29 cents.

The butterfat differential is three cents per point above or below 3.5 test. The retail price per quart delivered to homes is 9 cents.

Racine, Wis., fluid price for July was \$2.10 per hundred. The average price paid by one company was \$1.33 and its competitor paid \$1.20.

Old Gentleman (in street car): "Has anyone here lost a roll of bills with an elastic around them?"

Dozen Voices: "Yes, I have."

Old Gentleman (calmly): "Well, I just found the elastic."

The bald-headed man with a heavy growth of beard illustrates what's wrong with agriculture; the production's good, the distribution poor.

"See here," the Indian inspector declared, "it is a violation of the law now to have more than one wife, and the law must be obeyed. When you get back home you tell all of your wives, except one, that they can no longer look upon you as their husband."

"You tell 'em," suggested the Indian after a moment's reflection.

On the old-fashioned, narrow highways, just wide enough for two cars to pass, many a time a couple of cars would collide; but now they're building highways much wider, enabling three or four cars to smash at one time.

"I want an E string, please," said the violinist to the London music seller.

"I'm a new 'and at this business, sir," explained the clerk as he took down the box. "Would you mind picking it out yourself? I 'ardly know the 'es from the shes."

Farmer—Do you know anything of agriculture?

Applicant—Yes, sir!

Farmer—From which side do you milk a cow?

Applicant—From the outside!

Guest: "Did you ever hear of the straw which broke the camel's back?"

Innkeeper: "Yeah. Why?"

Guest: "Well, you'll find it upstairs in that bed in Room 17."

Billy: "Say, ma, what's an eight-day clock?"

Mother: "One that will go eight days without winding, dear."

Billy: "Then how long would it go if you did wind it?"

### HARDLY!

Will the operation be a dangerous one, doctor?

Oh, No! You can't expect a dangerous operation for fifty dollars.

If somebody has put something over on you, remember there are more than a hundred and twenty million people in America who have never played you a single nasty trick.

Maid: "But my father doesn't like you very well."

Youth: "That's nothing; my whole family objects to you."

### EXPLAINS SEASON VARIANCE IN MILK FAT TESTS

By J. C. McCan

The fat content of milk generally tests higher in fall and winter than in spring and summer, according to J. C. McCan, state creamery inspector, Extension Service, New Jersey Agricultural Experiment Station. This variance, he says, is a natural occurrence largely due to the effect of a rising temperature and high humidity on the system of the cow.

"The decline in fat tests about the time the cows are turned out to pasture and the subsequent gradual rise during the fall coincide with seasonal changes in the feeding and management of the herd," states Mr. McCan. "For this reason it has been commonly assumed that the decline in test is due to the watery nature of the grass eaten by the cows. The rise during the fall is attributed to a return to the winter ration of grain and other dry feeds. Experiments, however, reveal that cows receiving the same ration throughout the entire year show a similar tendency toward a decline in fat test during the spring and summer with an increase again towards winter.

"The seasonal variation of fat tests may be obscured or exaggerated by changes due to the stage of lactation. Cows calving in late fall and early winter are ending their lactation during the early fall months when it is natural for milk tests to rise slightly. Advancing lactation, in raising the percentage of fat, acts in conjunction with the seasonal effect. Cows freshening in late spring may test low during the first months of lactation and high during winter. The following spring, when the cows are drying off, season and advancing lactation work against each other and the per cent of fat remains more constant for the last few months of the lactation period.

"Tests made by the Sussex Milk and Cream Company in 1930 and 1931 on composite samples of milk from 550 farms, delivered to 10 country plants located in Sussex County and New York, revealed that the highest average test was obtained in November, 1930, and December, 1931. During both years the low point was in April and the test remained near this low point until early fall. The average difference between the high and low points for the two years was over .16 of one per cent. Among individual milk producers the variation was much greater."

Sergeant (at police station):

"What! You back again?"

Prisoner: "Yes, sir. Any letters?"

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 5

SEPTEMBER, 1932

Number 6

## September Price

No agreement on a price for September fluid milk could be made when the directors met the distributors on August 26.

The distributors were rather strong for a fluid price of \$1.65 per hundred but most of them finally announced that they would agree to \$1.70. The board rejected that offer and the meeting adjourned to August 29.

On the latter date no higher price than \$1.70 per hundred for fluid milk was offered by any buyer. After a great deal of argument a proposal to have each company pay the same average price for September that it paid for July was made.

This was strenuously objected to by several buyers who expect a higher surplus in September than they had in August.

All buyers finally agreed to pay the same price for September as was

paid by them in July except that if butter averages 22 cents per pound or higher five cents per hundred pounds of milk shall be added.

Any excess milk or criticized milk kept by the dealer for separation will be paid for at the manufactured price for September.

Chicago 92 score butter, U. S. Government report, averaged 19.41 cents for the month of August. The August manufactured price is 71 cents per hundred.

The different companies will pay as follows for August milk:

Badger Milk Products.....	\$1.08
Bauman Dairy Co. ....	1.44
Blochowiak Dairy Co.....	1.35
Gridley Dairy Co. ....	1.23
Golden Guernsey Co-operative.	1.29
Layton Park Dairy Co.....	1.28
Luick Dairy Co. ....	1.19
Sunshine Dairy Co. ....	1.29
Wilke Dairy Co. ....	1.25

## Our Picnic

Good weather, good music, a good speaker, a splendid natural grove and last but not least a loyal army of farm families all combined to make our third annual picnic a great success.

A public address system was used for the first time to carry the music and voices of the speakers all through the park. This feature was very well worth while.

A complete sellout of ice cream, candies and chocolate milk long before the crowd left surprised those in charge of refreshments.

More milk was given away than at any former picnic and the supply was exhausted at 4 o'clock.

The bingo game, played to capacity all afternoon, was called at 7:30 P. M. because of darkness. John Wick insists that we must have electric lights hereafter.

The games and contests for the youngsters and such of the grown-ups as cared to join in were well conducted by Mr. and Mrs. Edwin Schmidt and Mr. George Drought and daughter Mrs. Ellerson.

We wish to thank everyone else who contributed their services to make this picnic a success.

All of the directors and the members of the advisory committee were introduced and said a few words of welcome.

Mr. Wilbert Witte, chief of the bureau of co-operative marketing of the Wisconsin Department of Agriculture and Markets, just back from a tour of the eastern milk markets and the sessions of the American Institute of Co-operation gave an inspiring and instructive address.

We take occasion to thank our friends who donated prizes to be given away at the picnic.

We trust that the lucky winners will also thank the generous donors.

A list of the prize winners, the prizes they won and the names of the givers is printed in this issue.

If you drink pasteurized milk three times daily for 85 years—you certainly won't die young.

## INDICT CHICAGO MILK CO-OP. GROUP

The latest development among milk producing interests in the Chicago area was the indictment by a McHenry county grand jury of 55 members and officers of the Pure Milk Association, collective bargaining organization of dairymen, on charges of conspiracy and unlawful assembly.

Circuit Judge E. D. Shurtleff set bonds for those against whom the action involves, including Don N. Geyer, manager of the Pure Milk Association, and declared they would be arraigned within a few weeks.

Two members of the association, Clarence Bromwell and John Konicek, are said to have been charged in indictments with resisting police officers.

McHenry county has been the scene of considerable disorder as the result of milk marketing controversies. The Pure Milk Association has a large membership in the territory and there is friction between this group and the independent dairymen. In April there was a riot at the farm of August Thurnow, independent dairyman. Thirty cans of milk belonging to Thurnow and other independents were dumped in the disturbance. Manager Geyer is reported to have settled with the non-members for the milk. Bromwell and Konicek were arrested at the time of the Thurnow episode.

W. C. McQueen, dairyman and president of the Pure Milk Association, in a newspaper statement was said to have declared that the indictments in McHenry county constituted a challenge and that the association "would fight it out to the end."

## ONE PINCH AND YOU'RE OUT

The theater usher had warned the couple that unless their child kept quiet they would have to leave with money refunded.

The curtain had just fallen on the second act when Ikey turned to his wife and asked, "Vot do you tink of it?"

"Rotten," replied Rachel.

"Vell, then," whispered Ikey, "pinch de baby."

# MILWAUKEE MILK PRODUCER

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## THE HOLIDAY MOVEMENT

The daily papers carry stories about the farmers holiday or farmers strike in Iowa and other corn belt states.

That there is very little organization, and no united sentiment backing this movement, is self-evident.

If the great majority of Iowa farmers were for the holiday there would be no need of patrolling the roads to prevent shipments of live stock, grain and perishable products, such as milk and garden produce.

Of course grain and livestock may be kept from the market for a time without loss to the owners. Perhaps prices would advance to a point where a profit could be made by the producers.

If all of the withheld products then came upon the markets prices would drop right back to the old level.

Highly perishable dairy products could not be held and must be destroyed each day to a great extent. The dairy farmer will not destroy his products to strengthen a strike for the live stock and grain farmer, who only holds his in storage.

Another angle of the case is the danger that the consumer may find that being deprived of certain foods for a time, he can get along with smaller quantities of such foods and will purchase less when the producers decide to again market their products.

It is a fact worth mentioning that no great sentiment for withholding farm products has developed around large centers of population. In such

localities the producers are more market minded. They know that orderly marketing is sound marketing. They know that consumer goodwill is a valuable asset.

They know that people can and will go without many foods that are considered everyday table necessities if circumstances makes it hard to get such foods. They know that people in the cities are getting along on much less food than in other years for the very good reason that almost three-fourths of the people in the large cities have no buying power.

Let the people get used to living with a very limited amount of dairy products and then try to get them to use such products freely.

Every farmer's marketing organization in this country realizes that the producers are having a very hard struggle to get along and keep body and soul together. They know that these tough times are not of the farmers' making but they are not in favor of so-called farmer's strikes, for they know that nothing of lasting benefit to the farmers can be obtained by such measures. As has been pointed out by various authorities if people cannot buy butter at 20 cents per pound they can not buy it at 40 cents, and so it goes all along the line.

## SEDIMENT IN MILK

Due to the long period of dry weather, perhaps, there has been more discolored sediment pads than usual.

In wet seasons cows pastured on low lands always come in with muddy udders.

The careful producer cleans the mud off and seldom has trouble.

But the dry weather makes dusty lanes and yards and the cow's hair becomes full of this fine dirt which shakes down as the cow is milked and the result is dark sediment pads for it is almost impossible to strain this fine dirt out.

Brushing the udders and flanks is the only way to get the dust out. Going over the udder and teats with a damp cloth after brushing will also help.

Nothing is easier than fault-finding; no talent, no self-denial, no brains, no character are required.

## LISTEN TO THE MOCKING-BIRD

Wife (at bathroom door): "Dinner's on the table, John. Hurry and finish your bath."

Husband: "Coming, dear! Just one more stanza and I'm through."  
—Boston Transcript.

## LOWER FLUID MILK PRICES PREVAIL EVERYWHERE

The fluid milk market report issued on August 12, 1932, by the Bureau of Agricultural Economics of the U. S. Department of Agriculture, indicates that fluid milk prices throughout the United States have been working continuously lower this year and that all factors are relatively less favorable to a stronger market at the present time than they were in 1931.

Production dropped off very sharply after the peak was reached in early June, 1931, while this year not only was the peak reached several weeks later, but the milk flow was also relatively better maintained since that time, due to lower feed prices, better pasturage, more ideal climatic conditions and the continued efforts of farmers to make the cash income derived from milk as large as possible, inasmuch as milk prices still rank high in relative returns compared with other farm products.

The consumption situation also continues to prove less favorable than a year ago, falling short of other years. Not only is the buying power of consumers still decidedly lower than it was a year ago, but the weather, so far, has also continued more temperate in areas of heaviest consumption.

In eleven of the major markets the price paid for Class I milk was lower than in our market, despite the fact that our market is demoralized by destructive competitive conditions. The net prices received for all classes in nineteen of these markets is lower than our net price. — Dairyman's Monthly Review.

## EXCESS MILK

With the old production plan in mind some producers are puzzled when they find that they have excess milk in July and August.

Previous to this year there were no restrictions on milk shipped during July, August, September, October and November. This year the base made by a producer in 1931 plus 45 per cent is the amount that he may ship in the above mentioned months at the average price. Any milk over that shipping allowance will be paid for at manufactured price. Excess can be kept at home if the producer chooses.

The same base and tolerance is allowed for December but that month is not a base making month.

Meditation is what we call idleness if we catch anybody else at it.

# Morals, Observations and Conclusions

## FARM EDITOR PLEADS FOR LENIENCY ON MORTGAGES; AVOID FORECLOSURE, ADVICE

### Only Reasonable Course to Pursue Now, He Says

Clifford V. Gregory, editor of *Prairie Farmer*, has come forward with a proposal by which the foreclosure of farm mortgages may be avoided and the rights and best interests of both debtors and creditors be conserved.

Mr. Gregory is not urging legislation of any kind to bring about such an arrangement, but urges that the parties to these perplexing deals get together on some workable basis that will not snuff out the financial life of the debtor, but will give him a chance to work out his own salvation, and at the same time make available for the creditor as much as is reasonably possible under the conditions.

### View Obviously Correct

Gregory takes the stand, obviously correct, that debts that cannot be paid will not be paid, a self-evident truth. The fantastic post-war ideas of some of the European nations about how Germany should be "soaked" in the matter of reparations have had to be revised and the figures have been reduced to a point where it is reasonably possible for the German people to see their way out.

At the present time many farms are mortgaged for amounts far above what they would bring at forced sale. Foreclosure involves a lot of expense, all of which must come out of the sale price of the property, and it is very plain that the creditor stands to lose heavily and the debtor to be doomed to destitution in very many cases, doomed with his family, to start again at scratch and carve out a new place in the financial world.

The only way to pay farm mortgages is with farm products, and farmers are now struggling along and trying to meet obligations and taxes with hogs at three to four dollars a hundred and milk at 50 cents to a dollar, with the basis of these obligations laid when hogs and milk were worth three times as much, and other things in proportion.

The creditor's dollar has vastly increased purchasing power, which in a large measure will compensate for

any compromise in the amount of his claim. In a vast number of cases, his loss by compromise will be less by the cold process of law, and he will have the further satisfaction of feeling that he has given the debtor a chance for his financial life.

### Thousands of Cases

Not only are such compromises possible, but they have been made in thousands of cases. We have a good many men here in Green County who are sharing the loss with their debtors, sometimes with reduced or canceled interest, sometimes in other ways. They are men with vision, men of common sense, men with a goodly portion of human kindness in their makeup. And they will be gratefully remembered by those befriended in time of stress.

## NEW ICE CREAM SERVICE

### Borden Develops Package to Replace Counter Scoop

Development of a packaged individual portion of ice cream to replace the bulk "scoops" used for fountain service was announced recently by the Borden Company which, with Clarence W. Vogt of Louisville, Ky., perfected the method.

First offering of the new product was made at Detroit but it will be introduced into other sections served by Borden companies as rapidly as possible. Queried by the *Dairy Record* as to whether licenses will be granted to independent ice cream concerns in cities not served by a member of the Borden organization, T. B. Niles of that company stated last week that the policy involved had not been sufficiently determined to answer the question.

The product developed at Detroit, trade-marked "MelOrol" ice cream, takes the form of an individually wrapped, cylindrical service about two inches in diameter and approximately one and three-fourths inches long. "It is wrapped the round way, with two overlapping sections of paper, clearly marked "MelOrol," according to the company's description, and there "is a convenient tab on each section of the wrapper" for ease in opening the package. The process is automatic and continuous. Wrapping starts as the ice cream comes from the freezer; wrapped ice cream bars 14 feet long are cut from

a continuously forming, endless tube and "go automatically through a sub-zero blast, from which they emerge in a period of minutes to be cut, two bundles at a time \* \* \* and the bundle sealed and carried \* \* \* to the cold room."

### Far-Reaching Possibilities

Since the largest percentage of ice cream is consumed at the soda fountain, the potentialities of the process are enormous if the process is opened to widespread use.

Points of superiority claimed for the process are that it eliminates the retailers' shrinkage, enables him to give an exact quantity each time, permits him to serve a superior product because of the lack of necessity of hard freezing to prevent shrinkage and because wet scoops are not used to dip the ice cream, makes possible a saving in equipment and current, and is convenient and clean. From the manufacturer's standpoint, the claim is not only that it cuts down equipment and service expenditure but guards against the substitution of other brands for his.—*Dairy Record*.

## A PRACTICAL IDEA

Co-operation is a combination of the practical and the ideal. It offers ample scope for putting into practice the ideas of the practical man as well as the ideals of the idealist. It is not only the most efficient, economical and practical way of doing business, but when carried to its ultimate conclusion it recognizes equality and the interdependence of all human beings. It provides a business medium through which progressive and socially minded men and women with high ideals can find satisfaction and peace of mind in useful work. It is revolutionary in that it aims to bring about a more equitable distribution of wealth by returning to its members as nearly as possible the full value of the product of their labor.

The prospect of greater financial returns alone is not enough. Unselfishness, the spirit of sacrifice, the spirit of fair play, of do unto others as you would that they should do unto you, of kindness—these qualities make a great and lasting appeal to the hearts and imaginations of men. Co-operation in its best and truest sense stands for all of these.—A. J. McPhail (1883-1931).

## TWIN CITY MILK PRODUCERS STUDY POSSIBILITIES OF RETAILING MILK

In the July issue of "The Twin City Milk Producer Bulletin," official paper of the Twin City Milk Producers Association, the following report was printed:

"Our directors (of the Twin City Milk Producers' Association) have from time to time discussed the advisability of entering the retail field and at a recent directors' meeting instructed the executive committee to thoroughly investigate this subject and report back.

"Following out these instructions, a committee visited the co-operative organization at Cincinnati and Cleveland and consulted with officials from other associations who were present at a meeting in Chicago. They also gathered figures as to the cost of distribution as shown by the distributors' books in Minneapolis. Their report was presented to the directors for consideration at the meeting on June 10th.

### The Cleveland Situation

"In Cleveland we visited Mr. Frank Bishop, the financial advisor of the Ohio Farmers' Co-operative, and a number of other individuals in a position to know the facts about the situation there. The Ohio Farmers' Co-operative decided some years ago to enter the retail field. Their largest customers soon refused to buy from the Co-operative and a fight resulted between distributors and producers. A loan of \$400,000 was secured from the Farm Board.

"The organization was unable to meet payments and was forced into receivership and during the period of the fight the membership dropped off, being reduced from about 4,500 to less than 1,000.

"Under the able leadership of Mr. Bishop and the manager the organization is now operating as a retail unit gradually building a worthwhile business. Only a small percentage of the milk sold in Cleveland is being handled by the association, as practically all of the large distributors are buying outside of the organization.

"Our position was carefully explained to Mr. Bishop and others and many valuable suggestions secured which have been incorporated into our conclusions.

"In Cincinnati the Ohio Farmers are operating the largest retail milk business conducted by any co-operative. They bought the largest business in Cincinnati, French Bros.-Bauer Company, and have continued Mr. Schmidt who was manager at

the time of the purchase as the manager of the Co-operative.

"During the past years the farmers went through a terrific struggle to retain their ownership of this business during which it appeared several times that it would not be possible for them to continue. They have won out and now own the business which is being operated efficiently and to the satisfaction of a large majority of the farmers.

"Mr. Harry Hartke, who is well remembered by many of our members as speaker at one of our annual meetings, met us at the train and extended every facility to investigate the cost figures and general business methods of the Co-operative.

"French Bros.-Bauer Company is supplying about half of the milk used in Cincinnati, the remainder is being sold by farmers who are not members of the Co-operative.

### Co-operative Retailing in Other Cities

"During the past few years we have from time to time investigated retailing in other cities. On a trip for the American Dry Milk Institute, our manager visited the cities on the west coast. The largest experiment in retailing milk there was in Los Angeles where the producers' organization developed a retail business operating over 200 wagons. The business was successful but the officials of the Co-operative reached the conclusion that it would be impossible at any time to sell over 50 per cent of the milk handled in the city as competitors would not buy from a co-operative which is retailing. They finally sold their retail business to the other distributors at a very good price and are now operating as a marketing organization on a plan similar to our organization.

"The Dairymen's League of New York have had considerable experience with retail plants and their officials gave us much information regarding this.

"A retail business has been established in Bellingham, Wash., and Mr. M. M. Boney, manager of the Co-operative there, gave us full details of his experience.

### The Local Situation

"The Franklin Co-operative Creamery is a semi-public institution with several thousand stockholders, all of whom are entitled to information regarding the company. The Franklin puts out elaborate certified reports and these were analyzed by our office force. Other Minneapolis companies also gave us their figures which checked closely with those of the Franklin.

"The cost of distributing milk in Minneapolis is less than in most cities in the United States. We found that all of the cities visited divided their cost under three general heads. These heads and some of the items under each were as follows:

- (a) General Administration—
    - Office labor,
    - Loss in bad debts,
    - Advertising,
    - Printing, stationery and postage,
    - Solicitors,
    - Rebates and discounts allowed the trade,
    - Subscriptions and dues,
    - Light, telephone and telegrams,
    - Upkeep and depreciation of office equipment and machinery.
  - (b) Delivery Expense—
    - Drivers' wages,
    - Relief man one day a week,
    - Route superintendent,
    - Extra man and vacations,
    - Shipping clerks,
    - Special deliveries,
    - Drivers' commissions,
    - Cost of delivery unit, whether truck or wagon.
  - (c) Plant Expense—
    - Depreciation, upkeep and insurance of buildings and machinery,
    - Labor in the plant,
    - Supplies, such as coal, oil, washing powder, bottle caps, etc.,
    - Shrinkage during pasteurization,
    - Returned milk and cream.
- "In Minneapolis the cost of each of these three divisions, and not including anything for the milk and cream used is as follows:
- |                        |           |
|------------------------|-----------|
| Administration .....   | .8 cents  |
| Delivery cost .....    | 3.0 cents |
| Plant expense .....    | .9 cents  |
| Total (per unit) ..... | 4.7 cents |

"In Cincinnati a similar cost, due to different local conditions where the milk is sold by the Co-operative, was over seven cents per unit, not including the cost of milk.

"Profits in the milk business in various cities last year ranged from 10 cents per hundred of milk handled to 30 cents per hundred. This year distributing companies are barely making expenses and many will not pay dividends on their investment.

Minneapolis and St. Paul have an actual investment in the milk distribution business of from eight million to ten million dollars. This includes only the plants and machinery and delivery equipment with nothing for good will or customers. All of the plants visited agreed that the good will of a milk business is worth as much or more than the physical

assets and that the cheapest way as a rule to get this business is to buy it rather than secure it through cut prices.

"No other city visited comparable in size to the Twin Cities had the unlimited supply of milk which is found around the Twin Cities and in no other city does the Co-operative supply 80 per cent of the milk sold.

"Those consulted agreed that it was easy to build up a small business selling, say, 10 per cent of the milk handled in a city but that it was almost impossible for any one organization to sell at retail over 50 per cent of the milk handled in the city.

### Summary

"It is impossible here to go into further detail of the report as presented to the directors but we will sum up a few of the important points:

(1) The cost of the facilities for handling the retail business in the Twin Cities would be about eight million dollars. The present companies would not sell for this amount without an additional payment for the business which they have, which business would cost about an equal amount.

(2) Establishing a business by putting our own wagons on the street would surely result in the loss of a large part of the customers we now have. These customers would buy milk from independent farmers and from the 80 other co-operatives operating within 40 miles of the cities.

(3) If we do go into the retail business and are successful we could never expect to sell as large a proportion of the milk sold in the cities as we are now handling.

(4) This procedure would mean that additional surplus plants would have to be built and a considerable percentage of our milk not sold for market milk would be made into butter, cheese, and other manufactured products.

(5) On that part of the milk which is retailed we could reasonably expect in normal times to get an average of 30 cents per hundred profit applying all profits from cream, butter, buttermilk, and other products to milk.

(6) There would be a considerable advantage in owning our own business as it could not be taken away from us as our present wholesale business can.

(7) Our going into the retail business will in no way prevent the large amount of milk tributary to this market seeking an independent market here.

(8) The net return to our members through retail ownership could

not be greatly increased under present conditions as the large amount of milk to be manufactured at lower prices would offset the gains at retail.

"The directors fully recognize that the present situation in Minneapolis is most unsatisfactory. The proportion of the consumer's dollar reaching the farmer is constantly growing less and more cheap milk from farms not being properly inspected is being sold. They believe that with full co-operation of all Minneapolis dealers better conditions could and should be secured.

"Our directors believe that the Minneapolis distributors by working out their own competitive problems could easily give the farmers a larger proportion of the consumer's dollars. It is no secret that the retail milk business is in a demoralized condition. The local dealers should recognize to a larger extent the farmers living close to the cities and buy from our farmers who are properly equipped to supply quality milk to the market all the time.

"On the other hand, much of our difficulty is caused by the fact that there is a large supply of milk available to the cities and there have been no ordinances until recently, making a premium for quality milk possible. We are selling a larger proportion of market milk in comparison with the amount used in the cities than we could possibly expect to sell at retail.

"Considering all of these facts and many others which space does not permit us to give, the directors reached the definite conclusion that it is not advisable for us to consider entering the retail field at the present time."

### OTHER MARKETS

The Twin City Milk Producers' Bulletin says that the July price for all milk delivered was \$1.02 on a 3.5% basis. The differential up or down from 3.5 was two cents per point with butter at 18 cents per pound.

The Bulletin further states:

"Creameries have offered milk on the Minneapolis market at a price decidedly under ours. This has resulted in the companies not buying from us having an advantage of from fifteen to twenty-five cents a hundred as compared to our customers. These outside buyers have developed a total of over 70 wagons using non-association milk and buying at prices admittedly lower than the association price.

"To meet this critical situation the directors called a special session and as a result the executive committee and management were instructed to meet all competition and hold the

market for the members of the association."

The Detroit market seems to be in better shape than it had been. Base milk is rated as the amount delivered of each producer's 80 per cent base. The price for base milk, 3.5 per cent test delivered Detroit, is \$1.50 per hundred. Butterfat differential is three cents per point. The retail price is nine cents per quart delivered to the homes.

The Dairymen's League announces that in order to promote efficiency 6 league plants and 2 dealer plants closed on September 1.

New York City has a price of 12 cents per quart and some classes of milk bring a very high price but the average price for all 3.5 per cent milk delivered at country plants in the 200 mile zone was 90 cents in cash and a certificate of indebtedness of 8 cents per hundred pounds. Just one answer. Too much milk.

Connecticut cities had a fluid price of \$2.59 an average price of \$1.95 and milk retailed at 12 cents per quart for July.

Washington, D. C., had a fluid price of \$2.79, an average price of \$2.61 and the consumer paid 13 cents per quart.

Twin Ports, Superior and Duluth, fluid price \$1.70, average price \$0.90, consumer pays ten cents per quart.

### MILWAUKEE DAIRY COUNCIL'S WORK GETS NOTICE

In the September 1st issue of "Printer Ink," a national journal for advertisers, appears the following comment on the campaign of the Milwaukee Dairy Council:

"An appeal directed specifically to the adult market has also been used for a number of months by the Milwaukee Dairy Council. The idea used there is the beauty theme; it is pointed out that personal attractiveness depends primarily upon good health.

"With the application of these more vigorous appeals and the well-knitted merchandising programs that are coming into evidence, it may easily be that a unified national advertising for fresh milk will come into being at some future date. There is at least one dairy association official who thinks it a possibility."

### NOW YOU SEE IT, NOW YOU DON'T

Professor of Chemistry: "Which combination dissolves gold quickest?"

Student: "The marriage combination."—Die Lustige Kiste (Leipzig).

## Marketing Agreement

Some producers tell our men that they have never seen a copy of our marketing agreement and therefore are not familiar with its conditions.

For the information of any producer who did not

read the agreement printed in a previous copy of this paper we are reprinting it in this issue. Read it carefully and when a representative of ours calls on you sign the agreement if you want a better market for your milk.

THIS AGREEMENT entered into, in triplicate, by and between MILWAUKEE CO-OPERATIVE MILK PRODUCERS, a cooperative association, organized under the laws of the State of Wisconsin, hereinafter called the "Co-operative", and the undersigned Milk Producer, hereinafter called the "Member",

### WITNESSETH:

WHEREAS, the Member owns, possesses or has control of dairy cows and desires to have the milk or other dairy products from such cows and such other cows which he may acquire or control at any time during the term hereof, sold and disposed of by or through the Co-operative;

NOW, THEREFORE, in consideration of the premises and of the mutual obligations of the parties, and in further consideration of the obligations of other members, executing similar agreements, the parties hereto agree that:—

FIRST:—The Member expressly agrees to co-operate with milk distributors and consumers of milk and other dairy products through their health officers by producing and delivering milk and other dairy products of the highest quality in accordance with laws, ordinances, rules and regulations now in effect in the territory where said milk and other dairy products are to be sold, or to be enacted during the life of this agreement, and further agrees that said milk or other dairy products shall be produced and delivered in accordance with any and all regulations heretofore or hereafter adopted by the Co-operative.

SECOND:—During the life of this agreement and beginning September 1st, 1932, or sooner, at the option of the Co-operative, the Member shall deliver all milk or other dairy products produced by him or on farms controlled by him to such person, at such place and in such form as shall be designated by the Co-operative. It is understood that any milk or other dairy products necessary for home consumption are not included in this agreement.

THIRD:—The Member hereby constitutes and appoints the Co-operative as his sole and exclusive agent, during the period specified in the preceding paragraph, to handle and market all such milk and other dairy products, together with the milk and other dairy products delivered by other Members signing similar agreements, and the Co-operative hereby agrees either to purchase or market said milk and other dairy products during said period in such a way as it shall deem most advantageous for all persons signing similar agreements.

FOURTH:—It is further agreed that the Co-operative may authorize the buyer of said milk or other dairy products to remit all money due the Member for milk or other dairy products delivered by him direct to the Member, less a commission to be fixed from time to time by the Board of Directors of the Co-operative, not exceeding three cents (3c) for each one hundred pounds (100 lbs.) of milk delivered, and such commission as the Co-operative may from time to time fix for other dairy products, which amounts the Member authorizes and directs the buyer to pay monthly to the Co-operative without further order from the Member; provided, however, that in the event that any regular or special meeting of the Members of the Co-operative determines that the Co-operative shall purchase the surplus milk not required for sale as fluid milk, then, and in that event, the buyer of said milk or other dairy products shall, without further order from the Member, remit to the Co-operative for the account of the Member all moneys due the Member for milk or other dairy products delivered by him, and the Co-operative may thereupon become the purchaser of such surplus milk, in which event the percentage of milk delivered by the Member which shall be treated as surplus milk, regardless of its actual use or disposition, and the price to be paid the Member therefor shall be determined by the Board of Directors of the Co-operative in accordance with the rules, if any, adopted by any regular or special meeting of the Members of the Co-operative. Remittance for money collected by the Co-operative for the account of the Member, less said commissions, and for surplus milk purchased by the Co-operative shall be made monthly to the Member.

FIFTH:—The Member agrees that the Co-operative may sell milk or other dairy products produced by its different Members at different prices and on different markets.

SIXTH:—If the Member is not a Member of the Co-operative at the time of the execution of this agreement, a certificate of stock shall, simultaneously with the delivery hereof to the Co-operative, be issued to the Member, and unless the purchase price thereof, to wit, Ten Dollars (\$10.00) is paid in cash previous to or simultaneously with the delivery hereof to the Co-operative, the purchase price or the unpaid balance of said purchase price of said stock shall be paid by the Member to the Co-operative at the rate of One Dollar (\$1.00) per month until said stock has been paid for in full and until such time, the certificate representing said stock shall be held at the office of the Co-operative as security for the unpaid balance of the purchase price. The Member agrees to conform to all of the rules and by-laws of the Co-operative now in force or as hereafter amended or enacted.

SEVENTH:—The Member agrees that if he at any time refuses or neglects to deliver such milk or other dairy products to the Co-operative, or, upon its order, at such time and place as the Co-operative may direct, then, and in that event and in every such case, the Member neglecting or refusing so to do, will pay to the Co-operative for each refusal or default, a sum of money equal to thirty percent (30%) of the value of the milk or other dairy products which is the subject of the breach, which sum is agreed upon as liquidated damages resulting from such breach and as the amount of damage which the Co-operative will suffer by reason of such refusal or default. In the event of a breach or a threatened breach of this contract, the Co-operative, in addition to the foregoing, shall be entitled to an injunction to prevent the breach or further breach thereof, to a decree of specific performance thereof and any other remedy provided by section 185.08, Wisconsin Statutes, 1931, or any other law.

EIGHTH:—This contract shall be effective until the last day of December of the calendar year following the date hereof, and shall continue thereafter from year to year subject to the right of either party to terminate liability hereunder by giving written notice to that effect to the other party between the 15th and 30th days of November, both inclusive, immediately preceding the expiration date of this contract as herein provided for.

IN WITNESS WHEREOF, the undersigned Member has hereunto set his hand and seal, and said Co-operative has caused these presents to be executed by its Secretary thereunto duly authorized, this ..... day of ....., 193....

MILWAUKEE CO-OPERATIVE MILK PRODUCERS  
By .....  
Secretary  
..... (SEAL)  
Member

P. O. Address: .....  
Residing in the Town of .....  
County of ..... State of Wisconsin.  
Solicited by: .....

**NEW SUPPORTERS**

Frank Smale, Eagle, Wis., R. 2.  
 Mrs. Rosa Arnold, Troy Center, Wis., R. 2.  
 Wm. Box, Waukesha, Wis., R. 2.  
 Laurel Davis, Mukwonago, Wis., R. 2.  
 J. P. Chaffin Est., East Troy, Wis.  
 Leland Mules, Elkhorn, Wis., R. 11.  
 Ernst W. Bluhm, Muskego, R. 1.  
 A. A. King, Mukwonago, R. 3.  
 Buhrandt Bros., Muskego, R. 1.  
 Louis Kaebisch, Mukwonago, R. 3.  
 Henry Robeling, Sta. F, R. 12, Box 59, Milwaukee.  
 Frank Dobratz, Sta. F, R. 12, Box 65, Milwaukee.  
 John A. Heule, 4058 N. Richland Ct., Milwaukee.  
 George Schumacher, Oconomowoc.  
 J. Jacobi, & Sons, Mukwonago, R. 3.  
 Frank Richert, Waukesha, R. 2, Box 29.  
 P. D. O'Connor, East Troy.  
 Mrs. Ella Lawlor, Elkhorn, R. 4.  
 A. G. Swoboda, East Troy.  
 Mrs. Carrie Stair, Honey Creek.  
 Wm. Hamm, Honey Creek.  
 Herman W. Liebherr, Waukesha, R. 4, Box 71.  
 John Salentine, Waukesha, R. 4, Box 188.  
 J. W. Leonard, East Troy.  
 A. A. Dennis, Lake Beulah.  
 Leon Humbert, Mukwonago, R. 3.  
 Fred Knurr, Mukwonago, R. 3.  
 Ed. Knurr, Mukwonago, R. 3.  
 Posbrig & Trewyn, Mukwonago, R. 3.  
 Adam Biwer, Waterford, R. 1, Box 57.  
 John Domjen, Mukwonago, R. 3, Box 83.  
 Forest R. Koester, Oconomowoc, R. 1.  
 Harold Bliss, Oconomowoc, R. 3.  
 J. A. Dalton, Oconomowoc.  
 Raymond C. Roswell, Oconomowoc, R. 2.  
 C. G. Monis, Oconomowoc, R. 2.  
 Francis O'Neill, Oconomowoc, R. 3.  
 John E. Craig, Oconomowoc, R. 3.  
 Earl Counsell, Oconomowoc, R. 2.  
 Mrs. John Kosterman, Germantown.  
 H. C. Witzlib, Germantown.  
 Earl W. Stuart, Germantown.  
 Mrs. Eliz. Salentine, Waukesha, R. 4, Box 79.  
 John Harris, Waukesha, R. 3.  
 Jos. Stephens, Waukesha, R. 4, Box 93.  
 John Nettesheim, Mukwonago, R. 3.  
 Charles Albrecht, Mukwonago.  
 Thomas H. Maney, Muskego, R. 1.  
 Ph. Puetzer, Waukesha, R. 4, Box 166.  
 William Loomis, Muskego, R. 1.  
 Frank Schopp, Muskego, R. 1, Box 99.  
 John Henneberry, Muskego, R. 1.  
 Elmer Lehman, Burlington, R. 1.  
 Dan Hanrahan, Oconomowoc.  
 Elmer W. Brooks, Oconomowoc, R. 2.  
 Dominic Klink, Oconomowoc.  
 Wm. F. Meissner, Hartland, R. 1.  
 Gomer Hughes, Waukesha, R. 1.  
 D. M. Laney, Dousman.  
 Thos. J. Griffiths, Dousman.  
 Andrew Kaiser, Eagle, R. 1.  
 Thomas Ridgman, Dousman.  
 Alfred J. Thurloff, Dousman.  
 D. H. Felix, Dousman.  
 Clifford Holland, Dousman, R. 1.  
 Chas. M. Jentzsch, Eagle, R. 1.  
 Henry Mueller, Dousman, R. 1.  
 Onasch Bros., Dousman, R. 1.  
 C. A. Billings, Dousman.  
 Hubert C. Weide, Oconomowoc, R. 5.  
 Milke Brom, Dousman.  
 Elmer Gaul, Oconomowoc.  
 Lee Burlingham, Dousman.  
 Edwin Becker, Oconomowoc, R. 1.  
 Alfred Rusbeck, Menomonee Falls, R. 1, Box 17.

**ALL COLD STORAGE STOCKS LOW**

Stocks of frozen and cured meats in cold storage in the United States at this season are far below the usual holdings. Total stocks of such meats including beef, pork, lamb and mutton and miscellaneous products at present are 12 per cent lower than they were a year ago and are 27 per cent less than the five-year average stocks for August 1st.

Beef stocks are 39 per cent less than the five-year average August 1st stocks, pork 25 per cent less, lamb and mutton more than 50 per cent less and miscellaneous meats about 30 per cent less. Lard stocks are 26 per cent less than the August 1st average and frozen poultry stocks 25 per cent less.

Creamery butter stocks in cold storage are about 4.3 per cent below the same stocks last year and nearly 20 per cent below the average stocks as of August 1st. American cheese stocks likewise are about 20 per cent less than average for the season whereas total cheese stocks of all varieties are 22 per cent below average and 14 per cent less than a year ago. Eggs in cold storage are about 29 per cent less than both last year and the August 1st average.

The statistical position of all meat, dairy, poultry and poultry products stocks, therefore, is favorable, especially with production now at lower levels than a year ago and below the average for the past several years.

**AN EASY CHOICE**

The future of agriculture is dependent on the choice the individual farmer makes today—whether he co-operates with his fellow-farmers for the common good, or whether he continues to do business as a separate entity in a world in which co-operation, in all lines of business, grows steadily more necessary.

Co-operation means eventual prosperity and a sound and progressive agricultural structure.

Individualism means low prices, a declining market and general demoralization of the farmer's business.

The line is sharply drawn—between co-operation and bankruptcy.

The choice should be an easy one. Which one do you choose?—Dairyman's Monthly Review.

**CHESTER FLETCHER NAMED FIELDMAN**

The Board of Directors, at its Aug. 26 meeting, decided to employ Chester Fletcher as a full time fieldman. Mr. Fletcher started on this job on Sept. 1. He will spend his time among the farmers signing contracts, investigating complaints and helping the producers in every way possible. We trust that all of the producers will give the new fieldman a respectful hearing when he calls on

them. He is going out to help our producers help themselves. The need for such help is quite apparent.

Take time to talk to Fletcher if he gets around to your place.

**WANT DEPARTMENT**

**RATE—3 CENTS PER WORD**

Minimum Charge—\$1.00.


In computing amount of remittance, add six (6) extra words if wanted published under Blind Address.

**Bold Type—Double Regular Rates.**  
**Blind Address — 25c EXTRA** to cover postage in sending out replies from this office.

**REMITTANCE MUST ACCOMPANY ORDER.**

**TINNING—We retin milk cans for \$1.75 each; 5 or more, \$1.50 each. Batteries charged, 50c. East Side Tin Shop, Waterford.**

**MILKING MACHINE RUBBER**  
 For All Makes of Milkers  
 At Nearly Half Price

 **Free Trial—Improved teat-cup suitable for all pipeline milkers. Better, faster milking. Allowance made for old shells. Save money on all milking machine equipment. Write for price list today, stating name of your machine.**

**RITE-WAY PRODUCTS CO.,**  
 Dept. C, 4009 N. Tripp Avenue, Chicago

**FOR SALE—Milking or springing cows for sale at all times, at reasonable prices. Arthur J. Hall, Postoffice Thiensville, Wis. Farm 1½ miles north of Granville Station on County Trunk F.**

**FOR SALE—Milk cooling cabinets with electric refrigeration; new, and at a bargain. Lappin Electric Company, 612 North Broadway, Milwaukee, Wis.**

Phone W. A. 2568-M or St. Martins 100 J-3

**JOHN W. LUDWIG**

**Farm and Barn Equipment,  
 I. H. C. & J. Deere Lines,  
 New Idea Spreaders,  
 Tractors,  
 Milking Machines,  
 Electric Motors,  
 Frigidaire Systems,  
 Radios and Vacuum Cleaners  
 HALES CORNERS, WIS.**

**SAFETY!!**

**SAFETY** for your deposits should be your prime consideration. U. S. Government supervision of Federal Reserve Members plus over

**\$300,000,000.00**

in assets of the Wisconsin Bankshares Corporation makes your selection of this bank as your depository a wise choice.

**BADGER STATE BANK**

Fond du Lac and North Avenues at 21st Street

*Milwaukee's Largest Outlying Bank*

# Prize Winners at the Milwaukee Co-operative Milk Producers' Third Annual Picnic

Casey Post, Caledonia, R. 2	Andis Clipper	Andis Clipper Co., Racine
Henry Gramins, Waukesha, R. 6	Milk Can	Follansbee Bros. Co. (Mr. H. Wherry, Milwaukee)
Mrs. Wm. Schefsky, Waukesha	Milk Strainer	Olsen Publishing Co., Milwaukee
L. G. Roeber, Germantown	500 lbs. of Bran	Square Deal Feed Stores, Milwaukee
Mrs. Clarence Vocke, Milwaukee	\$5 Gold Piece	Noll's Bank, Waterford
Alb. Schrieber, Sta. F., R. 11, Milwaukee	Water Set	Three Schuster Stores, Milwaukee
Wm. Peterson, Caledonia, R. 2	Walnut Rocker	Harry W. Mealy, Waterford
Edwin Behrendt, St. Milwaukee, R. 2	Egg Mash	Chas. Krause Milling Co., Milwaukee
Wm. Burke, Waukesha, R. 7	Hay Fork	Thomas Maas, Waterford
F. B. Hanks, Sta. F., R. 11, Milwaukee	Electric Iron	The Electric Co., Milwaukee
M. Liesener, Jackson, R. 2	50 ft. of Garden Hose	Thomas Welch, Waterford
Chas. Behrens, So. Milwaukee, R. 2	Evener and Clevis	Thomas Maas, Waterford
Mrs. A. Liesener, Jackson	Lantern Flashlight	Gross Hardware Co., Milwaukee
B. J. Ernst, Thiensville	500 lbs. of Bran	Square Deal Feed Stores, Milwaukee
Mrs. Huldah Zaum, North Lake	Big Jo Flour, 50 lbs.	Wm. Steinmeyer Co., Milwaukee
Henry Kroening, West Allis	Air Sprayer	Geo. Schubert & Sons, Thiensville
Lorraine Hillman, Jackson	Rug	John Herda, St. Martins
Harry Mahr, Caledonia	50 lbs. Flour	
Henry Pittlekow, Hales Corners	Milk Stool	Mitchell Manufacturing Co., Milwaukee
Florence Vollmer, S. Milwaukee, R. 1	Smoked Ham	Horn Bros., Big Bend
Robert Maas, Germantown	Evener and Clevis	Thomas Welch, Waterford
Mrs. Jaeger, West Allis	Calf Meal	Chas. A. Krause Milling Co., Milwaukee
Wm. Mehring, Burlington	100 lbs. Flour	Cedarburg Supply Co., Cedarburg
L. Dorband, Muskego	Scratch Grains	Chas. A. Krause Milling Co., Milwaukee
Henry B. Bosch, Hales Corners	Scratch Grains	Chas. A. Krause Milling Co., Milwaukee
Mrs. John Wick, Oakwood	1 Box Mint Buttons	Blatz Brewing Co., Milwaukee
G. E. Bauer, Colgate	100 lbs. Flour	Cedarburg Supply Co., Cedarburg
Ben Plerner, Thiensville	Milk Strainer	Geuder-Paeschke & Frey Co., Milwaukee
Norbert Puetzer, Waukesha, R. 4	Dairy Ration	Chas. A. Krause Milling Co., Milwaukee
LeRoy Peterson, Waterford, R. 1	Calf Meal	Chas. A. Krause Milling Co., Milwaukee
Ed. Schmidt, Brookfield	Stock Spray	Tewles Seed Co., Milwaukee
C. E. Rollefson, Waterford	1 Year's Subscription to the "Waterford Post"	S. E. Hicks, Editor, Waterford
A. Casper, 2026 S. 19th St., Milwaukee	Lawn Seed	Kellogg Seed Co., Milwaukee
Tim Dude, Hales Corners	Sofa Pillow	Arthur Held, Jackson
James Peterson, Union Grove	100 lbs. Flour	Cedarburg Supply Co., Cedarburg
Mrs. N. A. Jaeger, West Allis, R. 5	1 Box of Mint Buttons	Blatz Brewing Co., Milwaukee
Louis Groth, Cedarburg	500 lbs. Bran	Square Deal Feed Stores, Milwaukee
Mrs. Henry Meyer, Mukwonago	Grass Seed	Kellogg Seed Co., Milwaukee
Henry Delikat, Hales Corners	1 Box Mint Buttons	Blatz Brewing Co., Milwaukee
D. V. Fitzgerald, Brookfield	Calf Meal	Chas. A. Krause Milling Co., Milwaukee
Otto Erdman, Sta. F., R. 12, Milwaukee	500 lbs. Bran	Square Deal Feed Stores, Milwaukee
Zehlus Gerber, Racine	Retin 3 Cans	B. Dexter, Waterford
Henry Frey, Caledonia	1 Box Mint Buttons	Blatz Brewing Co., Milwaukee
Geo. Schilz, Hales Corners, R. 2	Retin 2 Cans	B. Dexter, Waterford
Mrs. A. Raasch, Muskego, R. 1	Calf Meal	Chas. A. Krause Milling Co., Milwaukee
LeRoy Peterson, Waterford, R. 1	1 Box Mint Buttons	Blatz Brewing Co., Milwaukee
Mrs. Ed. Dineen, Cedarburg	1 Box Mint Buttons	Blatz Brewing Co., Milwaukee
G. E. Bauer, Colgate	1 Box Mint Buttons	Blatz Brewing Co., Milwaukee
Jean Linzen, Milwaukee	1 Box Mint Buttons	Blatz Brewing Co., Milwaukee
Mrs. David Barndt, Sta. F., R. 12, Milwaukee	1 Box Mint Buttons	Blatz Brewing Co., Milwaukee
Alfred Till, Saukville	12 bottles Blue Ribbon Brew.	Pabst Corporation, Milwaukee
Carl Gosewehr, Fredonia	1 Box Mint Buttons	Blatz Brewing Co., Milwaukee
Wm. Sorweid, Cedarburg	3 Shrubs	Jac. Mirgeler, Milwaukee
Geo. Anschuetz, Cedarburg	3 Shrubs	Jac. Mirgeler, Milwaukee
Aug. Fehlhaber, Thiensville, R. 2	3 Shrubs	Jac. Mirgeler, Milwaukee
Mrs. Geo. Drought, Caledonia	Wheelbarrow	John W. Ludwig, Hales Corners
Adam Zeisse, So. Milwaukee	Milk Strainer	Geuder-Paeschke & Frey Co., Milwaukee
Herbert Klug, Thiensville	Wire Stretcher	Geo. W. Bosch, Waterford
C. Jacobson, Waterford	Milk Pall	Scheele's Hardware, Waterford
Mrs. Ed. Hartung, Sta. D., R. 3, Milwaukee	3 Files	The Carborundum Co., Milwaukee
Aug. Behrens, So. Milwaukee	Wire Stretcher	Alex Engel, Waterford
N. A. Jaeger, West Allis	Milk Stool	Mitchell Manufacturing Co., Milwaukee
E. Zingsheim, West Allis	5 lbs. Cheese	Board of Directors, Milw. Co-op. Milk Producers
Jos. Zingsheim, West Allis, R. 4	Egg Mash	Chas. A. Krause Milling Co., Milwaukee
A. R. Dennis, East Troy	5 lbs. Cheese	Board of Directors, Milw. Co-op. Milk Producers
Dorothy Delikat, Hales Corners	1 Box Mint Buttons	Blatz Brewing Co., Milwaukee
Mrs. Ervin Mahr, Hales Corners	Scratch Grains	Chas. A. Krause Milling Co., Milwaukee
Mrs. Nick Beck, Waterford	Egg Mash	Chas. A. Krause Milling Co., Milwaukee
Wm. Krueger, Germantown	Egg Mash	Chas. A. Krause Milling Co., Milwaukee
Mrs. W. J. Staab, Waukesha, R. 2	5 lbs. Butter	Board of Directors, Milw. Co-op. Milk Producers
A. H. Ruh, Milwaukee	5 lbs. Cheese	Board of Directors, Milw. Co-op. Milk Producers
Mrs. R. Heaton, West Allis, R. 4	Cow Blanket	R. Laacke Co., Milwaukee
S. A. Miedenbauer, Waukesha, R. 4	100 lbs. Flour	Cedarburg Supply Co., Cedarburg
Mrs. Henry Mahr, Caledonia	5 lbs. Cheese	Board of Directors, Milw. Co-op. Milk Producers
Mrs. S. Hunt, Caledonia	5 lbs. Butter	Board of Directors, Milw. Co-op. Milk Producers
John Frie, Caledonia, R. 2	Dairy Ration	Chas. A. Krause Milling Co., Milwaukee
Robert Halter, Oakwood	Scratch Grains	Chas. A. Krause Milling Co., Milwaukee

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 5

OCTOBER, 1932

Number 7

## October Price

LIBRARY

COLLEGE OF AGRICULTURE

UNIVERSITY OF WISCONSIN

MADISON

WISCONSIN COUNCIL OF AGRICULTURE

As in August a deadlock developed when the board met with the distributors on September 26 to decide the price of fluid milk for October.

The board wanted \$1.75 for October fluid milk. Most of the dealers talked \$1.65 but some of them finally said they would pay \$1.70.

One buyer suggested the same average price that had prevailed for the past three months. Not all of the dealers would agree to that. The meeting adjourned to September 30.

It was reported that one dealer believed that the retail price might be raised to 9 cents per quart and the producers given a small raise. Most of the dealers feared that a raise in retail price would only help build up the price cutters business and leave more surplus on the regular dealers hands and thereby drag down the average price.

The directors went into the September 30 conference determined to get \$1.75 for October fluid milk if at all possible. No dealer would agree to pay that price but all agreed to pay \$1.70 for fluid needs. The board refused to sell at that price.

A proposal was then made whereby each dealer would pay the same average price for October as he had paid for September with five cents per hundred added if 92 score butter Chicago averaged 22 cents per pound or higher for the month, or, at the dealers option, he might pay \$1.75 per hundred for fluid milk and the manufactured value for surplus. This proposal was not what the board wanted but looked better than \$1.70 per hundred for fluid milk and was accepted.

The average price of 92 score butter, Chicago, was \$0.20091 for September and the manufactured price figures out at 73 cents per hundred.

Each company pays the same price as it did in August, as follows:

Badger Milk Products.....	\$1.08
Bauman Dairy Co.....	1.44
Blochowiak Dairy Co.....	1.35
Gridley Dairy Co.....	1.23
Golden Guernsey Co-operative	1.29
Layton Park Dairy Co.....	1.28
Luick Dairy Co.....	1.19
Sunshine Dairy Co.....	1.29
Wilke Dairy Co.....	1.25

### MR. FLETCHER'S JOB

In the September issue the announcement that Chester Fletcher would do field work for your organization was made.

Mr. Fletcher has completed one months work.

He has met many producers, learned a great deal about the milk shed and the problems of the individual producer. He has cleared up many misunderstandings and refuted some misstatements. He has signed many contracts and has been cordially received at nearly all of the farms he visited.

In this issue we print two statements written by Mr. Fletcher. Read them with an open mind for the only purpose we have in printing them is that the producer may benefit.

### STATE MILK PRICES

The Wisconsin Crop and Live Stock Reporter for September says that "the average price for August milk for the whole state was 83 cents as compared to 79 cents in July and 77 cents in June.

Milk used for the manufacture of cheese showed the greatest gain, 7 cents per hundred in August over July, while milk made into butter advanced only 1 cent and condensed 4 cents.

The U. S. Government report, date of October 1, shows over ten million pounds more butter in storage this year than on October 1, 1931.

Cheese storage holdings are practically the same as last year. Storage of eggs and dressed poultry show a decided decrease from the last year's figures.

The fourth annual Farmers' Get-together Conference will be held at Wausau, beginning at 6:30 on the evening of October 18 and extending through the following day, October 19. The conference will be held under the auspices of the Wisconsin Council of Agriculture and promises to be an even greater event than the conferences of the last three years.

The Get-together conferences at Marshfield, Beaver Dam and Shawano brought together representatives of all co-operative units and agencies of the state in meetings that received state and national publicity and recognition. The resolutions adopted at those conferences have served in a big way to outline a united program of action for agricultural development throughout the state.

The program of the Wausau conference is outlined in such a manner that it will tend toward the continuation and solidifying of the fine ideals and programs established at conferences during the past three years. The programs this year will be given over to the discussion of co-operative marketing, taxation and public utility questions relating to agriculture. State and National leaders will address you on these subjects. C. O. Moser, vice-president of the American Cotton Growers' Association; Gov. Phillip LaFollette; E. L. Lilienthal, of the Wisconsin Public Service Commission; Mrs. Charles W. Sewell, National Chairman of Home and Community Directors; Zona Gale, famous novelist; and other speakers on the program will have messages of special interest to those who attend.

The following state co-operatives will attend: National Cheese Producers' Federation, Northern Wisconsin Tobacco Pool, Equity Livestock Sales Association, Wisconsin State Grange, Wisconsin Co-operative Creameries, American Society of Equity, Farm Bureau Federation, Farmers' Union, Progressive Farmers of America, Potato Growers' Exchange, Wisconsin Livestock Marketing Federation, Co-operative Wool Growers' Association.

(Continued on page 4)

# MILWAUKEE MILK PRODUCER

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Milwaukee Co-operative Milk Producers

Chas. F. Dineen, Managing Editor

1033 N. 13th Street

Phone Marq. 4023 MILWAUKEE, WIS.

Volume 5 October, 1932 Number 7

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Wm. Kerler, Treasurer, R. 5, West Allis.  
C. F. Dineen, Secretary, 1033 N. 13th Street,  
Milwaukee.

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Paul Bartelt, Jackson.  
Ambrose Wiedmeyer, Jr., Richfield.  
Chester Fletcher, R. 3, Waukesha.

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## WHY PRICE CUTTING?

Price cutting dealers are the worst problems facing the fluid milk industry the country over.

"The Dairymen's League News," New York, says:

"Increasing discouragement among milk producers, due to price cutting among dealers and lack of organization among dairymen, was pictured by witnesses at hearings by the New York State Joint Legislative Committee to investigate the milk industry, held in Buffalo, Rochester and Watertown during the last ten days. At the hearing in Buffalo on September 22, witnesses generally agreed that in that city as in New York unscrupulous independent dealers who cut prices regardless of market conditions or the interests of producers, constitutes a real menace."

"Several of these dealers who purchase their supplies of the League pointed out that the number of dealers in Buffalo had recently increased from ninety to one hundred and twenty-five. They added that these dealers without any particular investment and equipped with one or two second-hand cars and bottles were able to undersell established dealers and prevent stabilization of conditions. Appropriation of milk bottles belonging to other dealers, it was stated, was the practice often indulged in by these small distributors. Although in violation of the law, the state has difficulty in checking such practices because of a lack of help."

The same story with variations

comes from the Twin Cities, Detroit and many other cities.

Chicago now has a company which sells to peddlers who resell at 8 cents per quart as against the regular price of 11 cents.

In this market the price cutters are all buying on a flat price which allows them to get their fluid milk needs at about fifty cents per hundred less than the dealer who buys on the two price plan and takes care of the surplus. This market is now in the worst shape that it has experienced in many years, due entirely to the cut price dealer.

An effort is being made to bring the Watertown Co-operative's milk in to retail here. If that is done the market will be further demoralized for the milk cannot be sold in any volume except at a cut price.

Where does the cut price milk come from? From producers that have not been in the market to a great extent but also from producers that had a market here but who believe the price cutting dealers nice story about no base, no surplus, etc. What about the price cutters ability to pay? No one knows.

One group of producers left one of the price cutters and went over to another of pretty much the same type. Cutter No. 1 owed them money, he also owes the group who preceded them and now he has gone out and brought in some brand new producers. Talk about a flat price. Pretty flat for the man who ships to a dealer of this kind.

The scramble for store business has grown so keen that milk is offered to stores as low as forty-eight cents per 12-quart case. Can the producer be paid a dollar per hundred on that sort of a deal?

Is a dealer with a paid in capital of less than three thousand dollars and with chattle mortgages on all his equipment a safe buyer for the milk of twenty or more producers?

## WHITEWASH THE STABLE

In glancing over the files of this paper a suggestion on whitewashing the barns is found in the October or November issues of each year.

Every shipper knows that the city requires that the cow stable be whitewashed once each year. Every shipper intends to do this job but in the hurry and rush of Fall work we sometimes put off the job until cold weather comes on.

That's not so good, for the cows must be out for sometime while the work is being done and this disagreeable job is still more unpleasant when the weather is cold.

Do It Now.

## NATIONAL CO-OPERATIVE MILK PRODUCERS' FEDERATION MEETING

The National Co-operative Milk Producers' Federation is in session at San Francisco, Calif., as this issue is being prepared for the printer.

Our organization is a charter member of the Federation.

A short statement printed in this year's announcement of the meeting follows:

This year the National Co-operative Milk Producers' Federation is celebrating the Sixteenth Anniversary of its founding. It came into being out of a distinct need of the scattered dairy-marketing associations having some common medium for keeping in touch with each other. It was initiated at the Fourth Annual Conference on Marketing and Farm Credits, held in Chicago December 4-9, 1916. The Federation was incorporated in 1917 under the laws of Illinois as an educational and service institution.

The Federation does not engage in business, but acts as a clearing house for its member associations in matters pertaining to the gathering and dissemination of dairy statistics, the study of the progress of dairy co-operative marketing, the extension of co-operation among dairymen, and as the representative, when authorized, of its member associations in matters relating to federal legislation, to administration of federal laws, and any other important projects wherein dairy co-operative associations have a common interest.

The Federation is not an exclusive institution; the door to membership is open to bona fide, farmer-owned, co-operative, dairy-marketing associations which are willing to comply with the Federation's by-laws.

The present basis of financing the Federation is by an annual levy upon affiliated associations according to their major financial interest, to-wit. fluid milk and cream, 20 cents per individual producer-member in good standing; manufactured milk products, 16 cents; butter and cheese, 10 cents. Dues are payable quarterly in advance.

## EXCUSE IT, PLEASE

Beneath this grassy mound now rests  
One Edgar Oscar Earl,  
Who to another hunter looked  
Exactly like a squirrel.

—Philadelphia Inquirer.

And under this—a lonely pile,  
Lies Rufus Fastus Babbit;  
He looked the part, a gunner  
thought,  
And shot him for a rabbit.

—Cincinnati Enquirer.

# Morals, Observations and Conclusions

## PLEASE READ THIS CAREFULLY

We are now talking to you relative to the marketing agreement now being offered by officials of your own organization.

Most of you have read this agreement or have had it explained to you, hundreds of you have signed it, and very few have refused to sign it. Again let us go over it carefully, yet briefly.

We believe that as long as we are the actual producers of the milk we should have complete control over the sale of our own product rather than have any group of men, vitally interested as the dealers are in their own profits, have control of that end of our business.

We believe that this organization, with each shipper to this market, having under this contract equal voting power, will be truly representative of our shipping area.

We believe that we would be justified in demanding that the dealers should recognize this contract. We are the producers who have met the rigid health laws of the city and are producing under a base plan that means higher cost of production than elsewhere and are fully entitled to first consideration in this market.

We believe that it will do more to eliminate "bootleg milk," unfair trade practices, illegitimate profits and many misunderstandings than anything ever done in this market in the past.

We as farmers do not ask for more than our fair share of the consumers dollar.

We do not intend that the dealer shall be driven to bankruptcy by using this agreement as a club over his head. If that were the object of the contract it would and should fail, but we do believe that we are entitled to; first, a fair share of the consumers dollar; second, recognition ahead of any other milk offered in the market; third, a powerful method to eliminate the outlaw dealer of the territory who can only see his way clear to gain his own ends no matter how many suffer by it.

Those of you who are impatient that this work be done soon can do much to help us hasten it. Tell your neighbors of the vital needs of this business-like selling plan in our market. Remember that only members of the board of directors or advisory board are offering contracts, and

that no man not now shipping to Milwaukee may sign an agreement. If you can, go to your representative and talk it over. For no matter what happens this is going through.

C. W. FLETCHER,  
Field Representative.

## THE FIELD REPRESENTATIVE SAYS

While out on contract work recently, I talked to a farmer who had been duped into shipping to one of the worst price cutters in the area. After he woke up and changed to a regular dealer he had a total of \$175 due him. He told me he took the fellow into court twice and after one year still had \$130.00 coming. If that is the case, I wonder how much the buyer gyped him out of in weight and test in addition to the loss he could actually see.

What is a regular dealer? Just the big fellows? Not by any means, for some of our finest dealers have but a few shippers. A regular dealer is any of those who buy their milk on the established buying plan for this market, allows us to check test the shippers milk, and can assure us of his ability to pay for the milk after he gets it.

A "bootlegger" is a dealer who buys on a fluid price far below the price established in the market as being fair, who calls this price a better price because he has little or no surplus, who does not desire to have us check test his milk, and who seems to fear having our men come into his plant. There is no assurance that he can pay for the milk after he gets it, and no assurance that you are really getting paid for all the milk you ship. He cuts prices, causing us the loss of thousands of dollars monthly and yet some men defend him as being the best dealer to ship to. Shun him as much as possible and fight him at every turn.

Just a word in regard to bad odor milk, some shippers are having a great deal of trouble with this and seem not to locate the cause. In a great many cases it is caused by udder infection and is often caused by exceptionally heavy feeding of grain or too much corn. Watch this carefully, as this class of milk cannot be sold as bottle milk and must be manufactured or returned. You will be the loser and you come just that much closer to getting on the criticism plan list. This friendly advice

is meant to help you, for every can you lose is a direct money loss and every penny counts these days.

Have you ever heard the story that if we all are signed on contract the dealers will then let us "sit" and go out farther and get milk? Presumably some of that famous milk from northern Wisconsin that so many say comes into this market but never does. Seriously though this is the situation. The dealers want only this milk in the market because he has trained us to be "fluid" milk producers, and it takes at least three years to make a good (fluid) milk producer. We also want to remain in this market because it has always been the best market in the state for milk. The dealer must have his milk from inspected farms to meet health requirements and we have these farms. Now then as long as both sides to an argument are fair, the argument is soon settled therefore the dangers from that source are extremely remote.

Producers are under contract with their organization in practically all large markets in this country and the producers of milk for this market will be helping himself by signing our agreement.

C. W. FLETCHER,  
Field Representative.

## MADISON MILK PRODUCERS' ASSOCIATION Members' News Letter

September 19, 1932.

The August price paid for milk testing 3.5 per cent were as follows: The Kennedy Dairy Co. paid \$1.23 and the Mansfield-Caughey Co. paid \$1.26 per cwt. for 90 per cent of base milk. Manufactured milk brought 88 cents per cwt. at Kennedy's and 87 cents at Mansfield's. The average price paid for all milk testing 3.5 per cent at Kennedy's was \$1.18 per cwt. and \$1.21 at Mansfield's.

The slight difference between Kennedy's and Mansfield's manufactured milk prices is due to the way the manufactured or surplus milk is disposed of. All surplus remaining on the Madison market brings not less than prevailing condensery prices and what was sold on other markets brought condensery price less the additional hauling cost. The amounts from which additional hauling costs are deducted has a slight influence on the average price of manufactured milk.

# Why Low Milk Prices?

Officers and Directors of our Association have given most careful consideration to factors governing the milk price. Because national and world conditions have made it impossible to get satisfactory prices for our products the officers of the Association have been accused by some of not working to the best advantage of the members. This is clearly ridiculous as all of the officers are selling large quantities of milk through our Association and furthermore they are in the purebred cattle business. The price of dairy cattle depends almost entirely on the price paid for products so those selling breeding stock have been hit doubly hard, first in the price of milk and butter and second through the extremely low price of breeding stock.

## Fundamental Factors.

Dairy products are cheaply transported from one section to another so that prices of butter, condensed milk and milk powder are fairly uniform throughout the United States. In order to raise the price of dairy products in Minnesota they must be raised throughout the nation. Some of the reasons for low prices which can be remedied by proper action are the following:

(1) We import annually practically free from duty about 1,800,000,000 pounds of edible oils or about as much as there is butter sold in the United States. The exclusion of these oils by freeing the Philippines and putting on an adequate tariff would greatly relieve not only the dairy industry but the cotton, fish and livestock industries. By making these industries more profitable it would help every other in the agricultural line and for that matter in any other line.

(2) The tariff system must be revised. With present exchange rates, our present tariff on butter of fourteen cents is only partly effective. If butter reaches a price of twenty-five cents it will come into this country from every large producing nation. At thirty cents our markets would be flooded.

(3) Probably the fundamental and most important cause of the distress of agriculture is our money system. Money must be stabilized so that there may be a fair exchange of products at home and abroad. Dr. Warren of Cornell claims that the chief cause of the depression is that our present gold standard is not flexible enough to meet conditions. All of the national agricultural organiza-

tions have stood for a change in the money system which would bring back the purchasing power of agricultural commodities and allow those in debt to pay off such debts with dollars of the same value as when the debts were contracted.

(4) The purchasing power of the whole nation is a limiting factor as to prices which can be secured for commodities. While these are general factors largely out of the range of consideration of the average individual they must be considered in any plan which will improve the situation.

## Local Factors.

Our officers have repeatedly demanded more for our products. Because of this demand the Northland Milk Company recently cancelled their contract but later withdrew the cancellation. Even on our present basis we have been unable to get all of the Twin City dealers to buy from us and 70 wagons have been operating with outside milk bought at lower prices.

The Twin City distributors buying from us are perfectly willing and have offered to pay us more at any time that we can guarantee them that competitors buying from independent sources will pay as much as they do. There are 150 cheese factories and creameries within easy hauling distance of the Twin Cities. Twenty-five of these are selling milk or cream on the Twin City market now and many of the others are trying to get on this market. We know of no way to maintain a price of \$2.00 for our members while thousands of other farmers living within hauling distance of the Twin Cities receive \$1.00 per hundred and less in the form of butter and powder and cheese.

We are printing elsewhere a letter from John Brandt, president of Land O' Lakes warning of the danger of this situation. He has repeatedly told us that it would be impossible for his organization to keep from throwing milk on this market if our price gets entirely out of line with butter and cheese. Any move which will raise the entire level of dairy products so that surrounding plants can get more for their dairy products will automatically allow us to raise our price.

So far this year we have been getting as high a percentage above that paid by cheese factories and creameries as in our best years. The trouble is that the whole structure

of dairy prices has been entirely too low.

We believe that the most effective way of limiting the amount of milk available for the market and thus securing a reasonable price for our milk is to limit the city milk area to some extent by producing a better quality under city inspection than the general run of milk throughout the state. This method has been successful in increasing market milk prices in every large city of America where it has been tried and there is not a single group of producers around other large cities who would consider abandoning the license system built up to protect the city milk supply and securing a high class limited supply of milk for each city.—Twin City Milk Producers Bulletin.

## NEW SUPPORTERS

Hugo Umhoefer, Menomonee Falls.  
Lilac Ridge Stock Farm, East Troy.  
Geo. V. Buckett, Muskego, R. 1.  
Roy Lekfield, Mukwonago, R. 3.  
John Stillman, Hales Corners, R. 2.  
George Weber, West Allis, R. 4.  
Edward G. Cigler, Hales Corners, R. 2.  
Box 223.  
J. P. Doherty, Menomonee Falls, R. 1.  
Milton G. Aulenbacher, Hubertus.  
George Aulenbacher, Jr., Hubertus.  
Arthur J. Aulenbacher, Hubertus.  
Aulenbacher Bros., Hubertus.  
Edward Verhaalen, Sta. F, R. 11, Milwaukee.  
Robert Winter, Sta. F, R. 10, Milwaukee.  
J. Goodman & Aug. Fischer, Sta. F, R. 11.  
Box 124, Milwaukee.  
J. P. Chaffin Estate, East Troy.  
William Brill, Sta. F, R. 12, Box 50, Milwaukee.  
Edward Burg, Sta. F, R. 12, Box 67, Milwaukee.  
Esser & Schneider, Sta. F, R. 12, Box 120, Milwaukee.  
Albert Felsing, Sta. F, R. 12, Box 43, Milwaukee.  
Laurel Davis, Mukwonago, R. 2.  
Frank Smale, Eagle, R. 2.  
Leland Mules, Elkhorn, R. 11.  
Wm. Box, Jr., Waukesha, R. 2.  
J. P. Chaffin Estate, No. 2, East Troy.  
Mrs. Rosa Arnold, Troy Center, R. 2.  
Fred Jordan, Caledonia, R. 1.  
Joseph Puetz, So. Milwaukee, R. 2.  
Walter Ladwig, Oakwood, R. 1.  
Martin Posbrig, Muskego, R. 1.  
Chas. Posbrig, Muskego, R. 1.  
W. C. Buckett, Mukwonago, R. 3.  
John Spitzner, Muskego, R. 1.  
Ernest J. Funk, Caledonia, R. 1.  
Wm. C. Frank, Caledonia, R. 1, Box 14.  
John P. Stier, Sussex.  
Otto Schane, Pewaukee, R. 2.  
Wm. Verbrick, Waukesha, R. 4.  
Chas. F. Borchardt & Son, Neosho, R. 1.  
Box 87.  
Albert Drawantz, Jr., Oakwood, R. 1.  
Jacob Miller, Waukesha, R. 1.  
Henry Jungbluth, West Allis, R. 4.  
Geo. Schneider, Waukesha, R. 4.  
Harry Gruenwald, Thiensville, R. 1.  
Louis Roskopf, Menomonee Falls.  
Harry F. Krueger, Sussex, R. 1.  
Ollie M. Woelfel, Waukesha, R. 1, B. 113.

## WISCONSIN COUNCIL OF AGRICULTURE

(Continued from page 1)

tion; Sheboygan, Dodge County, Milwaukee and Madison Milk Producers, Land O' Lakes Creameries, Pure Milk Co-operatives, Door County Fruit Growers, Wisconsin Cranberry Growers.

The Board of Directors named Paul Bartlett, Fred Klussendorf and Charles Dineen as a committee to attend the Wausau meeting.

## NEW CREAMERIES BUYING OUTSIDE

A new creamery has started up in Minneapolis buying their milk from a group of farms at Ridgeland, Wisconsin. This is about 85 miles from the city and the milk delivered at this time costs the Sunrise Dairy \$1.27 per hundred while our companies are paying \$1.50 per hundred. They have been cutting prices by means of giving a richer test and have grown from an original size of 300 quarts per day to 1,200 quarts per day in about six weeks. At this point in Wisconsin the only competition is from creameries and cheese factories. If the price is raised in the Twin Cities the Sunrise Dairy can continue to buy at butter and cheese prices and have a very great advantage over distributors buying from the Association. We have made several attempts to get them to buy from us and hope we may be successful but if our milk price should rise right now and they can continue to buy at \$1.27 per hundred delivered there would be little chance of getting them to change.

Another in the same class is the Larson Creamery operating at Hythe, Minnesota. They are running 32 wagons in Minneapolis and selling milk which is bottled at their country creameries. They are buying this at a butterfat basis considerably lower than that paid by our dealers at the present time. We have visited Mr. Larson and urged him to buy from the Association pointing out that he is holding down the price for all farmers in the territory. He can see no reason why he should sacrifice in order to help us and we have been unable to get him to switch.

Maple Leaf Creamery in Minneapolis have been operating for several years buying their milk from an outside creamery on a butterfat basis. They would like very much to see the other dealers pay a higher price for milk because of the advantage it would give them. Recently they told our manager that they would buy from us if we could show them any great advantage but they could see none, as long as they can get all the milk they want outside at butterfat prices.

Wood Lake and St. Anthony Dairies recently signed contracts with the association agreeing to buy from us or to pay a service fee equal to the spread. They are doing this with the hope that all the other companies can be induced to buy from the Association and that all will be buying on the same basis. They have not started to take any milk

from us as yet and if the creameries mentioned above continue to buy outside it is doubtful whether St. Anthony and Wood Lake will continue their contract with us.

We have on our desk a large poster put out by a store at 2009 Fourth Avenue South, Minneapolis, advertising one quart of milk and a loaf of bread any kind for nine cents. This milk is supplied by Larson and this is the kind of competition that drives the milk companies buying from us to demand lower prices or buy elsewhere. As stated in another article the distributors buying from us are willing to raise our price any time that these other creameries will pay the same price for milk and therefore will be unable to offer "a loaf of bread and a quart of milk for nine cents" and other such ridiculous prices.—Twin City Milk Producers Bulletin.

## PRICE CUTTING DANGERS

Colorado Dairymen's Cooperative Inc. has taken a definite stand against price-cutting by distributors on wholesale milk sales.

Price cutting is a legitimate trade practice. But it becomes morally criminal when the results of the practice mean starvation prices to the actual producers.

Everyone knows that the low seller sets the price for all. A few may be able to top the market—but even the top prices slide downward when the price-cutter begins chiseling under the market foundation.

Not even the consumer benefits. Because when prices fall too far below the level necessary for profitable production, quality and safety go by the board. Eventually volume decreases—and the consumer ends up by paying more than he would have paid had prices been maintained on a fair, equitable plane.

Wherever it occurs, price cutting hurts the producer and consumer.

Whether it is a retail store that baits its customers with low-priced milk in order to trim them on canned salmon; or whether it is the non-member producer who seeks to sell his churn at a bargain fluid price—the effect is the same.

Whatever the association can do to reduce the evil is a benefit to the entire industry, and to the industry's patrons.—The Mountain States Co-operator.

Willie: "Tell me, dad, what is a consulting physician?"

Father: "He is a doctor who is called in, Willie, at the last minute to share the blame."

## MILK PRODUCTION ON SEPTEMBER 1, 1932

The following comments were prepared for the September issue of "Crops and Markets."

Milk production on September 1 was about the same as on that date last year, the 4 per cent decrease in milk production per cow being about offset by nearly 4 per cent more milk cows on farms. Milk production per cow was low in all parts of the country and averaged lower, in the country as a whole, than on the same date in any of the past 7 years. This low production was due chiefly to poor pastures and light feeding. Since April 1 the quality of grain fed per milk cow has averaged about 10 per cent less than on the same dates last year, even though pastures have been nearly as poor as during the same period last year. This tendency to feed less intensively may continue to be a material factor in production until prices become more favorable for feeding.

Since early in June the percentage of the milk cows milked has been very low, due to the widespread shift towards increased fall freshening, but with some increase in August freshening, as compared with last year, the proportion of the cows reported by crop correspondents as being milked showed less than the usual seasonal decrease during August and on September 1 was reported as 71.2 per cent compared with 71.2 last year and an average of 71.9 on September 1 during the preceding 5 years. Crop correspondents were securing 12.59 pounds of milk per cow per day on September 1 compared to 13.10 pounds last year and an average of 13.59 pounds for September 1 during the previous 5 years.

The condition of pastures in dairy states on September 1 was 64.8 per cent of normal compared with 62.2 per cent reported on that date last year. Comparing the reports from dairy correspondents received on September 1 this year and last, the records show that 75 per cent of the feed of milk cows was being secured from pastures this year as compared to 69 per cent last year. The quantity of grain being fed to milk cows was about 11 per cent less, averaging 2.47 pounds per head per day compared to 2.79 pounds on September 1 last year.

Lawyer: "It would be better if you could prove an alibi. Did anybody see you at the time of the crime?"

Client: "Fortunately, no."

## STRENUOUS TIMES

These are difficult times to be in positions of authority in directing the activities of any nature, either in business, politics, religion, social or community activities. These are not only strenuous times in which to render service and pass sound judgment on affairs that come to us in every-day operation but we find in those whom we are striving to serve a much more critical attitude on all matters that pertain to the affairs of our organizations.

If we take a general survey of the various offices that are filled from citizens in every-day walks of life and start in with a few examples ranging from an office as a member of a school board on through to the president of the United States, we can touch the experiences of many who are now critical of the services others are rendering.

If you are a member of a school board and you do the things that are sound and wise from the standpoint of giving our children an educational opportunity, you have spent too much money and you are criticized. If, on the other hand, you are too much in the extreme, the other way, the parents blame the school board for lack of service. If you are a member of the town board and you are reasonable in your activities in furthering the development of good roads and bridges, you are criticized because you spent too much money. If, on the other hand, one of the citizens of the township gets stuck in the mud or the roads are not kept open in the winter, you are blamed because he says they ought to do so and so.

If you are a member of a county board, you are especially on the spot if the question of appropriation for county agent or tuberculin test should happen to come before the board. In the eyes of your constituents you are wrong if you support it and you are wrong if you don't.

\* \* \*

Every community will elect to its state legislature this fall some one of many candidates and each state will elect congressmen to its national congress, all of whom are running on a tax economy and prosperity platform, and out of the many now in the race who are willing to make the sacrifice to service in our law making bodies, only a limited number will be elected.

Those who are elected will find it extremely difficult to satisfy even the majority of voters who placed the X opposite their name in the voting booth.

They will have to use their judg-

ment based on the information that will be at their command in order to serve you well and yet with the information they have and honestly willing to serve you, they may not please you in your views.

Many states will elect governors, all with the hope and promise of bettering conditions that now exist. The November election will decide who is to be president of the United States for the next four years and stock and market quotations will temporarily rise or fall depending on the confidence business in general has in the one who is elected by the masses.

\* \* \*

Church workers find it extremely difficult to carry on and receive support as they have in the past. Commercial clubs, golf clubs and baseball and football affairs are all looking for winners and in these times of depression someone has to take the blame for the falling off in receipts. Somebody is grumbling because leaders cannot perform miracles. Men high in positions of directing the activities of our giant industrial institutions have crumbled and withered under the fire of criticism on the part of their directors and stockholders for their inability to check losses and the downward trend of market values of their stocks. Men heartbroken and discouraged in the loss of confidence and support of their friends and co-workers have in many instances ended it all through the suicide route.

In all the ramifications of troubles and criticism that have besought men in positions of leadership in all walks of life, the leaders in the co-operative movement have by no means escaped the conditions that have befallen others.

These men have not only had to contend with internal dissensions and criticisms, but they have been the object of a withering fire of organized propaganda that is being used to the limit of its possibilities in times such as we now have when work of this kind is most effective.—From an editorial in Land O' Lakes News.

## FOR A RAINY DAY

"I observe that you do a great many favors for that influential citizen."

"Those aren't favors," answered Senator Sorghum; "those are investments."—Washington Evening Star.

\* \* \*

Snig: "He who laughs last laughs best."

Snigger: "Yeah, but he soon gets a reputation for being dumb."

## REAL REASON FOR MILK SHED LIMITS

**Vital to Protect Man Who Makes Business of Producing Quality, Mr. Heaps Tells Institute**

Farm leaders of the nation recently met at the Eighth Summer Session of the American Institute of Co-operation, held at the University of New Hampshire, Durham. A press summary containing brief excerpts of the speeches arrived just at press time and is too voluminous for publication in this issue.

From the local point of view the most interesting speech was that by Manager I. W. Heaps, of the Maryland State Dairymen's Association, on the topic of vital concern to milk producers—"Milk Shed Regulations Protect Fluid Producers." Said Mr. Heaps, in part:

"To protect the man who is making a real business of producing milk is reason enough for limiting the territory from which a city may secure its milk supply. It is my contention that if anyone is to succeed in any definite line of agriculture, he should first be properly equipped to produce economically a high quality product, and in doing this he should have certain protection against a fly-by-night producer of that product who might be in and out of the market to the extent that he could seriously jeopardize the income derived by the man who is making a real business of producing that specific product."

Mr. Heaps said he believed a strong co-operative organization was essential to limit successfully the territory from which a city derived its milk supply. "It is a well-known fact that the production of milk or cream has such seasonal variations as to result in what might be an inadequate supply at one time and an enormous surplus at another time of year," he explained. "This makes it necessary to have the machinery to handle the entire product of a given territory in an orderly manner so that the surplus at any time would not break down the whole market structure."

Mr. Heaps said, also, that full co-operation between the producers' co-operative association and the city milk dealers was a necessary link in perfecting consistent control of a city's milk shed.—Maryland Dairymen.

A silent, grim, relentless fight-to-the death among farmers has been going on long enough. It is called competition. Its antidote is co-operation.

## LET MILK PAY YOUR HEALTH INSURANCE PREMIUM

"Milk should be the first food to be bought and the last to be given up. It is the best food for every member of the family and should be thought of in terms of Health." Massachusetts State Board of Health

Notices similar to the above appear in one form or another in countless educational displays, doctor's offices, clinics, classrooms and grocery stores. We see them day after day and believe them after a fashion, but milk has been used so long as a fairly abundant, pleasantly flavored beverage that we may overlook the fact that it contains vital food elements essential to the health and well-being of all peoples.

With expenses in most families being pruned down to fit a diminished income, milk is the one item which must not be reduced; in fact in most cases should be increased, if we are to maintain the health and promote the growth of all members of our families. Milk contains proteins of excellent quality for growth and repair of body tissue. The minerals important for bone, blood and tooth building are complete in milk, except for iron, which must be obtained from other foods. Vitamins are known to be present in milk in sufficient amounts for health, providing a full quart is used each day for children, and a pint for adults, supplemented by a generous amount of green leafy vegetables, whole grain cereals, plenty of fruit, some of which should be eaten raw, apples being an especially happy choice for this purpose, and a reasonable amount of meat and eggs.

As we dig in for what we believe to be the last of these hardest of hard winters, let us keep health insurance uppermost in our minds, paying the premiums with enough milk in the menu for everyone.—Beatrice Crawford-Newcomb.

## WHY LOVE FLED FROM HOLLYWOOD

"So the marriage of those two movie-stars has been called off, eh!" "Yes, they couldn't agree as to whose name should be first on the wedding invitations." — Boston Transcript.

## STUDENT OF CONCENTRATION

Irate Parent: "Didn't I see you kiss my daughter, sir?"

Nervy Youth: "How should I know? Do you think I'd be gawking around when I was doing a thing like that?"—Boston Transcript.

## CAJOLING LIZZIE

One hears a great deal about the absent-minded professors, but none more absent-minded than the dentist who said soothingly as he applied the pliers to his automobile:

"Now, this is going to hurt just a little."—Skelly News.

## SOLID IVORY

Before they wed  
She often said  
He had a "marble brow."

After a year  
All you'll hear  
He is a "bonehead" now.

—Florida Times-Union.

## A. D. 6000

Spiritualistic lady had just called to her husband who is dead:

Lady: "John, dear, is that you?"

John: "Yes, my dear."

Lady: "John, are you happy?"

John: "Yes, my dear."

Lady: "John, dear, are you happier than you were on earth with me?"

John: "Yes, my dear."

Lady (sighing): "Heaven must be a wonderful place."

John: "I'm not there, Mary."

Statement of Ownership, Management, Etc., of Milwaukee Milk Producer, published at Milwaukee, Wis.—Required by the Act of August 24, 1912.

Milwaukee Co-operative Milk Producers, Publishers, Milwaukee, Wis.

Manager—Charles Dineen, Milwaukee, Wis.  
Editor, Charles Dineen, Milwaukee, Wis.

Known bondholders, mortgage and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities—None.

(Signed) Charles Dineen, Manager.

Sworn to and subscribed before me this 28th day of September, 1932.

J. A. WALT, Notary Public, Milwaukee Co., Wis.

(My commission expires June 23, 1935.)

OWNERS—Milwaukee Co-operative Milk Producers, 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.

"What's the idea of the Brown's taking French lessons?"

"They've adopted a French baby and want to understand what it says when it begins to talk!"

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## MILK DEALERS TO DISCUSS QUESTIONS TROUBLING INDUSTRY

Chicago—Unfair competition, milk bootleggers, secret discounts, reduced distribution costs and efficient methods of stabilizing markets will be a few of the many problems which will be tackled by the International Association of Milk Dealers when it meets at the Hotel Statler, Detroit, October 17, for its twenty-fifth annual convention.

President Chas. F. Whiting will sound the keynote of the meeting, "Clearing the Way Out," in his annual address, and the dealers will waste no time in attacking their problems.

It will be a meeting devoted to serious business. Indeed, so many and varied are the problems which confront the dealers that two general morning sessions have been added to an already crowded program. While realizing the seriousness of their members' problems, organization officials have provided no "mourners' bench" for the gathering; instead, they have adopted the attitude that the best way out of a situation is to face it frankly and the keynote of the meeting, "The Job Ahead," attests their determination that the sessions shall look forward and not backward.

### Long List of Speakers

Nearly 100 speakers will address the general sessions or sectional meetings. As in the past, in addition to the general meetings, there will be sessions for the following sections: Controllers' Council, Laboratory, Plant, Production and Sales and Advertising.

Of particular interest at the general sessions will be brief reports dealing with the establishment of sound markets through local dealer associations by J. H. Crowley, Binghamton, N. Y.; F. D. Walmsley, Chicago; H. D. Hooge, Cincinnati; William J. Kennedy, Detroit; O. Carlyle Brock, Erie; T. O. Sullivan, Los Angeles; H. M. Woolman, Philadelphia; A. Kristoferson, Seattle; George C. Palmer, South Bend, and J. A. Caulder, Winnepeg.

Trucking problems will occupy the entire second general morning session Tuesday. Pierre Schon of the General Motors Trucking Corporation will discuss "How Truck Legislation Affects the Transportation of Milk," and O. L. Prior of the Milk Cartage Co., Orwell, O., "The Future

of Long Distance Trucking From Farm to City."

### Peddler Competition

"Meeting Producer Peddler Competition," a subject of outstanding interest at this time, will be discussed by William H. Roberts, head of the Indianapolis concern of that name. The problem of "Reducing the Cost of Distribution Without Affecting Service" will be outlined by R. A. Burns of the Whiting Milk Companies, Boston.

### PRICE PRINCIPAL FACTOR

#### Will Determine Butter Production, Operators Declare

It depends upon prices.

This, in brief, is a summary of the opinions of 60-odd creamery operators, scattered throughout the middle west, in answer to the Dairy Record's query as to their opinion of the government's forecast of a large fall and winter make.

Operators in the big three butter states, Minnesota, Iowa and Wisconsin, were not in entire agreement with those in other states that conditions were generally favorable for a large production if prices were attractive, many of them reporting that shortage of feed would curtail the output regardless of price. However, they agreed that the production situation has improved during the past week and that their cream receipts have shown some increase.

In other states there was almost a unanimity of opinion that the government's estimate of the situation is correct in respect to the number of cows in the country; they also agreed, however, that there is a lower production per cow and that the butter output would not be burdensome if general industrial conditions were sufficiently favorable to bring about even a slight increase in consumption.—The Dairy Record.

#### GENERAL DISSATISFACTION IN NEARLY ALL MARKETS

Talks of strikes in New York State markets against several smaller dealers because of price cutting tactics. The trouble seems to have been adjusted.

In Philadelphia there is a dispute about a change of price. Dr. King is studying the situation.

At Omaha, Nebr., a strike is in progress against two companies who did not agree to the terms laid down by Dr. King when he acted as arbitrator in that market.

In Toledo, Ohio, a dairy company has brought a \$200,000 damage suit

against the Northwestern Ohio Co-operative Company and its officers as a result of a milk war.

### CHECK TWIN CITY DEALERS

#### Probe of Milk Prices Ordered by Minnesota Governor

Following charges that the producer was paid but two cents a quart for milk and that there was a spread of six cents between his price and that which the consumer paid, Governor Floyd Olson of Minnesota last week ordered the state public examiner to call in the books of Twin City milk distributors for examination.

Both the Twin City Milk Producers' Association and Minneapolis and St. Paul distributors deny the accuracy of the figures upon which the charge was based. E. S. Elwell, president of the Northland Milk Co., Minneapolis, placed the average selling price at 6.8 cents a quart. H. R. Leonard, general manager of the Producers' association, placed the price to the farmer at 3½ cents a quart and the average selling price at less than seven cents.

Apparently misinformation regarding the percentage of the association's receipts sold as fluid milk has caused the confusion. In his statement Mr. Leonard pointed out that approximately one-half of the milk delivered by his members is sold as market milk and the other half as manufacturing milk which brings less than one dollar per cwt., whereas, dealers are now paying \$1.62 for market milk.

#### READJUSTMENT IN INDIANAPOLIS MARKET

The Indianapolis market, which has been in a precarious condition, has been readjusted. The retail price was raised from eight to nine cents per quart.

The principal dealers agreed to pay the producers a price ranging from 38 to 42 cents per pound for butterfat for base milk. This would mean from \$1.33 to \$1.47 per hundred for 3.5 per cent base milk.

### DAIRY STATISTICS

Under the title shown above the National Co-operative Milk Producers' Federation has presented a summary of the data on dairy farming in this country.

The information was compiled by the Bureau of the Census, U. S. Department of Commerce, Census of 1930. Some of the interesting facts contained therein will be printed in a later issue of this paper.

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 5

NOVEMBER, 1932

Number 8

## November Price Basis to be Same as October

The Board of Directors met the dealers on October 25 to attempt to settle on a price for November fluid milk.

The directors held out a fluid price of \$1.75 per hundred. No dealer would agree to pay that much but later on in the session a proposal was made by a dealer that the price be \$1.75 for fluid milk providing every dealer operating in the metropolitan market pay that price. As all dealers were not present it was agreed that no decision could be made on that basis.

Adjournment to October 28 was then decided on.

All dealers were contacted and promised to attend the conference on October 28. All but two dealers came in on that day.

The Wisconsin Department of Agriculture and Markets was also represented by Commissioner Renk and Wilbert Witte, chief of co-operative marketing.

Several of the dealers refused to vote for a fluid price of \$1.75.

Mr. Renk said that the state department would hold a public hearing on or about November 15 on request of our board.

A motion was made that each dealer pay for November milk on the same basis as he paid in October. This motion was seconded and carried.

The manufactured price for October was 72 cents per hundred and the average price for 92-score butter, Chicago, was \$0.19774.

Prices paid for October milk by the different companies are as follows:

Gridley Dairy Co. ....	\$1.23
Sunshine Dairy Co. ....	1.24
Golden Guernsey Co-op. ....	1.29
Blochowiak Dairy Co. ....	1.29
Luick Dairy Co. ....	1.19
Gehl Dairy Co. ....	1.08
Layton Park Dairy Co. ....	1.23

## PRICE WAR IN CHICAGO

Dealers and officials of the Pure Milk Association of Chicago are making a desperate effort to stem the tide of cut-rate milk which has demoralized the market there and in adjoining Illinois, Indiana and Wisconsin cities.

The established price of 11 cents a quart is being undermined by sales which are being made for as low as five cents a quart at roadside stands. In some of the suburbs health authorities have ordered police to arrest all peddlers selling milk without a license.

The attempts of the dealers to reduce distribution cost by getting the drivers to accept a lower wage seems to have failed.

The drivers' union voted to hold its wage scale in spite of the fact that more of its members were losing jobs daily because their employers had lost business to the cut-throat dealers who do not employ union help. The drivers' union seems to be high wage scale and no jobs for many of its members.

## A MILK HAULER'S PROBLEM

Talking about cut rate milk dealers. What about the milk hauler who plugs for the cut rate dealer?

If he can justify that kind of a dealer, how can he at the same time justify that cartage price should not be cut down to his shippers to the best figure that any cut rate trucker would offer to haul for?

## MANY AGREEMENTS SIGNED

The marketing agreement offered to the producers in this market evidently meets with the approval of the producers for the sign-up is very gratifying to the board of directors.

part of the supply which goes into fluid consumption. What remains is paid for on the basis of 92-score butter, F. O. B. Chicago, plus the value of the skim milk. On the basis of the present market this amounts to \$0.73 per hundred. The average of these two prices, or \$1.23, is then the price we as producers are receiving from our dealers for our base milk at the present time. Deducting the

(Continued on page 5)

## Memorandum

### Milwaukee Co-operative Milk Producers

Presented to: Mayor Hoan and other city officials:

An emergency exists relative to Milwaukee's milk supply. Three distinct phases of this emergency should arrest your attention. These have a direct bearing:

First: On the welfare of all the milk producers located within the farming community that furnishes Milwaukee and its metropolitan area with its daily fluid milk supply. This farming community comprises mainly Milwaukee, Ozaukee, Racine, Washington and Waukesha Counties but also shades into Dodge, Jefferson and Walworth Counties.

Second: On the welfare of the business men and their employees in Milwaukee and its metropolitan area.

Third: On the quality of the milk

supply, and therefore the health of the men, women and children of Milwaukee and its metropolitan area.

The emergency we are all facing is caused by price cutters who have entered the field of milk distribution in Milwaukee and its metropolitan area. They are largely "shoe string" operators of the fly-by-night character. They purchase their supplies indiscriminately at low prices and undersell the established Milwaukee market price at from one to three cents per quart.

### Phase No. 1

Considering the first of the foregoing phases of this emergency, let it be understood that we as producers supply our established dealers with milk for which the dealers pay us \$1.75 per hundred for all that

# MILWAUKEE MILK PRODUCER

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Milwaukee Co-operative Milk Producers

Chas. F. Dineen, Managing Editor

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## UNSTABLE MARKETS

In this issue we print some reports from other fluid milk markets. These reports show that most markets are not satisfactory and that the reason for the unsettled condition is practically the same the country over.

Too much milk for fluid consumption resulting in a large part going into the churn. With the very low price realized for butter this means a low average price.

Enters the flat price buyer. He buys at or very near the average price, promises no surplus, no base to make or live up to. To the producer who has had his heart set on a fluid market for a long time and has been denied that market the chance looks good.

Also to some men who are in the market and for some reason good or otherwise have not made a base which seems big enough to fit their future shipments. These men may feel that they will never have surplus with the new dealer for the dealer tells them that he is selling at a lower price and getting new business which will take care of increased production. Which may be true to a certain extent. At the flat price his fluid milk costs about 50 cents per hundred less and of course he can undersell.

But suppose our organization had yielded to the legitimate dealer demands for a fluid price as low as the price cutter pays and sold on the same basis. Would the sales of the cut rate man increase? Most certainly not. Then his surplus would

increase as production came up and he would be forced to pay less or lose considerable money on the part manufactured unless he came under the two price plan.

Cut price milk appeals to the customer today when money is scarce.

Three years ago few would buy it for they feared the quality of the cut rate milk.

A dealer who has been in this market for years and always undersold showed little growth until the depression came on. His cheap milk got him business in the last few years and his flat price looks good to the producers.

If other dealers had met his price all producers for this market including his own would have to take considerably less money. Fifteen cents per hundred on all milk shipped would be a conservative figure and this market is taking about one million pounds per day.

Fifteen cents per hundred on all milk shipped to this market would pay the taxes for a year on all the farms supplying the market.

The question naturally arises. Is a producer who sells at a flat cut rate price that appears good but in reality is not so good a real co-operator or is he a very selfish individual?

## ONLY ONE WAY TO PREVENT IT

The present regrettable situation in the metropolitan wholesale market illustrates one thing very clearly, and that is that the price cutting evil can never be stamped out except through more complete farmer organization.

All dairymen in the territory are dissatisfied with present prices. Independent dairymen who have no control over their milk outlets are just as dissatisfied as any others. Prices are lower than they should be even when you take all effects of the depression into account. They are lower than they need to be simply because the producers of the milk shed are not all working together.

No dairyman and no reputable dealer wants to see the market demoralized. Yet because there are supplies of uncontrolled milk in the hands of independent dealers who have no obligations to anyone except themselves, prices are being slashed and the market is on the brink of collapse.

The association is still holding to its prices to dealers as fixed on September 20. The larger distributors are co-operating in this almost hope-

less effort to stabilize conditions. Failure in this effort will not only mean the collapse of wholesale prices but also a decrease in the price of retail milk delivered to homes. It is difficult to see how dairymen can stand the further losses that would follow such demoralization.

In spite of all this, your association is fighting and intends to fight to the last ditch in this battle to save producers from further disastrous losses.

Editor's Note:—The above statement, an editorial in the Dairymen's League News of November 4, could be written almost word for word to describe conditions in the Milwaukee market. Read it over again.

## PRICE CUTTING CONTINUES

It is now practically four weeks since the league made its stand for stabilization of milk prices in the wholesale market in New York City.

For a time last week, following strenuous efforts of the emergency committee and groups of independent producers, it looked as though the move might be successful. Temporarily, while price-cutting had not been eliminated, it had decreased somewhat. There were some faint glows of hope on the market horizon.

At this writing, however (October 14), despite pledges made to farmers and to the emergency committee, independent dealers are again frantically cutting prices in their sales of bottle milk to stores in their efforts to hold and get business. The danger of a disastrous collapse of the entire metropolitan price structure is again very acute. The emergency committee has re-opened its New York headquarters and announces that it is determined to continue working closely with producers in its effort to prevent further decreases in milk returns.

At the present time, the situation is certainly far from encouraging. And the bad thing about it is that it is liable to get worse. At least there can be little hope of permanent improvement so long as producers remain divided and so long as some independent dealers are able to get supplies with which to raid a milk market already at ruinously low price levels.

Events of the past have only added further weight to the growing conviction that effective stabilization of markets can only come through unity among dairymen. From the farmer viewpoint every contact with the New York City market stresses more and more this necessity for farmer organization. — Dairymen's League News.

# Morals, Observations and Conclusions

## THE FIELD REPRESENTATIVE SAYS

Upon entering my third month as field representative I can truthfully say the farmers are now becoming fully aware of the necessity of sober, fair consideration of the needs of co-operative marketing and they are anxious to hear our version of the troubles our organization faces and what we believe can be done to remedy the situation.

They certainly are giving the bargaining agreement careful consideration and continue to sign in all territories in about the same percentage—about 90 per cent. It is our belief that this will be a start towards solving our problems at least.

Sometimes when the health inspector comes around and tells us about our shortcomings some of us may wonder whether there is not a great volume of poor milk in the Milwaukee territory. As a matter of fact just the opposite is true.

We have the finest milk in our shipping territory that there is in the United States and we have a right, as producers, to be proud of it. Right here I want to compliment our dealers and at the same time give them a little dig also. They see to it that this milk is distributed in as perfect shape as possible which of course helps them and us too. What they need to do now is to help figure out a way to give us enough pay for it so we can keep on producing this good milk.

As your field representative I want to say if you have any troubles in this market of any kind I would appreciate it very much if you would write to me or come to the office so we may try to help you straighten them out. We are working for you and you should avail yourself of the services of your organization at all times.

It seems as if some of the price cutters are very much distressed and disturbed if we call on their shippers and tell of the damage done to a market by the practices followed by such dealers.

The court did not agree with them in their contentions. If their methods were so fair and just to everyone they need not fear any exposure of their methods but it looks as if they were not so sure of their grounds after all.

And we are just as sure as ever

that their methods are neither sound or fair.

Sometimes we think that the troubles we face in our market are not faced by any of the other markets in this country but we find a great many of them facing the same conditions as we do.

Most all markets have a fluid price and a surplus price and as a result an average price.

The average price is low because of heavy surplus, due to heavy production and lack of consumer buying power and also because of low returns on butter and manufactured skim milk products. The cut-throat dealers take advantage of this low average price and buy fluid milk needs only at or just above the average price. Of course he can then undersell the legitimate dealer.

Don't let anybody fool you into believing that this class of dealer has any real interest in the dairy business but is only interested in seeing how much they can profit before conditions change.

We believe that some cut-throat dealers are in this as a racket and hope by their tactics to force someone to buy them out, giving them a nice profit.

All markets have had chisellers and cut-throat dealers but that class of dealer did not cause much trouble until people began to feel the depression, got penny-wise and forgot about quality and good service.

Our stand is just as firm against that form of unfair trade practices as ever and we intend to fight it to a finish.

C. W. FLETCHER,  
Field Representative.

## PRICE CUTTING

Colorado Dairymen's Co-operative, Inc., has taken a definite stand against price-cutting by distributors on wholesale milk sales.

Price-cutting is a legitimate trade practice. But it becomes morally criminal when the results of the practice mean starvation prices to the actual producers.

Everyone knows that the low seller sets the price for all. A few may be able to top the market—but even the top prices slide downward when the price-cutter begins chiseling under the market foundation.

Not even the consumer benefits.

Because when prices fall too far below the level necessary for profitable production, quality and safety go by the board. Eventually volume decreases—and the consumer ends up by paying more than he would have paid had prices been maintained on a fair, equitable plane.

Wherever it occurs, price-cutting hurts the producer and consumer.

Whether it is a retail store that baits its customers with low-priced milk in order to trim them on canned salmon, or whether it is the non-member producer who seeks to sell his churn at a bargain fluid price the effect is the same.

Whatever an association can do to reduce the evil is a benefit to the entire industry, and to the industry's patrons.

## MILK, A PUBLIC UTILITY

Winnipeg is trying out a scheme of milk marketing by regulation of the Public Utility Board which was set up by the Manitoba Legislature.

This board ruled on the price to be paid the producer for certain agreed quantities of milk and cream and the price the dealer shall charge the consumer. \$1.55 per hundred for 3.5 per cent milk for each shipper's quota was set as the delivered price the farmer would receive.

Dealers were to charge 10 cents per quart for delivered milk.

Stores selling cash and carry milk must charge eight cents.

Dealers selling to stores for resale must charge seven cents and fluid milk sold in quantities must be sold at 25 cents per gallon.

The board made those prices after conferring with the Winnipeg Milk Producers' Association, the milk dealers and some chain stores.

It is understood that this method is in the nature of an experiment for the board goes out of existence shortly after the next meeting of the Manitoba Legislature unless the law makers make provisions to keep it alive.

It seems that a level-headed producers' organization and a group of sensible, right-minded dealers ought to be able to work out their problems without government interference or supervision. In all likelihood they could do so in normal times but today the chiseler and cut-throat operator upsets everything.

# Other Markets

O. K. Co-operator, official paper of the producers for the Oklahoma City (Okla.) market says that the pool price is 25 cents. Presumably this is per pound fat which would mean 87½ cents per hundred for 3.5 per cent milk. Due to a price war among dealers milk is retailing at six cents per quart.

Arbitrator Clyde M. King has been at work in the Philadelphia market and has made the following statement:

"Market conditions must control prices in the milk market as in any other market.

"It is important to consumers that an adequate supply of the best milk be always available to meet market demands. To assure this supply the basic-surplus plan has long proved of great service in this market. Under this plan, farmers selling milk for city consumption and producing that milk under standards required for the high grade milk now being sold in Philadelphia, receive a stated price for that milk as compared with the price received for milk used for manufacturing purposes. Without such a plan a stable supply for city consumption could not be assured.

"But the plan long in use here has developed certain weaknesses which by common consent require correction.

"To make sure that the plan meets present market conditions it has been modified as follows:

"1. The present Inter-State Selling Plan shall be continued through October, 1932.

"2. All producers shall be allowed to establish a new Basic Quantity to be used, starting November 1, 1932, and until further notice.

"3. One hundred per cent of the present established Basic Quantity of each producer, plus his October, 1932, production, the sum of which is to be divided by two, will establish his new Basic Quantity.

"4. The percentage of this Established Basic Quantity each producer will receive will be adjusted as of November 1, by taking into consideration actual production and actual sales.

"All dealers purchasing milk for sale in Philadelphia will be expected to buy on that plan and on those prices.

"The arbitrator is given another month to study market conditions before a final decision is given as to farm prices. For at least the month of October, therefore, present prices will prevail to farmers and hence to consumers.

"Farmers in the country are hard put to it now without a further decline in prices, save only as that decline in price is forced by market conditions.

"Under this modification of the price buying plan, producers have a chance to adapt their production to the market in the month of October. The output of that month and the market conditions resulting therefrom, must determine November prices.

"Philadelphia dealers for October will pay the present basic-surplus price on the present buying plan for their supply as at present. Effective November 1, the dealers will pay basic price for all bottled milk sold, as determined by actual sales."

Dairymen's League News carries this headline: "Lower Milk Prices Appear Inevitable as Price Cutting Continues." The "News" article further states: "Growing steadily weaker as a result of the price cutting being carried on by numerous dealers supplied by unorganized dairymen, the New York City milk market last week was fast approaching the point where a complete price decline appeared inevitable.

"The market grew steadily weaker all through the week. Every day brought new reports of price cutting, of stores hanging out signs advertising milk at five and six cents a quart, and of dealer after dealer chiseling trade from other dealers. The wave of price cutting spread like wild-fire, particularly in the Brooklyn section, where shoppers could buy milk at almost any price they offered."

Dairymen's Price Reporter, which is the Pittsburgh, Pa., farmers' paper, has these headlines in its October issue: "Face Crisis in Pittsburgh Market." "Loss of Class I Business Due to Price Cutting Faces Drastic Action by Dairymen's Co-operative Sales Association To Gain Control of Milk Outside the Association."

The Co-operative Dairy Farmers, organ of farmers in the Toledo, O., market, states that a milk commission has been appointed to study the whole milk situation in that market. This action is a result of a lawsuit between a dairy company and the farmers' organization. The judge sitting in the case took it upon himself to name a commission after hearing representatives of both parties in a private session. The judge of course was acting as a private citizen when he named the commission. This commission, as he earlier stated, was

for the purpose of making a complete study of the milk trade in the city of Toledo and vicinity and was to report back to him a price for milk which it should find to be fair to the producer, the dealer, and the public, and which would have a tendency to stabilize the milk trade in the community; and in addition, if the commission found any other evils present in the milk trade, it should submit its recommendations for the cure of the same.

While, as the court pointed out in his statement from the bench, he had no power to appoint such a commission, yet, he stated he was making the appointment nevertheless because he believed that such a commission could do a constructive piece of work in stabilizing the milk industry.

We believe that this commission should have the whole-hearted support and co-operation of the members of this association as we feel that only good can come to the producer from the commission's investigations.

The Maryland Farmer says: "Milk Producers! Don't you know?"

"Don't you know that the trouble with agriculture is over-production of all crops? Don't you know that there has been an enormous surplus of milk on this market for the past twelve months? Don't you know you can produce less milk and get a higher price per gallon? Don't you know that it is better to have 10 good cows than to have 20 scrubs? Don't you know that you cannot expect the people of Baltimore City to consumer enough milk to pay all the bills of all the farmers in the Baltimore milk shed? Don't you know it will be more profitable to co-operate with your association and produce less milk so that the supply will more nearly equal the market demands?"

## SIoux CITY, IA., MAY HAVE ANOTHER STRIKE

A second milk strike within a short time may be the result of bootleg milk demoralizing the Sioux City market.

Milk is retailing at nine cents and the producer is getting \$1.80 for fluid milk but the cut-rate bootlegger is selling at from five to seven cents per quart.

The distributors are asking the Sioux City Milk Producers' Association to lower its price to \$1.00 for base milk in order that milk may be sold at seven cents to meet the bootleg price.

The producers' organization says that it believes that the bootlegger may be handled in some other way and prices maintained.

# Resolutions

**Adopted by the Fourth Annual Farmers' Get-Together Conference Held at Wausau, October 18-19, 1932**

WHEREAS, There has been a difference of opinion as to the marketing of butter and cheese among the co-operative leaders and we are so generally all of the opinion that a marketing program direct to the retailer must be established before the producer is on an equal basis with competitors,

THEREFORE, Be it resolved that the assembly go on record and request the Council of Agriculture to call together representatives of farmers, members of the butter and cheese co-operatives and such meetings definitely to decide whether the butter and cheese co-operatives in this state should establish a direct marketing organization or work out a program with the Land O' Lakes Creameries, Inc.

WHEREAS, The national economy of the country is going through the worst industrial and agricultural crisis known in its history, and

WHEREAS, The real cause of the precarious situation in agriculture is due to the fact that the farmers do not have control of the manufacturing, processing and merchandising of their own products, and

WHEREAS, The marketing structure in modern society is very complex and intricate and

WHEREAS, This crisis has laid a particularly heavy burden on agriculture because of the disparity of the prices which the farmer receives and those which he pays for the articles he buys, and

WHEREAS, Plans which advocate forced and hasty action on the part of farmers to change the situation and which do not take into consideration the complexity of the marketing structure are liable to make things worse and destroy any chance of rehabilitation of agriculture,

WHEREAS, The real cause of the present disastrous situation in agriculture is due largely to a defective marketing system and is a consequence of lack of strong organization and

WHEREAS, For the past fifty years farmers were attempting to evolve co-operative marketing associations which would give them control of the marketing of their products, and

WHEREAS, As a result of trials and experiences there gradually

evolved a type of co-operative marketing organization which has proven successful and which has the endorsement of all those who are interested in the progress of agriculture,

THEREFORE, Be it resolved that the Fourth Farmers' Get-Together Conference go on record as urging that a special meeting of officials and directors of the general and commodity co-operatives be called by the Council of Agriculture in the near future to discuss the situation in the light of all the plans that are being advocated for its improvement, to decide upon a program and to take measures to carry it out without delay.

WHEREAS, The movement for the co-operative marketing of farm products made considerable progress through the establishment in recent years of large-scale, statewide co-operative commodity organizations, and

WHEREAS, These organizations, namely the Wisconsin Co-operative Livestock Marketing Federation, the Wisconsin Co-operative Wool Growers Association, the Wisconsin Co-operative Oil Association, the Wisconsin Potato Growers Exchange Co-operative and the Wisconsin Pea Growers Co-operative Association, are based on sound principles of organization and marketing,

THEREFORE, Be it resolved that the Fourth Annual Farmers' Get-Together Conference held at Wausau go on record as endorsing these organizations and as urging the agricultural producers of Wisconsin to join them and give them wholehearted support.

WHEREAS, Considerable injustice results to the livestock producers because of lack of supervision of the grading and weighing of livestock at places other than public stockyards, and

WHEREAS, The State of Minnesota is considering the passage of a law establishing official graders and weighers at such places,

THEREFORE, Be it resolved that the Fourth Annual Farmers' Get-Together Conference go on record as endorsing this move and as recommending that the forthcoming session of the Wisconsin Legislature enact a similar measure for the pro-

tection of the livestock producer in Wisconsin.

WHEREAS, Co-operative marketing in order to be successful must include all the farm commodities organized along commodity lines, and

WHEREAS, The increase of the farmers' bargaining power depends upon the support which farmers give to all the co-operatives,

THEREFORE, Be it resolved that the Farmers' Get-Together Conference held at Wausau go on record as urging the members of the various co-operative dairy organizations of the state to ship the livestock which they have for sale to the co-operative livestock sales agencies at terminal markets.

## MEMORANDUM

(Continued from page 1)

hauling charge we pay for conveying our milk to our dealers, of 20 to 25 cents per hundred pounds, leaves us a net return at the farm of \$1.00 per hundred. This is not a sufficient return to meet our cost of production, the maintenance of our plants and to provide our families even a fair standard of living on the farm.

## Phase No. 2

Considering now the second phase of this emergency, Milwaukee and its metropolitan area at present is receiving an average of 1,000,000 pounds of milk daily for its consumption in the various ways, or to be manufactured, as surplus, into other forms of dairy products. For this 1,000,000 pounds of milk we as producers, located in Milwaukee's immediate surrounding farming community, receive a combined net milk check of \$10,000 per day. We submit in this connection that 70 per cent of our milk check, or \$7,000 of that \$10,000, ultimately in the every day course of events finds its way back into the trade channels of Milwaukee. If now we and our dealers are forced to meet the unfair competition of the fly-by-night, shoe-string operating and price cutting distributors who are rapidly enlarging their activities and increasing their distributing routes in the city of Milwaukee and its metropolitan area, that daily milk check of \$10,000, our net at the farm will be reduced to \$7,000; and the 70 per cent that ultimately returns to your Milwaukee trade will be reduced to \$4,900. In a year that means a difference to the business men of Milwaukee of about one million dollars. It means less trade, less employment in Milwaukee.

It is of interest to note that up

to less than a year ago and for a period of five years previous our net price at the farm was \$2.50 per hundred pounds. Thus during that period we received a daily combined milk check of \$25,000. This meant a return to Milwaukee trade of \$7,500 more daily than prices permit today. The effect of the absence of this amount from Milwaukee's daily trade at present accounts in no small part for the present business conditions in the city.

### Phase No. 3

Consider now the third phase of this emergency. Your Milwaukee Health Department in seeking to fulfill its duties to Milwaukee citizens set up high standards of quality for the milk permitted in the past to be received for distribution in Milwaukee. We as the established producers supplying your milk have co-operated to meet that high standard. This meant the breeding up of our dairy herds, the improvement of our dairy barns, the purchase of much additional equipment, and the institution of a higher standard of management throughout our farming and dairying operations, all of which resulted in a greatly increased operating and overhead expense.

The net result to your Milwaukee consumers has been the highest quality milk at the lowest price per quart of any city of the size of Milwaukee in the entire United States. All this required the sustained effort of years for its accomplishment.

We commend your City Health Department for this attainment and assure you and it our continued co-operation that the high standard as attained may be continued and if possible improved. By this accomplishment the per capita milk consumption in the Milwaukee area was steadily and substantially increased up to the time of the present depression, and to this extent we also benefited.

We submit, however, that if we are forced to meet the unfair competition of ruthless, bootlegging price cutters that have been permitted to enter the field of milk distribution in Milwaukee, we can no longer maintain our producing plants to keep up our present high quality milk production. To meet that competition at the price cutters' present prices would mean a 30 per cent reduction in our present net price of \$1.00 per hundred at the farm, or \$0.70 net at the farm.

Again, we submit that the sources of milk supply to which the price cutting competitors are resorting are

not, by and large, either equipped or trained to produce the high quality of milk that we as your established producers have supplied your established city milk distributors.

We submit further that it is a physical impossibility, in the short time available, for adequate inspection to be made of the farms from which the price cutters obtain their supplies.

We submit also that it is equally impossible for these price cutters operating on a "shoe-string" basis to have the equipment and facilities necessary to make possible the distribution of high quality milk. Nor do they have the training and experience.

We ask, can Milwaukee afford to let down its bars in the maintenance of the high standard quality of milk which its past effort and our co-operation has made possible?

Unless the emergency we are facing is promptly and satisfactorily dealt with the expense and effort of years to attain that high standard will be dissipated and the people of Milwaukee and her metropolitan area will be forced to accept a lower quality of milk than it is now enjoying.

Is Milwaukee willing to pay that price, and to run the dangers that are ever present in low quality milk?

### "RED JOCKO BILL"

The October issue of the National Farm News carries a photograph and the following:

"LEBANON, N. H.—'Red Jocko Bill' is a freak of nature born here at the farm of Frank Swanville on Poverty Lane. It is a perfectly formed animal composite of calf and pig. The mother cow is a thoroughbred Guernsey. The father is a Jersey bull. The freak is 27¾ inches long, 11 inches high, with legs 6¼ inches long. The fat pig-like body is covered with cow's hair. The tail is a pig's tail with cow's hair. The legs are pig's legs, but have cow's hoofs and cow's hair. The face is short and fat like a pig with pig's ears, cow's eyes, a cow's face, cow's nose, but a pig's mouth with cow's teeth. As perfect teeth as you ever saw.

"The coloring of the cow's hair is a perfect Guernsey red."

### GIVE 'EM A BLANKET

A man was complaining of the lack of warmth in the boardinghouse in which he was staying.

"In the daytime it is bad enough," he said, "but at night I frequently wake up and hear by teeth chattering on the dressing table."—Tit-Bits.

## THE NATIONAL CO-OPERATIVE MILK PRODUCERS' FEDERATION

The National Co-operative Milk Producers' Federation closed its sixteenth annual session October 5 at San Francisco by re-electing as officers: Harry Hartke of Covington, Ky., president; C. E. Hough of Hartford, Conn., first vice-president; John Brandt of Minneapolis, Minn., second vice-president; Frank P. Willits of Ward, Pa., treasurer, and Charles W. Holman of Washington, D. C., secretary.

The delegates also elected as directors: G. H. Benkendorf of Modesto, Calif.; R. G. Kinsley of McGregor, Ia.; John Brandt of Litchfield, Minn.; Carl Haberlach of Tillamook, Ore.; R. B. Melvin of Plymouth, Wis.; U. M. Dickey of Seattle, Wash.; J. H. Mason of Des Moines, Ia.; W. S. Moscrip of Lake Elmo, Minn.; W. P. Davis of Boston, Mass.; Harry Hartke of Covington, Ky.; George W. Slocum of Milton, Pa.; H. D. Allebach of Trappe, Pa.; P. S. Brenneman of Jefferson, O.; H. C. Warren of Los Angeles, Calif.; C. F. Dineen of Milwaukee, Wis.; A. E. Enghretson of Astoria, Ore.; D. N. Geyer of Chicago, Ill.; I. W. Heaps of Baltimore, Md.; C. E. Hough of Hartford, Conn.; N. P. Hull of Lansing, Mich.; J. B. Irwin of Richfield, Minn.; John D. Miller of Susquehanna, Pa.; J. R. Smart of Columbus, O.; R. Smith Snader of New Windsor, Md.; Frank P. Willits of Ward, Pa.; W. B. Belknap of Louisville, Ky.

### LATEST FROM ST. LOUIS MARKET

Gentlemen:

This will confirm the conference on November 1, 1932, between Association Sales Committee, individual milk dealers and consumer representatives, whereby the association agreed to sell and individual buyers agreed to buy November milk as follows:

Basic—\$1.13 net.

First surplus—Chicago 92-score butter market average for November plus 20 per cent.

Second surplus—Chicago 92-score butter market average for November plus nothing.

Five cents per cwt. is to be paid to the association at the time farmers are paid for November milk.

Most sincerely yours,  
SANITARY MILK PRODUCERS,  
A. D. Lynch, Secy.-Mgr.

### "SHADES OF CAL"

Epitaph over a jaywalker: "HE DID NOT CHOOSE TO RUN."

## MADISON MILK PRODUCERS' ASSOCIATION

### Members' News Letter

October 13, 1932

**The September Prices Paid for Milk** testing 3.5 per cent were as follows: The Kennedy Dairy Company paid \$1.23 and the Mansfield-Caughey Company paid \$1.25 per cwt. for 90 per cent of base milk. Manufactured milk brought 88 cents per cwt. at both dairies. The slightly higher butter market and condenser prices were completely submerged by the increase in production so base and surplus prices remained practically the same as August. The average price paid for all milk (3.5 per cent tests basis) at Kennedy's was \$1.17 per cwt. and \$1.20 at Mansfield's.

**WARNING.** Any producer caught bootlegging milk to assist in establishing a base will lose his market without delay and any producer withholding information is subject to a similar consideration.

### WHITEWASH THE STABLE.

Every producer knows that the city requires that the cow stables be whitewashed at least once each year.

Now is a good time before cold weather comes on. Many of us are inclined to put it off as a winter job but that is not so good, as the cows must be out for some time while the work is being done, and this disagreeable job is still more unpleasant when the weather is cold. The stable never seems to get quite so dark and gloomy when the white-wash is applied in the fall.

### WHY LOW MILK PRICES

1. Unemployment and low purchasing power decreases consumption.

a. Decreased consumption (with-out a decrease in production) increases amount of surplus.

b. Surplus milk is cheap milk in any market.

c. The more surplus milk there is on a market the lower the average price.

### 2. INSUFFICIENT TARIFF PROTECTION

With present exchange rates, our tariff on butter of 14 cents is only partly effective. If butter reaches 25 cents it will come into this country from every large producing nation. At 30 cents our markets would be flooded.

3. **CHEAP BUTTER** means cheap manufactured milk.

4. **CHEAP MANUFACTURED MILK** means cheap competition for the fluid milk markets.

5. **CHEAP COMPETITION** has to be met or eliminated.

To meet it approaches financial ruin.

Not to meet it is to give your market to the competitors.

Our present duty is to hold our market as best we can and at the same time get for our product all that conditions will permit.

Board of Directors.

### STOCK SELLING SCHEME

Rumors that two new dairy companies are endeavoring to sell stock in their companies to farmers have been circulating freely during the past week.

One concern is said to have a high pressure stock promoter working on the farmers. This promoter has been, we are told, connected with many stock promotion deals heretofore.

Pickings are not good for that type of promoter in the cities and it's quite natural that he should try to unload some gold bricks on the farmers. It may sound good to some farmers to be told that they have a chance to get into the retail milk business by subscribing for stock, deduction in payment for the stock to be made from monthly milk checks.

If reliable going concerns were offering stock perhaps it would be a good buy. Better to investigate first so that we are sure that the stock may be worth something in the future.

Find out who the people are that are to manage the concern. Whether they have a good background, know the city milk game and are putting any considerable amount of their own money into the company.

Also, whether the man who subscribes for a few shares will have anything to say about the business of the company he buys stock in.

Let's look into the thing ourselves instead of taking the word of a smooth talking promoter or perhaps a fast talking lawyer.

We were badly scared when we read Mr. Hoover's speech about the grass growing in the streets. We

gazed out the front window into our own pleasant little street and thought how it would look with the asphalt all broken and sunk into the ground and grass growing wild all over the place. We resolved right there that on election day, November 8, the best thing for us to do would be to buy a lawn mower.—B. H. L. in Chicago Tribune.

## WANT DEPARTMENT

RATE—3 CENTS PER WORD

Minimum Charge—\$1.00.

In computing amount of remittance, add six (6) extra words if wanted published under Blind Address.


Bold Type—Double Regular Rates.

Blind Address — 25c EXTRA to cover postage in sending out replies from this office.

REMITTANCE MUST ACCOMPANY ORDER.

**TINNING**—We retin milk cans for \$1.75 each; 5 or more, \$1.50 each. Batteries charged, 50c. East Side Tin Shop, Waterford.

**MILKING MACHINE RUBBER**  
For All Makes of Milkers  
At Nearly Half Price

 Free Trial—Improved teat-cup suitable for all pipeline milkers. Better, faster milking. Allowance made for old shells. Save money on all milking machine equipment. Write for price list today, stating name of your machine.

**RITE-WAY PRODUCTS CO.,**  
Dept. C, 4009 N. Tripp Avenue, Chicago

**FOR SALE**—Milk cooling cabinets with electric refrigeration; new, and at a bargain. Lappin Electric Company, 612 North Broadway, Milwaukee, Wis.

Phone W. A. 2368-M or St. Martins 100 J-3

## JOHN W. LUDWIG

Farm and Barn Equipment,  
I. H. C. & J. Deere Lines,  
New Idea Spreaders,  
Tractors,  
Milking Machines,  
Electric Motors,  
Frigidaire Systems,  
Radios and Vacuum Cleaners  
HALES CORNERS, WIS.

## SAFETY!!

SAFETY for your deposits should be your prime consideration. U. S. Government supervision of Federal Reserve Members plus over

**\$300,000,000.00**

in assets of the Wisconsin Bankshares Corporation makes your selection of this bank as your depository a wise choice.

## BADGER STATE BANK

W. Fond du Lac and W. North Avenue at N. 21st Street  
Milwaukee's Largest Outlying Bank

## Resolutions Adopted by The Wisconsin Council of Agriculture at the Annual Meeting Held at Wausau, October 20, 1932

**RESOLVED**, That the council of agriculture express confidence in the commodity marketing program for all farm products and believes the program as developed for dairy products be promoted. It believes that the cheese federation should be the agency for cheese; the milk organization as developed around the cities for city milk; a butter merchandising agency for butter; and the pure milk products for milk going into evaporating, sweet cream and ice cream mix channels. It also believes that these various dairy organizations should be federated into one state organization.

\* \* \*

**WHEREAS**, The farmers of this state are confused because of the various plans and programs proposed to handle the desperate condition in which agriculture finds itself,

**THEREFORE**, Be it resolved, that we declare ourselves favorable to a sane and sensible program of education for our members, bringing out the thought and facts that if we wish to better the condition of the farmer, it must be done, not by emotional appeal, arousing farmers to a dangerous mood, or mob action, but by sound principles of organization and co-operation, which are equality and justice, and which experience has shown that in the long run will prevail, and will be the only solution for the farmer; be it further

**RESOLVED**, That we offer the following program and principles:

As a co-operative stand, championing the cause of the farmers in the co-operatives of Wisconsin,

That there be called, at the instance of the State Department of Agriculture and Markets, and with the endorsement of the governor and the council of agriculture, debt adjustment conferences, either formal or informal, the object of which to be four-fold:

1. To find a way by which the industrious farmer, in danger of losing his home, shall be retained to the farm and to the community.

2. To find a way by which the creditor shall be spared having thrown upon his hands properties that he cannot at present liquidate at their normal real value, and that can only be a burden to him.

3. To find a way to restore confidence within the community and within the state between creditor and debtor, and generally between

all classes of business that rest their prosperity on the prosperity of the farmer.

4. That the Department of Agriculture and Markets, acting as the spokesman for the farmer, with the backing of the council of agriculture, bring together debtor and creditor and discourage foreclosures on mortgaged farms, insisting on, that new arrangements for payment of the loans be made, wherein, the farmer can pay over a longer period of time and at a lower rate of interest.

### NAME SUN PRAIRIE FIRM IN BANKRUPTCY

#### Petitioners Base Claims on Wages Allegedly Due

An involuntary petition in bankruptcy was on file in federal court recently against the Sun Prairie Produce Company of Sun Prairie.

The petitioners are six Sun Prairie men whose claims are based on wages due or amounts allegedly due for milk deliveries.

The largest of the six claims is that of Jake Schiess, for \$1,772, for hauling milk, and the other creditors are Clarence Zimbrich, \$106; Paul M. Batz, \$146; Guy H. Addison, \$45; John N. Weisensel, \$20; and Lawrence W. Gaumitz, \$118.

The prize for the most excitable nature in the world goes to the fellow who burst a blood vessel while playing solitaire.

One thing about the coming presidential election appears certain, comments the Louisville Courier-Journal; namely, that the country will elect as president a man whose name contains a "double oo."

A knowing friend tells us that "Ten Knights in a Barroom" is the story of a Scotchman waiting for someone to buy the drinks.

It's perfectly all right for a woman to want to hang on to her youth but she should not do it while he's at the steering wheel.

### AVIATION NOTE

We will believe that aviation has really arrived when we see a two-passenger airplane go by with seven or eight high school students seated in it.

### PRICE CUTTING Where Is It Leading?

There is no satisfaction in buying cheap foods. There is no economy in purchasing them. There is no profit in manufacturing them and there is no argument that can be advanced in their favor. Selling on a price basis has closed factories and forced men out of employment. It has rendered families hungry and hopeless. It has destroyed many established businesses. It has brought distress and dissatisfaction to the entire country. If price cutting could make business good we would now be in a period of unparalleled prosperity. Our present economic condition is best proof of the fallacy of price cutting.

Live and let live.

Give your trade quality foods and make a profit on each sale.

Sell at a profit.—Reprint of Challenge Cream and Butter Association advertisement in Retail Grocers Advocate, issue of July 22.

The stability of agricultural co-operation must be based on business achievement and not on sentiment. —Quentin Reynolds (Eastern States Farmers' Exchange).

### NEW SUPPORTERS

Gust Kehl, Oconomowoc, R. 3.  
Ben. Wilke, Oconomowoc, R. 3.  
Art. Kehl, Oconomowoc, R. 3.  
Erick Groehler, Neosho, R. 1.  
Chas. Schauer, Hartford.  
Christ Bast, Rockfield.  
Fred Pitzka, Waukesha, R. 4.  
Henry Brunner, Waukesha, R. 4.  
John C. Reinders, Waukesha, R. 6.  
Joseph F. Schmitz, Waukesha, R. 6, Bx. 146.  
George Mueller, Mukwonago, R. 2.  
A. F. Block, Waukesha, R. 6.  
Geo. Schlenk, Waukesha, R. 6, Box 124.  
Arthur Webb, Sullivan.  
Joseph Baneck, Sullivan, R. 2.  
Walter Webb, Sullivan, R. 2.  
Bernard Fillenius, Oconomowoc.  
John Chart, Lake Beulah, R. 1.  
Wm. Mielke, Waukesha, R. 3.  
E. E. Swan, Wauwatosa, R. 7.  
Mrs. Caroline Bornfleth, Mukwonago, R. 3.  
E. F. Pagel, Waukesha, R. 4, Box 51.  
Alfred Schoessow, Cedarburg, R. 1.  
Ernest Anderson, Waterford, R. 1.  
John Ungemach, Muskego, R. 1, Box 96.  
Fred Schreiber, Thiensville.  
John P. Happel, Richfield.  
Emil Becker, Slinger.  
Henry G. Herther, Slinger.  
Willie Guerndt, Slinger.  
Jacob Kessel, Richfield.  
John Rothenback, Richfield.  
Oscar P. Kurtz, Richfield.  
Thomas Elsinger, Hartford, R. 2.  
Arnold Kurth, Muskego, R. 1.  
Henry Kurth, Muskego, R. 1.  
August L. Busz, Waukesha, R. 4, Box 152.  
Geo. Genske, Waukesha, R. 4.  
Fred & Ernest Peters, Muskego, R. 1.  
Sim Drew, Hales Corners, R. 1.  
Wesley H. Guetzkow, Sta. D, R. 3, Milwaukee.  
A. L. Butler, Sussex.  
Alois Michels, Menomonee Falls.  
Arthur F. Ristow, Mukwonago, R. 3.  
Louis J. Kelly, Hales Corners, R. 2.  
Kelly Bros., Hales Corners, R. 2.  
Roy J. Oleson, Palmyra.  
R. Wiedmeyer, Granville.  
Max J. Bender, Hales Corners, R. 2.

Our idea of an optimist is the happy fellow who's busily engaged in oiling the hinges on bank "Night Depositories."

# Milwaukee Milk Producer

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Milwaukee Co-operative Milk Producers

Volume 5

DECEMBER, 1932

Number 9

## New Deal for December Milk

All milk dealers operating in the Milwaukee Metropolitan area were invited to meet the Board of Directors on November 26 to bargain for the price to be paid for December milk.

With a few exceptions all dealers attended. The Department of Agriculture and Markets was represented by Commissioner Wm. Renk, Assistant Attorney General R. M. Orchard and M. J. Heiseman, Senior Accountant.

It had been apparent for a long time that a fluid milk price of \$1.75 per hundred was higher than the majority of the buyers were willing to pay.

With the hope of getting all dealers to agree to pay on the same plan and at the same price a motion was made that the December price for fluid milk would be \$1.60 per hundred and that all milk not sold in fluid form would be paid for at \$1.00 per hundred pounds.

There was much debate on this question. Some dealers claimed that it was impossible to pay \$1.60 for fluid milk.

A roll call of the buyers disclosed that a number of companies refused to agree but after more argument and an explanation that this deal was for December only and that a

precedent was not being established for future months some dealers changed their votes.

After repeated roll calls had been made and three small buyers still held out the chairman declared that the motion was carried. Attorney Orchard for the Department of Agriculture and Markets then read an order which is printed in this issue.

The board of directors does not believe the net price will be much higher than in preceding months but this method of settlement for December milk seemed to be better than to have all buyers purchase their fluid supplies as the cut rate dealers were doing, namely at \$1.30 per hundred pounds.

The bargain for November milk provided that each dealer pay the same price as he had paid in October.

Prices paid for November milk by the different companies are as follows:

Gridley Dairy Co.....	\$1.23
Sunshine Dairy Co.....	1.24
Golden Guernsey Co-op...	1.29
Blochowiak Dairy Co. ....	1.29
Luick Dairy Co.....	1.19
Gehl Dairy Co. ....	1.08
Layton Park Dairy Co....	1.23
Wilke Dairy Co.....	1.25

## Committee Report

Persuant to action taken at the last annual stockholders meeting a committee of four was named at a joint meeting of the Advisory Committee and Board of Directors on March 12, 1932.

This committee consists of Erwin Krumhus, Robert E. Hasselkus and Arthur Schaetzel of the Advisory Committee and Geo. W. Drought of the Board of Directors and its duty was to divide the shipping territory into districts.

This committee has held several meetings and has submitted two plans for the consideration of stockholders at the next annual meeting.

The first plan provides that the territory be divided into four districts, each district to be represented by 3 directors, one to be elected each year for a 3 year term and also that 3 men be elected to the Advisory Committee.

The second plan provides that the territory be divided into 12 districts, each district to be represented by one director to be elected for a term of 3 years and one committee man.

Maps of the shipping territory are in course of preparation and will be submitted to the annual meeting for its consideration.

## Public Hearing on Two Price Plan

Several months ago a committee of our board called on the Wisconsin Department of Agriculture and Markets and asked the Commissioners to exercise its powers as provided by statute for the purpose of making an investigation of methods of competition and trade practices in the milk business in the Milwaukee Metropolitan Market.

The Commissioners, after several months study, decided that such action was necessary and at our formal request called a public hearing for November 14, 1932, at the Republican Hotel in Milwaukee. The notice of the hearing was by publication in the official state paper. The newspapers also carried news stories bearing on the hearing.

Mr. Charles Hill, chairman of the department, opened the meeting and read the formal notice. All three commissioners were present and took turns at presiding.

Assistant Attorney General Orchard acted as legal advisor for the department. Our organization was represented by attorney as were several of the dealers. The city attorney's office was also represented by an attorney who took a very active interest in the proceedings.

The Co-operative's secretary was the first witness and the testimony was in favor of the two price plan.

Cross examination was conducted by Attorney Orchard, the assistant city attorney and by attorneys representing several new milk companies. Also by a producer who was aided by an attorney who stated that he was active in a purposed dairy organization earlier in the year.

Don Geyer, Secretary-Manager of the Chicago Pure Milk Association, and Lars Landness of Madison Milk Producers also appeared in favor of the two price plan of marketing milk. Professor Rudolph Froker of the University of Wisconsin testified to the cost of producing milk giving figures tabulated in a study made by the University.

Adjournment was announced by

(Continued on page 6)

# MILWAUKEE MILK PRODUCER

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## OTHER MARKETS

Dairymen's Price Reporter, Pittsburgh, Pa., says in its November issue: "Price Cutters Break Pittsburgh Market," "Milk Prices in Pittsburgh Drop to 8 Cents Per Quart With All Producers Facing Ruin Unless Non-Member Producers Line Up Behind the Dairymen's Co-operative Sales Association."

In Cincinnati, O., where one of the largest companies is owned and operated by the producers organization a drivers strike occurred. Farmer members came in to deliver milk and they were attacked by the striking drivers and people who sympathized with the strikers. Two days experience convinced the dairy companies that it was impractical to serve the retail trade and an attempt was made to serve wholesale trade. Only partial deliveries were made because of the riotous attacks of the strikers. Arbitration of the wage question which also affected inside help in the dairies was then agreed on and a truce was declared until the decision of the arbitrator could be announced.

Under date of December 3, President Sexauer of the Dairymen's League, New York, announced a reduction of 27 cents per hundred pounds of Class I fluid milk to become effective December 5.

This action followed a meeting with representatives of the New York Milk Conference Board, which includes in its membership all of the larger and reputable dealers of the city as well as many small dis-

tributors. The conference board delegates reiterated their unanimous request of November 28 for a lowering of the Class I price so that the milk price to consumers could be reduced one cent a quart.

"The Dairymen's League rejected the conference board request of November 28," said Mr. Sexauer, "because we felt that due to low production and cold weather it might be possible to avoid a market break. Conditions, however, have not improved and that a serious competition condition exists in the metropolitan market is well known.

"Therefore when the conference board representative returned Friday with their unanimous request repeated, we stated that the Dairymen's League would lower its price approximately one-half cent a quart December 5. This leaves 20 cents per 100 pounds to be absorbed by dealers in making a cent a quart reduction to consumers. This is the largest share distributors have carried in any equal reduction.

"The Dairymen's League pointed out to distributors that they must lower their costs. They were told that freight rates, labor costs and overhead must be reduced. It was pointed out that labor in the milk industry has not taken its proportionate share of reduction in income. The Dairymen's League has already instituted action looking toward lower costs in these directions, and dealers have been told that they must give their assistance so that farmers' burdens dues to these costs may be lightened."

Chicago retail price went from 11 to 9 cents on December 1 and the producers price was reduced from \$1.85 to \$1.45 for 3.5% milk delivered to country plants or loading platforms.

Cut rate dealers and peddlers supplied by non-cooperating farmers are wrecking the market. The cut rate operators had sold at 9 cents but cut to 8 cents on December 1. It would seem that Chicago's troubles are not yet settled.

In that, as in every other market where there is price cutting, the farmers who refuse to abide by the marketing organization's agreements are the primary factor in the bad situation. "Pure Milk" in its November issue says: "Disgruntled farmers who failed to test their cows and who were not at all interested in the Chicago market in 1929, being content to sell to manufacturing plants at that time, are directly responsible for chaotic conditions in the Chicago milk shed at this time.

Following the leadership of irresponsible, financially weak, price-cutting dealers and would-be farm leaders, large groups of farmers attempting to sell their milk in an already overloaded market, have continuously cut prices and have been selling increased quantities of milk which is displacing Pure Milk Association milk.

The cut-price milk in the hands of dealers is used to cut prices on the market and, while relatively speaking, only a small percentage of business is lost to these cut-price dealers, many times this amount of business or sales of milk is held by co-operating dealers at greatly reduced prices.

"Price Stabilization" is the heading used over an article in the December issue of the Connecticut Milk Producers Bulletin. This article deals with the set up of the price plan in Connecticut markets and concludes with the following statement: "The attempt to avoid surplus by selling fluid milk at cut prices is one of the most destructive demonstrations of selfishness that exists in the marketing of agricultural products."

## MICHIGAN DAIRYMEN SEEK TO ELIMINATE UNFAIR PRACTICES

Detroit, Mich.—Michigan milk distributors and producers have been authorized by the Federal Trade Commission to hold a trade practice conference in an effort to eliminate some of the numerous unfair competitive methods which have sprung up. The meeting will probably be held here shortly after January 1.

It is expected that practically all buyers, distributors and manufacturers of dairy products in Michigan and nearby states will attend the conference. Among the subjects to be discussed will be the sale of goods below cost for the purpose of injuring a competitor, price discrimination, defamation of competitors, false advertising, enticing employees, inducing breach of contract and price discrimination through the elimination of a deposit on milk bottles.

## DECEMBER 27 DATE OF NEXT PRICE CONFERENCE

The price conference on January milk will be held at this office on December 27 instead of on December 26 on account of the Christmas Holiday.

The meeting will begin at one o'clock.

# Morals, Observations and Conclusions

During these days when many farmers are almost driven to desperation by the lack of enough money to meet their ordinary bills to say nothing of the taxes, interest and mortgage payments they feel that higher milk prices must be in sight soon if they are to continue to exist. We too feel as if that is the case and are now doing things that seem almost impossible to accomplish in order that this condition may be arrived at.

The hearing that we requested the Department of Agriculture and Markets to hold, if it comes out successful, will be the biggest forward step in stabilizing the market. Then the fact that the organization will eventually have the selling control of the milk in the Milwaukee Milk Shed will mean more orderly marketing of milk. The fact that the more sane-minded men are opposing the spellbinders, who are not as much interested in the marketing of milk as they are in collecting dollars to fill their own pockets, also tends to stabilize our market.

We feel that these efforts will not be in vain. If our market holds steady for a reasonable length of time we believe that we can work out of our difficulties rather than have it break up entirely as so many of the other fluid markets in this country have done.

We were severely criticized last spring for agreeing to the principles of the "criticism plan," yet there have been less complaints on poor milk this summer than in any previous year we know of.

In fact last month only two men out of the four thousand farmers were penalized and few men suffer temporary shut-offs as has happened so often in the past. We believe everyone has been more careful and that means better milk which is, of course, the only real kind to send to a fluid market.

As I have gone through the territory I have urged farmers to come in to their headquarters at the new building so they may see for themselves how the testing is done, and also to obtain a better knowledge of what their organization is doing. If for any reason you cannot come, write us if you have any ideas that might help to solve this marketing problem. In spite of what some of the half-baked outside agitators say

about us this is your marketing organization, entrusted with the marketing of nearly a million pounds of milk daily and while we all want "cost of production plus a profit" in the meantime we must continue our fight for every cent we can get for our milk by legitimate marketing methods.

F. W. FLETCHER,  
Field Representative.

## DIRECTORS OF WISCONSIN COUNCIL OF AGRICULTURE MEET

The directors of the Wisconsin Council of Agriculture met at the State Capitol in Madison on November 30.

A committee named at the Wausau Get-Together Conference reported a study made on the farm mortgage situation.

Prof. Hibbard, Senator-elect B. J. Gehrmann and Commissioner J. D. Beck are the members of this committee.

The committee reported to the board of directors that two plans had been studied. In its consideration of plans the committee had the advice and assistance of Deputy Attorney General Wylie.

One plan provides that a bill be introduced in the legislature which would empower the governor or some other state official to study individual cases and if the facts seem to warrant, make adjustments of interest rates, extension of payment and possibly reduction of principal of mortgages.

Mr. Wylie cited the fact that during the late war tenants who were unable to pay rent were protected against eviction in some cases. At that time an emergency was declared to exist.

The directors of the council believe that many good farmers, through no fault of their own, face an emergency now and that if possible some adjustment in their payments of interest should be made.

It was pointed out that in many cases the holder of mortgages would be better off to make adjustment of interest rates and perhaps a reduction of principal as well rather than to dispossess a good farmer and have the farm go to the mortgage holder.

Another plan known as the Iowa plan because it has been used in Iowa provides for a conciliatory board. This board would not have power to make adjustments but would work with the interested parties to bring about a fair settlement.

The council recommended the first plan and a bill will probably be introduced in the next session of legislature.

There is no question but that the aim and purpose of legislation is worthy.

The constitutionality of tampering with contracts is quite another thing.

## FROM THE WISCONSIN ANTI-TUBERCULOSIS ASSOCIATION

A fight half won is easily lost. The battle must go on until the opponent is counted out.

The fight against tuberculosis in Wisconsin is half won. During the 24 years since the Wisconsin Anti-Tuberculosis Association was organized, the tuberculosis death rate has been cut in half. But even yet tuberculosis kills more young people and makes more orphans than any other disease. This year work and money are needed more than ever before, because experience has shown that tuberculosis takes its greatest toll in times of unemployment and distress.

Christmas Seals cost only a penny a seal, a dollar a sheet. Yet they make possible a year-round campaign to hunt out unknown cases, get them under treatment, and teach people how tuberculosis may be prevented, detected and treated. They pay for free chest clinics, public health nursing, health teaching in schools and case-finding studies in schools and orphanages.

Buy Christmas seals and use them. The good they do depends on you!

"God feeds the birds," says a Greek proverb, "but he doesn't throw the food into their nests." There are two kinds of business men, now as always, those who "go and get it," and the sofa salesmen who sit and cry about how hard conditions are. The hungry birds go where the worms are—go thou and do likewise!

## DEPARTMENT'S TEMPORARY ORDER

A hearing having been held by the Commissioners of the Department of Agriculture and Markets of the state of Wisconsin on the 14th day of November, 1932, and from day to day thereafter until all parties interested could be heard, to consider what are fair methods for the buying and distribution of milk in the Milwaukee market at which the various parties interested appeared in person and by counsel and after hearing the evidence presented and argument of counsel the Commission finds:

(1) That there is urgent need that the people of the city of Milwaukee be supplied with a constant flow of milk into that market and that the supply so furnished be up to the standard required by the Board of Health of said city.

(2) That the present retail price of milk in the city of Milwaukee is reasonably low and lower than the prevailing retail price of milk in any other city of comparable size.

(3) That the entire dairy industry in the Milwaukee milk shed and throughout the state of Wisconsin is threatened with irreparable injury and the quality of the milk furnished to said city is endangered because of certain unfair advantages and unfair methods of competition in the purchasing of fluid milk by certain dealers for the Milwaukee market.

(4) That an orderly plan of marketing milk is necessary to insure a constant flow of wholesome milk into this market. Such a plan has been continuously in use in the city of Milwaukee since February 1, 1922. Under this plan representatives of a large majority of the producers furnishing milk to this market meet in conference once each month with the dealers who are buying more than 95 per cent of the milk bought in this market and unanimously agree upon a price for fluid milk and manufactured milk for the ensuing month. More than 95 per cent of the milk purchased on the Milwaukee market is bought at the present time on this plan and the principles of this plan appear to the Commission to be fair and equitable for the marketing of milk in this market.

It is Hereby Ordered, That all milk dealers buying milk for resale in the city of Milwaukee cease and desist from buying milk on any plan other than that substantially in accord with the plan heretofore set forth and adopted by the producers and dealers contracting for not less than ninety per cent of the milk bought for this market and at the

prices so agreed upon pursuant to such plan.

It is Further Ordered, That each dealer shall mail a report upon a form prescribed by the Department to the Department of Agriculture and Markets of the state of Wisconsin, Madison, Wis., not later than the 20th day of each and every month, giving the following information concerning the previous month:

Total amount of milk purchased during the month.

Amount and percentage sold as fluid milk.

Amount and percentage manufactured.

Amount used in the manufacture of each product.

Amount of each product manufactured.

Average price paid to producers.

Amount bought at "manufactured" price.

Amount of "emergency milk" purchased.

And such other information as the Department from time to time may require.

It is Further Ordered, That the Commissioners of the Department of Agriculture and Markets and their duly authorized agents be given and have free access to the dealers' books and records at any time to check the accuracy of the reports.

This is a memorandum order to be followed by a final order at a later date and shall be effective on and after December 1, 1932.

Given under our hand and seal at the Capitol in the City of Madison, Dane County, Wisconsin, this 26th day of November, 1932.

By the Commission,

(Signed) Charles L. Hill,

(Signed) Wm. F. Renk,

(Signed) J. D. Beck,  
Commissioners.

## SHE DIDN'T COOPERATE

Little Sallie had had a naughty streak, and she had been punished several times by her mother. Finally she retired to a quiet corner to think things over.

"You heard me say my prayers last night, didn't you, mother?" she said at last.

"Yes, dear."

"And you heard me ask God to make me a good girl?"

"Yes, dear."

"Well," said Sallie, darkly, "he ain't done it!"

Jailer (to prisoner awaiting execution): "You have an hour of grace."

Prisoner: "O. K. Bring her in."  
—Syracuse Orange Peel.

## CONDENSED MILK COMPETES WITH RETAIL SALES

A few years ago condensed milk was a very minor item in most grocery stores in the Twin Cities. Now stores are buying this product in carload lots and it has become an important competitor with market milk. This is due to the low buying power of the public and the fact that, while not as palatable, canned milk is cheaper. Many stores are advertising condensed milk in six tall cans for 25 cents. It takes a quart of 3.7% milk to make a tall can of condensed so this price means that the buyer is getting a quart of milk for four cents.

The relief agencies have been using condensed milk almost exclusively in supplying destitute families. These agencies are taking care of 16,000 families at the present time in St. Paul and in Minneapolis and in addition to these families totally dependent on charity those in charge estimate that there are an additional 34,000 families where the head of the family is not earning. This makes a total of 50,000 families without their usual buying power and these families buy almost entirely on a price basis.—Twin City Milk Producers Bulletin.

## BOOST HENRY WALLACE

Des Moines, Ia.—A telegram requesting the appointment of Henry A. Wallace as Secretary of Agriculture was sent last week by the Iowa Federated Farm Organization. Among the signers were the Des Moines Co-operative Dairy Marketing Association, Iowa State Brand Creameries, Iowa Co-operative Creameries and the Iowa-Nebraska Non-Stock Co-operative Milk Producers' Association.

## NO LACK OF MERIT IMPLIED

An editor was dining out. "Would you like some more pudding?" his hostess asked.

"No, thank you," replied the editor, absent-mindedly. "Owing to tremendous pressure on space, I am reluctantly compelled to decline."—Tid-Bits.

Susie: "I had a terrible dream last night. I dreamt that the animal my fur neckpiece came from was going to tear me to pieces."

Gertie: "Don't tell me you're afraid of rabbits."

# Is the County Nurse Worth Her Keep?

BY R. C. HALSEY, M. D.,  
Lake Geneva, Wis.

Is the county nurse worth her keep? Decidedly so. To one who has had ample opportunity for observation in rural districts over a period of twenty years, the first half with no county nurse and the last half with a county nurse, the change in appearance of school children is striking. Bodily cleanliness, sound teeth, and a high percentage of freedom from physical defects in a room full of country school children today is a marvelous change from the condition obtaining a dozen or fifteen years ago.

With all due credit to health education acquired by the laity from sources such as physicians, newspapers, the radio, state organizations, etc., inquiry among parents and children as to the influence causing these improved conditions most commonly elicits the statement, "The county nurse told us so-and-so." Accurate statistics as to the extent of her influence are, of course, impossible to obtain, but the physician in the rural districts served by a good nurse cannot but be thoroughly impressed by the vastly decreased number of infant feeding problems, goiters, convulsions, dental caries, contagious cases in epidemics, etc. I should estimate the number of infant feeding problems and malnutrition in older children as 15 per cent of the number existing fifteen to twenty years back; goiters are only about 5 per cent, and dental caries and bad mouth conditions 50 per cent.

A goiter and diphtheria prevention program simply cannot be carried out without nursing supervision. Careless parents, as well as those normally concerned in the welfare of their children, have their attention called to their children's physical defects which might go for years without the attention needed, were it not for the county nurse's school supervision. The physician sees this after every visit of the county nurse to a school in his neighborhood, and none has a better opportunity to estimate the worth of the county nurse than he.

Her influence extends to the parents by way of the child in school, as well as in direct contact at community meetings, county fairs, etc., in a gratifying and easily observable fashion.

A very valuable contribution is the establishing of contact between

physical, mental, and even moral defectives and the state or county agencies properly equipped to deal with such problems. Thereby is prevented the unfortunate falling into the hands of quacks and moral degenerates.

The character of various county nurses' work varies, naturally, but with state supervision even the poorest of public health nurses (and I don't know any such) is worth many times "her keep." The capable nurse has a value to the community which cannot be measured in a financial way, but it exceeds any other influence bearing on the physical welfare of the community.

\* \* \*

BY MRS. A. L. BLACKSTONE,  
Chairman, Public Health, Wisconsin  
Federation of Women's Clubs

What a question to ask in these days when the county nurses whom I know save the county money by preventing disease and building up fine health programs. The protection of our children is one of the gravest of our human responsibilities, and healthy, happy children determine the future of our nation.

Picture, if you can, the activities of this nurse who is the central figure in the maternity, infancy and pre-school program of a county numbering perhaps twenty thousand persons. She inspects all the children of the rural communities and does "follow up" work. She brings together the physician and the mothers. She assists in the child welfare centers, the chest clinics, and visits the mother at home to explain and to demonstrate the physician's instructions. She gives assistance to the mentally and physically handicapped children, taking them to clinics and hospitals for treatment. She aids in the educational work through health clubs and parent-teacher organizations.

Think what a start communicable diseases might get without her! She is one of the outstanding factors in protecting communities against epidemics of contagious diseases.

She is invaluable in the checking of tuberculosis. This dread disease, which invariably spreads its infection to the various members of a family, attacks too many young

people and others who might be saved if treated in time.

Add to these duties the responsibilities carried by our nurses during this period of economic adjustment—the welfare work which becomes almost inseparable from her health duties, the problems of proper food, clothing, the condition of the underprivileged child, all of which make up her daily health program.

We must make a heroic effort to protect the position of our nurses and save health appropriations from undue and unreasonable "cuts." Failure to do this will leave a scar in future years and we shall reap a harvest of "handicapped" children. Let us preserve at all costs all forces which safeguard children. County officials and boards may be "economy conscious," but for the sake of all we hold dear, let us not load all our economy on the children. The county nurse is invaluable to us.



This little girl is one of thousands of boys and girls examined in orphanages and schools each year by physicians of the W. A. T. A.

Clinics are but one of many public health activities made possible by the sale of Christmas seals.

Christmas seals help prevent, find and cure tuberculosis all the year 'round.

**BUY THEM—USE THEM**

**WISCONSIN ANTI-TUBERCULOSIS ASS'N**

1018 N. Jefferson St. Milwaukee, Wis.

## PUBLIC HEARING ON TWO PRICE PLAN

(Continued from page 1)

the chairman at 5:30 P. M. to 9:00 A. M. on November 15.

Charles Miller, producer and hauler to the Milwaukee market for many years, took the stand on the morning of the second day. He testified to the demoralized condition of the market before our organization came into the market. Milk was bought on almost as many prices as there were dealers and in the early days over two hundred were in business. Some dealers paid for the milk; others did not. When a dealer got into a dispute with a farmer he simply got milk somewhere else. Since the two price plan has been in effect shippers on his load sent in all of their milk and got paid for all of it, Mr. Miller said. Formerly the whole load had to be kept at home on certain days when there was too much milk in the city.

Walter Leister, who is a producer of milk, stated that he hauled milk for several years when a flat price plan was in effect and later on when the two price plan was used. His experience was practically the same as Mr. Miller's. Shut-offs when surplus was high were a common occurrence. Many dealers failed to pay for their purchases when the flat price system was used. No producer had to keep any part of his milk at home and no money was lost by his shippers since the two price plan was started.

J. Fred Thomas, County Agricultural Agent for Waukesha County, took the stand and presented figures on production costs that were substantially the same as given by Professor Froker the preceding day. According to these figures milk such as is produced for the Milwaukee market should bring \$2.00 per hundred pounds.

John D. Jones, Jr., former Commissioner of Agriculture, Racine County dairyman and agricultural advisor for Bank Shares Corporation was called as a witness and was very positive in his belief in a two price plan for city milk markets.

Attorney Orchard had to leave for New York and the hearing was adjourned at 5:30 P. M. until Monday, November 21 at 9:30 A. M.

On November 21 Secretary Dineen and Mr. Jones were again called to the stand.

Mr. A. Christman, a producer, took the witness stand and made some statements favorable to the two price plan and other statements that were not entirely favorable.

Mrs. Price, a producer, also testified in favor of the plan and made a plea for a better price for milk to the producer.

M. J. Heisman, C. P. A., with the Department of Agriculture and Markets as one of their auditors, was called to the witness stand because of the investigation he made for the department, of the Milwaukee and Madison markets during the summer.

Figures relative to distribution and other costs of fluid milk, cream and butter, etc., together with commodity profits or losses were asked for and given from the report of the department.

The spread between prices (fluid and surplus) was questioned and the witness was asked for his opinion. According to the auditor, based on the information in his report, the spread was too great because milk had been distributed at a loss and cream and other products at substantial profits under the present price spread and those of the immediate past.

No order to stabilize the Milwaukee market could be fairly issued unless the present spread is narrowed because the small dealer with little or no surplus could then not stay in business according to him. In his opinion, the commissioners are anxious to do all they can to stabilize the market for the producers as well as the consumers and the dealers and an order to do so, if an order can do it, is to be issued, if the price arrangement is revised to be more equitable and fair. In the opinion of the commissioners any move now to stabilize this market would avert a price war which would finally be carried on at the expense of the producers, Mr. Heisman stated.

Lester Tans, Waukesha County dairyman, testified at the hearing that he believed the two price plan was better than the flat price for producers for a city milk market.

Goodhand Kingston, Waukesha County dairyman, making Grade A milk for the Milwaukee market told the commission that the two price plan was favored by him over a flat price.

Several consumers appeared at the hearing and offered to testify.

One man and several women were called to the stand and in answer to questions on the price they paid for milk the answer was that the price was not too high.

Two dealers took the stand. One of them said that some cutrate dealers had a big advantage because of the very low wage paid to the drivers and also because the drivers had to deliver much more than the usual amount of milk.

The commission declared the hearing closed when no others offered to testify.

Several weeks time would be needed before the report on the findings of the department could be given, the chairman announced.

The porter at the little English railway station had suffered a good deal at the hands of smart American tourists, but he got some of his own back the other day. The crack express, "The Flying Scotchman," thundered through the station, rocking the buildings, and an American visitor promptly asked: "I suppose you call that an express?" "No," replied the long-suffering one, "that's just George doing a bit of shunting. He'll be back in a minute."

"There's no denying," said Farmer Tumbleweed, "that old Wiffleton is the man to send to Congress. He's for the farmer every time. Why, he says if he's elected he'll stop the importation of French fried potatoes."

## STERILIZE YOUR MILK CANS AND MILKING EQUIPMENT

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 Alvin Bruss, Hales Corners, R. 1.  
 Gustav Hareng, Caledonia.  
 Paul Krueger, Mukwonago, R. 3.  
 Chester Harris, Mukwonago, R. 3.  
 Peter Socha, Hales Corners, R. 1.  
 John Powalski, Hales Corners, R. 1, B. 174.  
 Reinhard Bartell, Thiensville.  
 Arthur Klug, Thiensville, R. 1.  
 Edgar Wille, Thiensville, R. 1.  
 Alvin Hilgendorf, Thiensville, R. 1.  
 Fred Guetzkow, St. D, R. 3, Milwaukee.  
 Margaret Palmershime, Hales Corners, R. 1.  
 Mike Stahl, Sta. D, R. 3, Milwaukee.  
 Gustav Keske, Colgate.  
 Wm. Pagel, Sullivan, R. 2.  
 Frank Kohlhoff, Jr., Oconomowoc, R. 4.  
 Art. Goetsch, Oconomowoc, R. 4.  
 Carl L. Kloth, Pewaukee, R. 2.  
 Henry Hubman, Waukesha, R. 3.  
 Lawrence Berkholtz, Sullivan.  
 Paul A. Rieve, Sussex.  
 Jos. Twardowski, Hales Corners, R. 1.  
 Louis Kaczmarowski, Hales Corners, R. 1, Box 140.  
 John Jacoby, Hales Corners, R. 1.  
 Clarence Kolbow, Hales Corners, R. 1.  
 Ignatious Glass, Sta. D, R. 3, Box 432, Milwaukee.  
 Watson Bros., Oconomowoc.  
 Charles Foellings, Hales Corners, R. 1, Box 165.  
 G. W. Geraghty, Hales Corners, R. 1.  
 John Delikat, Hales Corners, R. 1.  
 Edw. Buse, Hales Corners, R. 1.  
 Michael Berka, Oakwood, R. 1.  
 Alfred Buse, Hales Corners, R. 1.  
 Albert J. Kniewel, Muskego.  
 John Marak, Hales Corners, R. 2.  
 Mary Grabovac, Hales Corners, R. 1.  
 Harold Mueller, Hales Corners.  
 Adolph Strand, Waukesha, R. 4, Box 65.  
 John Nicolaus, Jackson, R. 1.  
 Louis Beyer, Hales Corners, R. 1, Box 178.  
 John Holzem, Menomonee Falls.  
 Otto Graef, Caledonia, R. 2, Box 25.  
 Andrew Becker, Slinger, R. 1.  
 Fred Endres, Slinger.  
 Herman Hauber, Hartford, R. 5.  
 Ernie Pfeil, Hartford.  
 Edward Lepien, Hartford.  
 Wm. Fleischmann, Germantown.  
 Chas. Burke, Hartford.  
 Herbert A. Heckendorf, Jackson, R. 1.

## THE PRICE DROPS

Increasing pressure of cut price milk in the New York market has finally brought about the only result that could possibly be expected and that is lower prices and unnecessary further losses for all producers in the milk shed.

That the reduction in the Class 1 price in New York City is not 47 cents instead of 27 and that it did not come weeks, yes months before it did, is due to just one thing—the continued determination of Dairy-men's League officials and directors to fight to the last ditch to prevent further price declines just as long as there was any hope of success. In this effort the association has had some support from both the dealer and producer sides. It has had the sympathetic support of the general public.

Had there been more complete unity among dairymen in the milk-shed the price cutting evil might have been stamped out and further declines and losses avoided.

For some time the league has warned producers of the increasing dangers in the situation. It has suggested plans under which producers might have united and successfully maintained fair prices for themselves. Finally on September 20 the association made a final stand and with the support of many of the larger dealers in the metropolitan market, attempted to hold wholesale prices and stabilize the market.

Price cutting decreased for a short time but then began again and steadily increased finally forcing the action now taken by your association.—Dairymen's League News.

## NET POOL PRICES

Following are the net pool prices paid by the Dairymen's League Co-operative Association, Inc., to members during the past year. These prices are for 3.5 milk at the base zone 201-210 miles from New York City.

October ....1.74	April .....1.17
November ..1.71	May .....1.05
December ...1.42	June ..... .89
Jan., 1932...1.43	July ..... .98
February ...1.44	August .....1.07
March .....1.32	September ..1.11

October \$1.12

The bride was feeling dissatisfied with her lot. "Eve must have had a wonderful time, compared with the women of today," she said bitterly. "Oh, I don't know," countered the bridegroom. "You've got a man, you've got a garden, and you said just now you had nothing to wear."

## WANT DEPARTMENT

RATE—3 CENTS PER WORD

Minimum Charge—\$1.00.

In computing amount of remittance, add six (6) extra words if wanted published under Blind Address.

Bold Type—Double Regular Rates.

Blind Address — 25c EXTRA to cover postage in sending out replies from this office.

REMITTANCE MUST ACCOMPANY ORDER.

**TINNING**—Milk cans retinned for \$1.50 each. Just like new. East Side Tin Shop, Waterford, Wis.

## MILKING MACHINE RUBBER

For All Makes of Milkers

At Nearly Half Price

Free Trial—Improved teat-cup suitable for all pipeline milkers. Better, faster milking. Allowance made for old shells. Save money on all milking machine equipment. Write for price list today, stating name of your machine.

**RITE-WAY PRODUCTS CO.,**  
 Dept. C, 4006 N. Tripp Avenue, Chicago

**FOR SALE**—Milk cooling cabinets with electric refrigeration; new, and at a bargain. Lappin Electric Company, 612 North Broadway, Milwaukee, Wis.

## SAFETY!!

SAFETY for your deposits should be your prime consideration. U. S. Government supervision of Federal Reserve Members plus over

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in assets of the Wisconsin Bankshares Corporation makes your selection of this bank as your depository a wise choice.

## BADGER STATE BANK

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Electric Motors,

Frigidaire Systems,

Radios and Vacuum Cleaners

HALES CORNERS, WIS.

# SKIMMIN'S

## ENCOURAGING

Man in Swimming: "Are you quite sure there are no crocodiles about here?"

Negro on the shore: "Yes, sah; de sharks done scare 'em all away, sah."—Catalina Islander.

Flapper (to cop at busy intersection): "What's the idea, no lights here?"

Guardian of the Law: "I'm the light at this corner, lady."

Her Majesty: "Then turn green so I can cross!"—The Wheel.

Cub Reporter: "I'd like some advice, sir, on how to run a newspaper."

Editor: "You've come to the wrong person, son. Ask one of my subscribers."—Wampus.

King George, when a freshman at Oxford, spent his allowance and found himself ten pounds in debt. He wrote to his grandmother, Queen Victoria, pleading for an advance on future remittances. Instead, the austere old lady wrote him a long screed on the virtue of thrift. In a few days she received the following reply: "Dear Grandmother: I have carefully noted your advice about being thrifty, and am following your suggestions. I began by selling your letter to a collector for twenty-five pounds. Your loving nephew."

The wealthy one: "This dining room goes back to Louis XIV."

The poor one: "That's nothing. My whole living room set goes back to Sears Roebuck on the 15th of the month."

A New Yorker met a Scottish friend, just returned from the golf courses of Florida, struggling up Broadway with a large alligator on a leash. "Where in the world are you going with the menagerie?" he asked. "Would ye believe it," replied the Scotsman earnestly, "this son-of-a-gun has got my ball?"

You will succeed best when you put the restless, anxious side of affairs out of mind, and allow the restful side to live in your thoughts.

Wife (learning to drive): "Something seems to be wrong with our little mirror up there."

Hubby: "Isn't it adjusted properly?"

Wife: "No; all I can see is a truck behind us."

Girls when they went out to swim  
Once dressed like Mother Hubbard;

Now they have a bolder whim;  
They dress more like her cupboard.

Pegrew: "The girl I married has a twin sister."

Pingree: "Gosh! How do you tell 'em apart?"

Pegrew: "I don't try to; it's up to the other one to look out for herself."

This inventing business is going too far. An Austrian has devised a contraption whereby eight kettle drums can be played at once. A sort of a new "racket," as it were!

Selfishness with much can do little, but love with little can do much.

The chip on a man's shoulder is usually just a shaving off the block above.

Don't complain. Every time the sheep bleats it loses a mouthful of grass.

It's too bad, but a howling success cannot be made by howling.

The chief effect of love is to drive a man half crazy; the chief effect of marriage is to finish the job.

## GINGER SNAPS

Conductor (helping stout lady on car): "Yer should take yeast, mother, ter 'elp yer to rise better."

Stout Lady: "Take some yerself, lad, and then yer'd be better bred."—Sheffield Telegraph.

## HIS MONEY'S WORTH

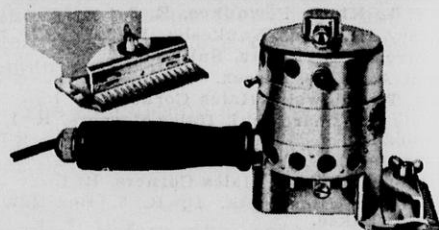
"It's scandalous to charge us \$10 for towing the car only three or four miles," protested the motorist's wife.

"Never mind, dear," replied hubby, "he's earning it; I've got my brakes on."—Ottawa Citizen.

"Was that sandwich quite fresh that you sold me just now?"

"Quite, sir. Each one is wrapped in transparent air-tight paper."

"I wish I'd known!"—The Humorist.



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# Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

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Number 10

## January Prices

The conference on January milk prices was held on December 27.

A crowd of producers that taxed the capacity of the conference room came in and discussed the market situation with the board from 1:30 to 3:30 P. M.

The dealers then came in and the board of directors proceeded to bargain with the former for the price of January milk.

Commissioner Wm. J. Renk, Assistant Attorney General Orchard and M. J. Heisman, accountant of the Wisconsin Department of Agriculture and Markets were present.

A motion for \$1.60 for fluid milk and \$1.00 for all milk not used for fluid purposes was made and seconded by members of the board of directors.

There was much argument on this motion. The dealers were called on to vote on the question and on the first roll call many dealers voted no. Repeated roll calls resulted in all the dealers lining up with the exception of some who were in the market only a short time.

When the secretary's figures showed that the buyers of more than 90% of the milk had agreed to buy milk according to the motion Mr. Orchard read an order which appears in this issue.

The actual manufactured price according to the plan used since 1922 would have been 84 cents per hundred for 3.5% milk.

The butter market, which had shown some strength at times during the month, was rather a disappointment. The average price for 92 score for December at Chicago was \$22.72.

Available reports of prices follow:

Gridley Dairy Co. reports fluid sales of 40.31% at \$1.60; outdoor relief sales of 10.09% at \$1.37; manufactured or surplus sales of 49.60% at \$1.00; and an average price of \$1.27.

Luick Dairy Co. reports fluid sales

of 38.31% at \$1.60; outdoor relief sales of 10.50% at \$1.37; manufactured or surplus sales of 51.09% at \$1.00; and an average price of \$1.26.

Layton Park Dairy Co. reports fluid sales of 37.79% at \$1.60; outdoor relief sales of 13.87% at \$1.37; manufactured or surplus sales of 48.34%; and an average price of \$1.28.

Sunshine Dairy Co. reports fluid sales of 52% at \$1.60; manufactured or surplus sales of 48%; and an average price of \$1.31.

Blochowiak Dairy Co. reports an average price of \$1.32.

## Farmers Are Not Hoodlums

The city newspapers reporting a meeting held in the Nightingale Hall near Menomonee Falls sought to convey the impression that the large crowd of farmers who attended acted like a mob.

The reporters knew that there was no danger of a riot or violence of any kind. Had there been any such danger the newspaper men would be the first to get out.

A desire to have a sensational story and keep the milk question before the public in a lurid light no doubt stimulated the reporters' imagination.

The report that the commissioners had to be escorted through the crowd by deputy sheriffs because of a chance of mob action is untrue. The owner of the hall said that he asked for deputy sheriffs because of some rather boisterous meetings held earlier in the year and sponsored by another group.

That there was some organized heckling by a group that came for that purpose was quite evident. It was also apparent that a traveling agitator had a group coached to yell for him.

Ninety per cent of that big crowd came to the meeting for information  
(Continued on page 2)

## Retail Price Drop

Everyone who had the dairy industries at heart hoped that store milk prices would be raised beginning with December 1.

The cut price dealers choose to not only sell at the same low rate but to give other inducements to get business.

On December 12 two companies whose main business was with the stores decided to meet the cut rate price of five cents per quart. The following day all the companies were out with a five cent price to the stores and seven cents to the home trade. Cream and all other items were also cut. Some of the cut rate dealers then made the price to stores 4½ cents per quart, according to reports.

The Department of Agriculture and Markets fearing that the so-called price war would result in a lowering of prices to the producer or the ruin of some small legitimate dealers asked Deputy Attorney General Wylie for an opinion on what action the department might take.

Mr. Wylie stated that the department might rule that an emergency existed and that in that case both the price the producer received and the consumer paid could be fixed by the state.

The board of directors still held to the belief that if all dealers paid \$1.60 for fluid needs that the retail price would take care of itself in time.

The cut rate dealers lost considerable business and began to know what surplus milk meant and rumors were current that they wished to sell out.

No one fell for their racket and one of them got out a flier to the grocers appealing to the latter to stick by the cut rate dealer.

The directors decided to call all dealers into a conference with department officials present. Practically every dealer responded and after considerable discussion Mr. Hill and Mr. Orchard agreed to interview each dealer regarding his views on the selling price. Several hours time was taken in this way and when every one had expressed

(Continued on page 2)

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## ON STRIKES

Every few days the "State Milk Strike" gets some new publicity. Invariably the date for staging the strike is advanced thirty or sixty days.

Mr. Reno having witnessed a failure of the attempts at strikes in Iowa and other neighboring states has descended on our fair state to help engineer a strike. Nothing could please the Iowa, Nebraska or Minnesota dairymen better than to have Wisconsin farmers destroy or waste their milk.

Wisconsin dairymen are not so foolish for they know that a strike would only give their market to the other fellows who would not withhold their products. To quote John D. Miller, Vice-president and General Counsel for the New York Dairymen's League: "Strikes are not the way out for even if the strike is won the same sellers must meet the same buyers and the trouble starts all over again."

The professional strike talker has no intention of calling a strike for he knows that it could not yield the desired results and he would be discredited and would have to try a new racket.

Play on the farmer's sympathy, take advantage of his sad plight to pass the hat and get a few more dollars while the racket lasts is the sole idea of the fellow who travels around talking strike.

## PRICE OUT PERILS

The disastrous effects of price-cutting have made themselves felt, during recent months, on most of the big milk markets of the United States.

It used to be felt that if a co-operative controlled 60 per cent of the milk in a given area, it could pretty well control the price. Today, and under present conditions, it appears that as little as three per cent outside milk may endanger and wreck the whole price structure of the other 97 per cent.

In most of the markets now affected by price-cutting, a small minority of producers have been responsible for the general disaster. Unwilling to band together for the common good, these outsiders have taken what they could get for their milk. Unwilling to average their returns at a fair figure with their fellow producers, they have tried to beat the association prices by selling independently. The result has been that everyone has lost.

## RETAIL PRICE DROP

(Continued from page 1)

himself Commissioner Hill stated that two dealers flatly refused to raise their retail price and thereby end the war.

The next move was an application by a group of Dodge County farmers who sold to a cut rate for an injunction against the state department.

These men sought to enjoin the state department from forcing the dealers to pay \$1.60 for fluid milk and \$1.00 for surplus. The hearing on the application was set for January 4. On January 3 the state department took this group before a court commissioner to find out what prompted their strange action. As a result of this examination the attorney for the group of farmers who wanted less money for their milk asked to have the hearing postponed from January 4 to January 14.

It is also rumored that the dealer in this particular case has agreed to pay \$1.60 for December fluid milk but would increase the cartage rate by 30 cents per hundred and then have the hauler pay back to the dealer that amount.

These Dodge County farmers have been in this market for one year. Their first experience was with Janke Dairy. They are now trying to collect money that Janke owes them and at the same time are trying to prevent the state from helping them to get a better price from their present buyer.

In this issue the prices of fluid and manufactured milk, also the average price paid and the percentage of sur-

plus for each month of every year since the two price plan has been in effect, is printed.

The average price and the percentage of surplus that individual companies had will vary somewhat from the figures shown for the latter are the average of the different companies.

## FARMERS ARE NOT HOODLUMS

(Continued from page 1)

on the condition of the Milwaukee milk market and listened intently while Chairman Charles L. Hill of the State Department read an opinion on the powers of that department as rendered by Deputy Attorney General Wylie.

The crowd also was patient while Mr. Beck read a statement that had little to do with the situation.

Questions were then asked and each question included a speech.

The meeting served its purpose but all fair-minded farmers cannot help feeling that the Milwaukee papers were unfair in their attempts to make the producers in this market appear as hoodlums and ignor-amuses just because a few men acted that way.

No deputy sheriffs were needed, in fact everyone seemed very much at home and acted that way. Those who are quiet, manly and considerate of others when at home were the same way at that meeting. The others also ran true to form.

## NEW SUPPORTERS

Ben. J. Fechter, West Bend.  
Peter Brahm, Jr., Menomonee Falls.  
John Mamerow, Sussex.  
Harvey Bartlett, Pewaukee.  
Walter Held, Slinger, R. 1.  
Clarence Geske, Colgate.  
Wm. Henn, Colgate.  
Ed. Gross, Germantown.  
Mrs. Henry Lofy, Richfield.  
R. & E. Steger, Cedarburg, R. 2.  
Clarence Arndt, West Bend, R. 1.  
Frank Parsons, Palmyra, R. 1.  
William Tobison, Whitewater.  
Theo. Buth, Cedarburg, R. 2.  
Ivens Bros., Nashotah, R. 1.  
Allen J. Peters, Nashotah.  
Pollock Bros., Sullivan, R. 1.  
Haldor Christensen, Palmyra, R. 1.  
G. C. Tanner, Elm Grove.  
Ludwig Pichler, Hartland.  
Mrs. Della Evert & Son, Pewaukee, R. 2.  
Mrs. W. Griswald, Pewaukee, R. 2.  
O. W. Evert, Pewaukee, R. 2, Box 171.  
W. Matchie, Pewaukee, R. 1.  
Chas. G. Hall, Pewaukee, R. 2, Box 149.  
Rudolph F. Wilde, Thiensville.  
Theo. Wilde, Thiensville.  
Erwin Genz, Fredonia.  
Arthur J. Rust, West Allis, R. 4.  
John Moll, Mukwonago, R. 2.  
H. Schwulst, Pewaukee, R. 2.  
H. R. Lobdell, Mukwonago.  
H. J. Jones, Troy Center, R. 2.  
Frank Bernau & Son, Troy Center, R. 2.  
Alvin H. Clauer, Caledonia.  
Charles Srovnosnik, So. Milwaukee, R. 2, Box 204.  
Frank Madsen, Caledonia, R. 1.  
Paul Schulz, Oakwood, R. 1.  
John C. Getzin, So. Milwaukee, R. 1.  
Otto Schoenbeck, West Bend.  
C. A. Schroeder & Son, West Bend.  
John Horlamus & Son, West Bend.  
Ambrose Wiedmeyer, West Bend.  
P. C. Ziegler, West Bend.  
Rudolph Kuenzi, Merton.  
Wm. Schlicher, Hartland, R. 1.  
Frederich W. Meissner, Hartland, R. 1.  
Mary M. Galligar, Hartland, R. 1.  
Walter M. Staus, Hartland, R. 1.  
Roy H. Haass, Hartland, R. 1.  
Henry Griesmer, Hartland, R. 1.  
Harry Harris, Waukesha, R. 3.

# Morals, Observations and Conclusions

As I travel over the various sections of the Milwaukee milk shed it is very surprising to find that a number of people in the territory seem to be more interested in the problems of the producers of milk for other markets than in their own. Probably that is natural for it is comparatively easy for an outsider who has no interest in this market to come here and contend that we have a lower price than other city markets.

Of course, that is untrue for many cities are on a lower level than this market. We contend that the economic picture is international in scope and can be corrected only by a general change in the purchasing power of all the people. In regard to our local market there are problems that are peculiar in character and can and must be corrected by local organized efforts.

• • •

Many shippers will have excess milk now and are probably looking for outlets that may bring more than in the form of whole milk.

Dealers take cream at 10% over Chicago 92 score butter as they have in the past. Shipping cream saves considerable cartage and allows those who can separate the chance to use the skim milk at home.

• • •

The annual meeting will be held this month. All owners of stock who are supporters and all who have signed agreements will be entitled to vote.

Our organization has had an uphill battle to fight during the past year. Exercise of plain common sense has been the greatest asset of the management and in spite of outside interference we came through the year in good shape.

Therefore, I am wishing you all a happy and more prosperous year and with a fervent wish for more money for dairy products so that we who must build prosperity may again take our rightful place in this nation of ours.

C. W. FLETCHER,  
Field Representative.

## FARM LEADER BLAMES GOLD BASIS FOR LOW PRICES

So long as England and other European countries remain on a monetary system wherein their money unit comparable to the American dollar is of lower gold value than that of the United States, butter cannot attain a price much higher than 25 cents on the New York market.

Such is the statement of Fred H. Sexauer, president of the Dairy-men's League Co-operative Association, Inc., in a discussion of the need for higher commodity prices to restore prosperity.

"Every dairy farmer knows what 25-cent butter means to milk prices," said Mr. Sexauer. "It means that under present conditions of the dairy industry there can be no substantial upward movement in milk prices, neither the price of fluid milk or that going into manufactured products.

"Just why the English monetary system, which at present values gold on a ratio of about 14 grains to \$1 as against the United States 23.22 grains per dollar, should so affect butter prices in this country may not be evident to the casual observer. However, it was well illustrated just recently when it checked an upward movement of butter prices and broke the market.

"About two weeks ago butter reached a top price of 26 cents in New York. In Chicago it sold around 24 and on the Pacific coast at 29 cents. A price advance had begun when with national butter stocks at a low point, the Pacific Coast found its normal locally-produced supply insufficient. Butter normally moves eastward from Chicago, but when the Pacific coast cities began reaching out for supplies this movement was reversed. As a natural result eastern prices, both Chicago and New York, advanced under the stimulus of this increased demand.

"A situation existed that was promising for the dairy industry. Suddenly the upward movement was checked and prices broke. New Zealand butter, which had not been entering the United States, was suddenly able to jump the 14-cent tariff wall and come into competition with the domestic product. The New Zealand butter shipper who had been

selling in England at about 19 cents on the English money basis, equal to 12 cents on the United States gold basis, found it more profitable to ship to this country despite the tariff.

"In other words, because of the difference in quantity of gold between the present monetary systems of England and the United States, this country's dollar increases in value to about \$1.47 when converted into English money. Thus New Zealand was able to sell butter on the Pacific Coast at a price that paid the tariff, covered shipping and left a larger profit than if the product had been shipped to England.

"This entry of New Zealand butter quickly broke the market for domestic butter. It is evident that so long as the gold value of England's money and that of the United States continues at the present wide difference, butter prices cannot advance here. Any time such prices do increase the New Zealand product will again be attracted.

"This is but one illustration of the depressing effect that the reduced gold value of foreign currencies and the higher value here has on commodity prices. Merchandise of various kinds is being dumped into the United States from foreign countries regardless of the tariff. Such merchandise displaces the products of American workmen. It does so, not so much because of lower living standards and lower wages in other countries as because of the difference in gold value of money. For every dollar's worth of mill, shop or factory products shipped here, England gets the equivalent of \$1.47. This same fact acts to prevent the export of United States products.

## NATIONAL FEDERATION CALLS MEETING OF BOARD OF DIRECTORS

The National Co-operative Milk Producers Federation, over the signatures of President Harry Hardke and Secretary Charles W. Holman issued a call for a meeting of its board of directors at Chicago for January 6.

Legislation to be considered by Congress regarding farm mortgage relief and the possible inclusion of dairy products in the domestic allotment plan are subjects up for consideration.

# Plan of Buying Milk for the Milwaukee Market

Adopted by the Milwaukee Milk Dealers and the  
Milwaukee Co-operative Milk Producers

1. Two classes shall be established in the Milwaukee Milk Market known as "Fluid Milk" and "Manufactured Milk." "Fluid Milk" is that which is sold in its natural state. Milk used for any other purpose whatsoever, shall be considered "Manufactured Milk."

2. The price of "Fluid Milk" shall be determined each month at a conference of the dealers and the agents of the producers' organization.

3. The price of "Manufactured Milk" shall be determined by multiplying the butterfat test by the average Chicago quotation on ninety-two score butter (as reported by the U. S. Department of Agriculture) plus twenty per cent. Deduct the cost of manufacturing and selling ( $3\frac{1}{2}$  cents per pound butter). To this is added the average value of the skim milk for manufacture into skim milk powder, sweetened condensed skim milk and cottage cheese (as shown in paragraph 5).

4. 3.50% butterfat test shall be used in determining the price of "Manufactured Milk."

5. Value of 100 pounds skim milk for manufacture into skim milk powder.

Take the average quotation on carlots unknown brands (Bbls.) each day (as reported by the Producers' Price Current N. Y.) and average these for the month. Deduct the cost of manufacturing and selling (5c per pound) and multiply the balance by the yield per 100 pounds skim (8 pounds).

## Sweetened Condensed Skim Milk.

Take the average quotation on carlots (Bbls.) (as reported by the Producers' Price Current N. Y.) and average these for the month. Deduct the cost of manufacturing and selling (2 cents per pound) and the value of the sugar used ( $43/100$  lbs.) at the average quotation and multiply the balance by the yield 100 pounds skim (28 lbs.).

## Cottage Cheese.

Select three large jobbers of cottage cheese (to be named later). Take the average of each day of their high and low quotations (on good cheese in large irregular shipments) and average it for the month. Deduct the cost of manufacturing and selling (2 cents per pound) and multiply the balance by the yield per 100 pounds skim (13 pounds).

Average the value of skim for the three products and take eighty-five per cent of this as the value of skim in 100 pounds of milk.

6. Each dealer shall determine the average price to be paid to his shippers by figuring what percentage of his total receipts was sold as "Fluid Milk" and what percentage was "Manufactured." He will then multiply the percentage of "Fluid Milk" by the price of "Fluid Milk" and the percentage of "Manufactured Milk" by the price of "Manufactured Milk." Adding these two figures together and dividing by one hundred will give the average price. The dealer shall then deduct one-half cent per hundred pounds which will be the farmers' contribution for advertising. This money shall be paid to the Milwaukee Dairy Council with the provision that it be used to encourage a greater consumption of milk in the Milwaukee and adjacent markets. The dealers will also contribute the same amount to this advertising fund.

7. The dealers shall be permitted to take on shippers at the straight "Manufactured Price" using the shippers' actual test instead of the average test (as shown in paragraph 4) if they do not wish to put more shippers in the "Average Price" list. The names of such shippers shall be reported to the producers' organization immediately when they start or stop or are transferred into the "Average Price" class. The amount of such milk shall be deducted from the total receipts before figuring the average price as stated in paragraph 6, and from the amount manufactured, as shown in paragraph 8.

8. Each dealer shall mail a report to the State Division of Markets not later than the 15th of the month, giving the following information concerning the previous month.

Total amount of milk purchased during the month.

Amount and percentage sold as fluid milk.

Amount and percentage sold as manufactured.

Amount used in manufacture of each product.

Amount of each product manufactured.

Average price paid to the producer.

Amount bought at manufactured price.

Amount of emergency milk purchased.

9. The Director of the State Division of Markets, and his assistants shall have free access to the dealers' books and records any time said director may choose to check the accuracy of the reports.

10. The figures used in manufacturing costs, yields, etc., as shown in paragraphs 3 and 5 may be changed when conditions warrant.

11. The dealers individually and collectively agree to accept so far as is possible, all milk of good quality offered from sources which are logically in the Milwaukee district.

12. "All milk purchased directly from farmers shall be considered when determining the percentage of "Fluid Milk" and "Manufactured Milk" however, milk received at country plants may or may not be included at the option of each dealer, in the pounds of milk on which percentage is to be figured. Milk purchased from creameries, cheese factories, condenseries, or other buyers of milk, to protect the dealer against shortage of supply, shall be known as "Emergency Milk" and shall not be included in the pounds of milk in which percentage is to be figured, neither shall this "Emergency Milk" be deducted from the total pounds actually sold as "Fluid Milk." In the case of "Emergency Milk" between two distributors, the selling distributor shall include such milk in his total "Fluid Milk" sales. However, in case one distributor sells milk to another for the sole and only purpose of manufacturing, such milk shall be considered as "Manufactured Milk" by both distributors."

State of Wisconsin  
Department of Agriculture  
and Markets

In Re: Distribution of Milk in the  
City of Milwaukee

## FINDINGS OF FACT

1. The public is interested and concerned over the source and condition of its food supply. It is a matter of common knowledge that milk is a necessary food. Milk is included in virtually every family's food budget. Through the agency of impure milk the germs of many

diseases are disseminated, and, even where there is an absence of any deleterious impurity of the germs of specific diseases, adulteration or diluted milk is not wholesome and nutritious.

2. That the public may be assured of good, wholesome milk, the city of Milwaukee has enacted ordinances regulating the sanitary condition under which milk may be produced and sold in the city. The city employs men to inspect the milk supply, the farms and the dairy plants from which it comes. If the person producing the milk or the distributor who is distributing it is not willing to abide by the rules and regulations adopted by the Board of Health then the milk cannot be sold in the city.

3. A farmer who desires to sell milk in a city market must not only invest his money for land, buildings and cows, but he must put in additional capital to put his buildings in proper sanitary condition. The barn must have a cement floor, tight ceiling, be well lighted, properly ventilated and white-washed. He must have a milk house, a cooling tank and equipment and an adequate water supply. He must use sanitary milking utensils and must be extremely careful in the handling of the milk to not contaminate it. His cows must be tested and they must be free from tuberculosis. All of these things mean additional expense to the man who is producing milk for a city market.

4. In 1929 the gross farm income in Wisconsin was about \$430,000,000; in 1930 it had dropped to about \$360,000,000; in 1931, \$260,000,000; and by this time to \$190,000,000; 27 per cent under 1931 and 57 per cent under 1929. Production has gone on without much change. The changes in farm income must be laid wholly to the collapse of prices. In 1929 the gross income from milk was about \$220,000,000; in 1930, \$175,000,000; in 1931, \$130,000,000; and in 1932 about \$100,000,000. At the present time the income from milk amounts to 51.3 per cent of the farmer's gross income. In Wisconsin farm prices have declined 58 per cent. Prices that farmers pay for what they buy have not declined as much as the prices of the products which they sell. In 1927 the farmer's purchasing power was equal to that of the pre-war average. It has now fallen to 63 per cent of the pre-war average. On an exchange basis farm products have declined 39 per cent; That the financial condition of the producer is such that any lowering of the price he is now being paid will result in his ruin and bank-

ruptcy. He will be unable to pay his taxes and if he has a mortgage on his farm he will be unable to pay his interest. His buying power is already impaired and any further reduction in the price he is receiving will further destroy his buying power and in return will result in more unemployment. Already a number of factories have closed in and around Milwaukee because of the farmers' lack of buying power.

5. What it costs to produce one hundred pounds of milk is a very controversial field. This is due to the fact that there is no substantial agreement as to what factors should be considered in figuring cost of production. Professor R. K. Froker of the University of Wisconsin advises us that at the present price of feed on the farm and figuring labor much below even the present scale paid for labor it is estimated that it costs \$1.567 to produce one hundred pounds of milk. In producing milk for a city market there should be added at least 25c to 50c per hundred.

6. The production of milk on the farm varies from time to time depending upon the number of cows in milk, a seasonal condition on the farm, and the feed condition. In producing milk for a city market the supply must be as uniform as it is possible to make it. The producer must have his cows freshen at such times as will assure him a steady flow of milk to the market. He must buy or raise his feed to assure his cows an adequate ration. In order to encourage steady production of milk throughout the year each farmer is given a so-called "base." The critical time for all dealers is the low production period. Base is the amount of milk which each producer is permitted to sell on the market at the average price. The base period when each farmer establishes his base is usually the average amount of milk for the three months of low production. In Milwaukee it is the average amount of milk produced during August, September, October, and November of each year.

7. Prior to 1922 milk was marketed in the city of Milwaukee on what we will term the "one price" plan. Milk was bought on a flat price regardless of the use to which it was put. Any producer of milk who desired to market milk in the city carried on his own negotiations with the individual dealer. The producer was at the mercy of the dealer. He had no assurance that the dealer would take all of his milk or that he would have a market for any definite time. The dealer purchased only what milk he needed for fluid

purposes or for such use as he might have for it. Seasonal changes in the production of milk caused like seasonal changes on the market. It was a period of peaks and depressions both as to price and production. It was not an uncommon thing for the producer to be told that he must keep his milk at home because the dealer had no use for it. The result of this method has been and is an economic loss to the producer.

8. Early in 1922 what we will term the "two price" plan was adopted. It was a plan worked out by the distributors on the Milwaukee market and the Milwaukee Co-operative Milk Producers and approved by the Department of Markets. A copy of the plan so adopted is attached hereto, marked Exhibit "A" and made a part hereof. According to this plan, milk was divided into two classifications according to its use. Milk sold to be retailed in bottles was designated "fluid" milk. Milk used for any other purposes was designated as "manufactured" milk. The price to be paid by the dealer for fluid milk was determined by a conference once each month between the dealers and representatives of the producers in the plan. The methods thus adopted have resulted in a steady flow of milk into the market commensurate with the needs of the consuming public. It has given the producer a market for all of his milk. It has leveled out the peaks and depressions from the standpoint of production and has given the consumer milk at a reasonable price. It has been fair for all dealers and during the time this plan has been in operation a number of small dealers have gone into the milk business in the city of Milwaukee and have made a success of it showing that the two price plan is not a detriment to the small dealer.

9. That for a considerable time a few dealers have failed and refused to buy their milk supply on the two price basis and at the price determined on at the monthly bargaining conference. These dealers buy their supply of milk from a limited number of producers to whom they pay less than the dealers who buy on the two price plan pay for their fluid milk requirements. By buying in this way he is able to undersell the other dealers. They have the further advantage that they have very little, if any, surplus or manufactured milk. In May, 1932, the fluid price paid by dealers buying on the two price plan was \$1.70 per hundred and in June \$1.75 per hundred. The manufactured price during these months was 60c and 55c, respectively. The composite price for one

dairy was \$1.27 and \$1.25 and of another \$1.21 and \$1.20 for these two months. The dealer buying on the one price plan paid approximately \$1.30 per hundred. Not having any, or very little, manufactured milk to contend with he was able to undersell the dealer who paid \$1.70 or \$1.75 for his fluid requirements. In order to meet this competition the dealers buying on the two price plan insist that the price paid the producer for fluid milk be lowered.

10. That an orderly plan of marketing milk is necessary to insure a constant flow of wholesome milk into this market; That unless a uniform plan is followed by all dealers it will result in an unfair advantage to some dealers and they will be able to undersell their competitors and injure and destroy their business. To meet this unfair competition the dealer must do one of two things, buy his milk for less or be forced out of business. This condition has brought on a price war and even though it has been going on but a short time the results that will follow are self-evident. The small dealer will sooner or later be driven out of business. There are on the Milwaukee market two dealers that belong to national organizations that have strong financial backing. They, as a result of these affiliations, can survive. The result will be a monopoly of the milk business.

11. That the condition of the laborer employed by the dealer is such that loss resulting from a price war should not be passed on to him. He is as much a part of the industry as the farmer, and with the present oversupply of labor he has lost much of his bargaining power.

12. That so far as we can learn there is no demand on the part of the consumer for a lower retail price of milk. That the retail price of milk in the city of Milwaukee has been and is low, and lower than the prevailing retail price of milk in any other city of comparable size. That the price prevailing in the Milwaukee market at the time of the hearing, to wit:—8c per quart at retail and 6½c or 7c per quart at wholesale is a reasonable and fair price to the public.

13. That we are informed, have good reason to believe, and do believe that any attempt on the part of the distributors to pass on to the producer any part of the loss sustained in the price war or any attempt of the distributors to lower the price paid to the producer at this time, in his present financial condition, will result in a strike among the producers. That a strike among the producers supplying milk to the

Milwaukee market will endanger the milk supply of the city both as to quantity and quality; That a strike of this kind would result in great economic waste; That the city officials of said city are already anticipating a strike and are investigating possible milk supplies.

14. That under existing conditions any distributor who resorts to methods of competition that disrupt the market is guilty of unfair methods of competition and unfair trade practices; That under existing conditions any distributor who buys milk on the Milwaukee market on the one price plan, when the two price plan is being used by 95 per cent of the dealers on the market, and that will enable him to undersell his competitor, and who does so undersell, is guilty of an unfair method of competition and an unfair trade practice.

15. That under existing conditions distributors who persist in buying farm products at a price lower than the prevailing prices agreed upon at the bargaining conferences and underselling their competitors are guilty of practices that will produce needless waste and which will ultimately tend to increase the cost of milk to the consuming public.

#### Conclusions

1. That milk is a necessary food and is included in virtually every family's food budget.

2. That it is imperative that the city of Milwaukee be supplied with wholesome milk. That the public health of said city is endangered by impure milk.

3. That the retail price of milk in the city of Milwaukee has been and is low, and lower than the prevailing retail price of milk in any other city of comparable size.

4. That the financial condition of the producer who is supplying milk to the city of Milwaukee is such that any further reductions in the price he is receiving for his milk will mean financial ruin.

5. That to insure a constant flow of wholesome milk into a city market an orderly and systematic plan of marketing milk is necessary. That the two price plan heretofore adopted on the Milwaukee market is fair to all distributors.

6. That for a distributor to buy on any other plan in such a way that he can undersell and injure his competitor is an unfair method of competition and an unfair trade practice.

7. That a price war is going on in Milwaukee because of unfair methods of competition and unfair trade practices that are causing and will cause needless waste.

8. That a strike among producers is threatened if the price paid them is lowered below the December price and a strike on the Milwaukee milk market will cause needless waste.

9. That an emergency exists on the Milwaukee market that endangers the entire community and will affect the dairy industry in the entire state.

10. That the price at which milk was sold at the time of the hearing, to wit:—8c per quart at retail and 6½c or 7c wholesale is a reasonable price to the consumer.

#### Order

The commission hereby re-enacts, repeats and reaffirms its order of November 26th, 1932, and

**IT IS THEREFORE ORDERED,** That all milk dealers buying milk for resale in the city of Milwaukee cease and desist from buying milk on any plan other than that substantially in accord with the plan heretofore adopted by the Milwaukee Co-operative Milk Producers Association and the dealers retailing milk on the Milwaukee market, said plan with minor changes being Exhibit "A" attached hereto, and that the price to be paid the producer by all dealers shall be not less than the price agreed upon as the result of a bargaining conference between representatives of the producers and the dealers and agreed to by the dealers who buy at least 90 per cent of the

## STERILIZE YOUR MILK CANS AND MILKING EQUIPMENT

*Easily, Efficiently and at Minimum Cost*

## NETTCO DAIRY CLEANSER

Manufactured by

**CONSUMERS LABORATORIES, INC.**

1044 N. Sixth Street

Milwaukee, Wis.

**OBTAINABLE ALSO FROM THE MILWAUKEE MILK PRODUCER OR  
FROM YOUR MILK HAULER**

milk bought for resale on the Milwaukee market.

**IT IS FURTHER ORDERED,** That each dealer buying milk for resale on the Milwaukee market shall mail to the Department of Agriculture and Markets of the state of Wisconsin, Madison, Wisconsin, a report not later than the 20th day of each and every month, giving the following information concerning the previous month:—

Total amount of milk purchased during the month.

Amount and percentage sold as fluid milk.

Amount and percentage manufactured.

Amount used in the manufacture of each product.

Amount of each product manufactured.

Average price paid to producers.

Amount bought at "manufactured" price.

Amount of "emergency" milk purchased.

And such other information as the department from time to time may require.

**IT IS FURTHER ORDERED,** That the Commissioners of the Department of Agriculture and Markets and their duly authorized agents be given and have free access to each dealer's books and records at any time to check the accuracy of the reports.

**IT IS FURTHER ORDERED,** That any losses sustained by reason of any price war among the dealers on the market shall not be passed on to the farmers who are producing milk for this market. That the producer shall receive for his product not less than the price agreed upon at the bargaining conference held on November 26, 1932, and as much more as conditions will warrant and said price shall continue until there is a material lowering of the general price for milk and other dairy products or a warranted demand for a material lowering of the retail price to the customer. Whenever such a

condition shall exist leave is given to anyone affected by this order to apply to the commission for a modification thereof.

**IT IS FURTHER ORDERED,** That any losses sustained by reason of any price war among the dealers in the Milwaukee market shall not be passed on to drivers, laborers and clerks in the employ of the dealers. Whenever it shall appear to the commission that the present price war is forcing dealers from the milk market to such an extent that a monopoly in the distribution of milk is imminently threatened, it is prepared to issue a further order with the view of stabilizing the wholesale and retail price in the distribution of milk in this market.

It is the intent of the commission that these orders be considered as separate and distinct orders and if one of them is held invalid it shall not affect the validity of the others.

This is the final order referred to in the order of November 26, 1932, and is supplementary thereto. It shall be effective from the date hereof.

Given under our hand and seal at the State Capitol in the city of Madison, Dane County, Wisconsin, this 27th day of December, 1932.

BY THE COMMISSION,

Chas. L. Hill,  
Wm. F. Fenk,  
J. D. Beck,

Commissioners.

### ANNUAL MEETING

The seventeenth annual meeting of the Milwaukee Co-operative Milk Producers will be held at the Milwaukee Auditorium, Fifth Street Entrance, Milwaukee, Wisconsin, on Tuesday, January 24, 1933, at 10:00 A. M.

Every producer of milk for this market who owns a share of stock or has signed an agreement to purchase one and who is paying dues is entitled to attend this meeting and vote on all questions that may come before the meeting.

### LEGAL

A small boy sidled up to his famous lawyer father and asked:

"Dad, you don't charge for advice to members of the family do you?"

"No," admitted his father, "why do you ask?"

"Well," said his small son, "I wanted to find out, when you were a little boy like me and needed a dollar, what did you do?"

Visitor (to fond mother)—That boy of yours seems to have a rare thirst for knowledge.

Mother—Yes, he gets his thirst from his father, and his knowledge from me. —

The difference between foreign and domestic relations is that our statesmen keep the latter on the government payroll.

## WANT DEPARTMENT

RATE—3 CENTS PER WORD

Minimum Charge—\$1.00.

In computing amount of remittance, add six (6) extra words if wanted published under Blind Address.


Bold Type—Double Regular Rates.

Blind Address — 25c EXTRA to cover postage in sending out replies from this office.

REMITTANCE MUST ACCOMPANY ORDER.

**TINNING**—Milk cans retinned for \$1.50 each. Just like new. East Side Tin Shop, Waterford, Wis.

**MILKING MACHINE RUBBER**  
For All Makes of Milkers  
At Nearly Half Price

 Free Trial—Improved teat-cup suitable for all pipeline milkers. Better, faster milking. Allowance made for old shells. Save money on all milking machine equipment. Write for price list today, stating name of your machine.

**RITE-WAY PRODUCTS CO.,**  
Dept. C, 4009 N. Tripp Avenue, Chicago

**FOR SALE**—Milk cooling cabinets with electric refrigeration; new, and at a bargain. Lappin Electric Company, 612 North Broadway, Milwaukee, Wis.

## SAFETY!!

SAFETY for your deposits should be your prime consideration. U. S. Government supervision of Federal Reserve Members plus over

**\$300,000,000.00**

in assets of the Wisconsin Bankshares Corporation makes your selection of this bank as your depository a wise choice.

**BADGER STATE BANK**

W. Fond du Lac and W. North Avenue at N. 21st Street

Milwaukee's Largest Outlying Bank

Phone W. A. 2368-M or St. Martins 100 J-3

**JOHN W. LUDWIG**

Farm and Barn Equipment,

I. H. C. & J. Deere Lines,

New Idea Spreaders,

Tractors,

Milking Machines,

Electric Motors,

Frigidaire Systems,

Radios and Vacuum Cleaners

HALES CORNERS, WIS.

# Milk Prices

1922	Fluid	Mfg.	Avg.	% Sur- plus	1928	Fluid	Mfg.	Avg.	% Sur- plus
Jan.	.....	.....	\$2.01	...	Jan.	3.00	2.04	2.74	26.7
Feb.	\$2.16	\$1.40	1.88	35.4	Feb.	2.90	1.97	2.63	28.5
Mar.	2.15	1.43	1.91	33.4	Mar.	3.00	2.04	2.71	29.7
Apr.	2.20	1.38	1.93	33.2	Apr.	2.95	1.84	2.57	34.4
May	2.20	1.26	1.89	33.0	May	2.95	1.80	2.55	34.7
June	2.20	1.33	1.93	30.5	June	2.95	1.79	2.49	39.3
July	2.20	1.38	2.08	15.0	July	2.95	1.84	2.62	29.1
Aug.	2.30	1.43	2.30	0.0	Aug.	3.00	1.94	2.80	19.3
Sept.	2.30	1.76	2.30	0.0	Sept.	3.00	2.01	2.78	22.6
Oct.	2.30	2.09	2.30	0.0	Oct.	3.00	1.98	2.84	15.5
Nov.	2.65	2.44	2.65	0.0	Nov.	3.00	2.09	2.85	16.0
Dec.	2.75	2.65	2.74	10.0	Dec.	3.00	2.11	2.78	25.1

1923	Fluid	Mfg.	Avg.	% Sur- plus	1929	Fluid	Mfg.	Avg.	% Sur- plus
Jan.	2.75	2.43	2.69	18.83	Jan.	3.00	2.00	2.744	25.6
Feb.	2.70	2.24	2.61	18.84	Feb.	2.90	2.09	2.683	26.6
Mar.	2.70	2.11	2.59	19.04	Mar.	2.95	2.03	2.70	27.0
Apr.	2.65	1.90	2.48	22.84	Apr.	2.90	1.86	2.59	30.1
May	2.60	1.73	2.36	27.43	May	2.90	1.76	2.525	32.5
June	2.60	1.69	2.30	32.71	June	2.90	1.76	2.435	40.6
July	3.00	1.79	2.72	22.90	July	2.95	1.71	2.505	35.8
Aug.	3.00	2.00	2.88	12.4	Aug.	2.95	1.75	2.631	26.5
Sept.	3.00	2.00	2.55	14.76	Sept.	3.10	1.85	2.82	22.2
Oct.	3.00	2.00	2.85	15.6	Oct.	3.15	1.82	2.85	22.2
Nov.	3.00	2.19	2.85	17.93	Nov.	3.15	1.70	2.80	24.4
Dec.	3.00	2.25	2.78	29.24	Dec.	3.15	1.62	2.64	33.6

1924	Fluid	Mfg.	Avg.	% Sur- plus	1930	Fluid	Mfg.	Avg.	% Sur- plus
Jan.	2.90	2.14	2.695	26.27	Jan.	3.15	1.39	2.53	35.27
Feb.	2.90	1.99	2.585	34.30	Feb.	3.10	1.39	2.46	37.27
Mar.	2.85	1.79	2.46	36.33	Mar.	3.10	1.45	2.49	36.78
Apr.	2.85	1.41	2.28	39.40	Apr.	3.10	1.44	2.43	39.85
May	2.85	1.36	2.23	41.89	May	3.10	1.29	2.30	43.90
June	2.85	1.46	2.19	47.52	June	2.85	1.24	2.11	45.70
July	2.85	1.45	2.265	41.54	July	2.85	1.33	2.25	38.99
Aug.	2.85	1.38	2.445	27.42	Aug.	2.85	1.53	2.38	35.40
Sept.	2.85	1.39	2.405	32.67	Sept.	2.85	1.55	2.41	33.55
Oct.	2.45	1.43	2.155	28.54	Oct.	2.85	1.52	2.40	33.92
Nov.	2.45	1.67	2.285	21.35	Nov.	2.85	1.33	2.28	37.80
Dec.	2.45	1.69	2.245	27.14	Dec.	2.85	1.17	2.13	42.71

1925	Fluid	Mfg.	Avg.	% Sur- plus	1931	Fluid	Mfg.	Avg.	% Sur- plus
Jan.	2.45	1.55	2.17	31.19	Jan.	2.50	1.02	1.88	43.0
Feb.	2.45	1.66	2.21	31.82	Feb.	2.50	1.01	1.86	44.0
Mar.	2.45	1.97	2.29	32.55	Mar.	2.50	1.08	1.89	44.0
Apr.	2.50	1.78	2.25	34.45	Apr.	2.50	.89	1.76	46.0
May	2.50	1.64	2.17	37.73	May	2.50	.81	1.70	43.0
June	2.50	1.76	2.20	40.80	June	2.50	.80	1.68	52.0
July	2.50	1.86	2.28	34.60	July	2.50	.86	1.85	39.0
Aug.	2.59	1.88	2.33	27.10	Aug.	2.50	1.00	1.95	37.0
Sept.	2.50	2.09	2.40	22.30	Sept.	2.50	1.15	2.00	38.0
Oct.	2.50	2.29	2.45	22.20	Oct.	2.50	1.25	1.96	37.0
Nov.	2.50	2.31	2.46	18.90	Nov.	2.50	1.14	1.89	43.0
Dec.	2.60	2.25	2.40	28.30	Dec.	2.20	1.14	1.72	43.0

1926	Fluid	Mfg.	Avg.	% Sur- plus	1932	Fluid	Mfg.	Avg.	% Sur- plus
Jan.	2.60	1.97	2.41	29.0	Jan.	2.10	.91	1.55	44.0
Feb.	2.60	1.91	2.38	31.3	Feb.	2.10	.81	1.51	43.0
Mar.	2.60	1.84	2.37	29.6	Mar.	2.10	.81	1.52	43.9
Apr.	2.85	1.68	2.45	33.8	Apr.	2.10	.69	1.43	46.0
May	2.85	1.70	2.43	36.1	May	1.70	.60	1.27	36.0
June	2.85	1.69	2.38	40.1	June	1.70	.55	1.25	39.0
July	2.85	1.65	2.455	33.3	July	1.75	.56	1.23	43.0
Aug.	2.85	1.71	2.595	22.2					
Sept.	2.90	1.83	2.747	14.0					
Oct.	2.90	1.94	2.785	11.6					
Nov.	2.90	2.09	2.78	15.0					
Dec.	2.90	2.26	2.73	26.6					

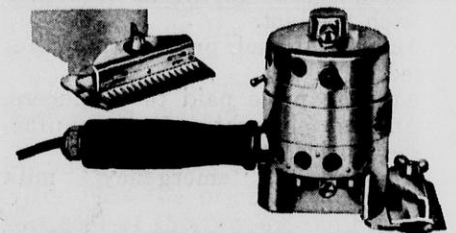
  

1927	Fluid	Mfg.	Avg.	% Sur- plus
Jan.	2.90	2.09	2.66	28.9
Feb.	2.90	2.16	2.66	31.7
Mar.	2.90	2.11	2.66	30.0
Apr.	2.90	2.06	2.623	32.5
May	2.90	1.76	2.49	34.8
June	2.85	1.70	2.41	37.5
July	2.85	1.66	2.464	32.1
Aug.	2.90	1.76	2.636	22.8
Sept.	3.00	1.91	2.846	13.8
Oct.	3.00	1.99	2.852	14.3
Nov.	3.00	2.11	2.86	15.4
Dec.	3.00	2.24	2.82	23.1

A man who enjoyed himself not wisely but too well during the Christmas holidays, was discovered by his wife sitting with his head between his hands, moaning. "It simply can't be done," he groaned. "What can't be done?" asked his wife. "You can't have a Merry Christmas and a Happy New Year."

Mrs. Hardup: "Well, the auto show was lovely, but it does put ideas in one's head, doesn't it?"

Mr. Hardup: "Indeed it does. What do you say if we go over and buy Junior that kiddie car we promised him?"



## Keep Your Herd in Trim

EASIER—FASTER—with the  
**New ANDIS Electric Clipper**

Approved by Leading Producers  
All Over the Country

This new machine beats all for ease of handling and fast clipping. One man clips udders and flanks of 8 to 12 cows in an hour, or one cow complete, in an hour. A one-man, one-hand machine that works without pulling or choking, as fast as you can feed it. Clipper works in any position—clips every part clean.

Differs from others in having motor, shear plate and handle all in one well balanced unit. Weight only 3 lbs. No trolleys, stands or twisting cables. Hardened steel roller bearing tension plate saves blades and current. Less sharpening needed, and fewer replacements. This is a big improvement. Handy switch close to handle. Furnished with 20-foot, 3-strand cord and ground clamp to prevent shocks. Operates from any light socket. Models for 110 A. C. or D. C. 220 volts, 32 volts, 9 volts and 6 volts for Battery use.

Andis Animal Clippers are guaranteed against defects for one year from date of purchase. Only \$18.50 complete. Order from your dealer or send us \$2.00 down payment. Balance C. O. D. Specify voltage. Satisfaction guaranteed.

**ANDIS CLIPPER CO.**  
1640 Layard Ave. RACINE, WIS.  
Makers of High Grade Electric Clippers

Two men who had been in prison together met in a Chicago street. One was somewhat shabby but the other was dressed in the height of fashion, with a luxurious automobile waiting for him.

"How did you make out?" asked the shabby one.

"Fine," replied the opulent one. "I formed a partnership with a wealthy man. He had the capital and I had the experience."

"And did it work out well?"

"I'll say it did. When it was dissolved I had the capital and he had the experience."

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 5

FEBRUARY, 1933

Number 11

## February Prices Not Agreed On

The directors met with the dealers on January 26, 1933, to bargain for milk prices for February. At this meeting there seemed to be no definite trend toward agreeing on a price, due no doubt to the unsettled condition of the market and the uncertainty as to just what the order of the Department of Agriculture and Markets meant. The re-hearing set for January 27 was also a factor as to what the price might be. After some discussion in which some dealers argued for a lower fluid price the conference was adjourned to Saturday, January 28.

On January 28 the discussion continued. Some dealers argued for a lower price. The board stood firm for no reduction of the fluid price. At times it looked as if something might be agreed upon but several dealers refused to meet the price asked for by the board. The action that the Department of Agriculture and Markets would take against such dealers who did not comply with its order of November 27, 1932, was a contributing factor in not agreeing on a price and the conference was again adjourned until Monday, January 30, at 7:30 P. M.

At the conference held on the evening of January 30 Attorney Wylie, formerly Assistant Attorney General of Wisconsin and now Assistant District Attorney of Milwaukee County, made some remarks as to what evidence was needed to start action against dealers not complying with the Department's order for December milk prices. This made it harder for the board and after about six hours of arguments and suggestions it was finally decided to adjourn until February 10 with the hope that the situation will be clarified so that an agreement can be reached as to February fluid price.

Through all the conferences it seemed agreed by both producers and dealers that the manufactured price of \$1.00 per cwt. was too high with butter at about 17 cents. The injection of another price to be paid for the fluid cream reduced to a milk basis was thought advisable by some

and met with support and opposition from both sides.

The butter market is in a demoralized condition. The Chicago 92-score butter average for the month of January is \$0.18919.

Cheese has taken a drop and skim milk products are almost worthless.

The actual manufactured price according to the plan used since 1922 would have been 68 cents per hundred for 3.5 per cent milk for January.

Available reports of prices follow:

Gridley Dairy Co. reports fluid sales of 39.95 per cent at \$1.60; outdoor relief sales of 10.32 per cent at \$1.37; manufactured or surplus sales of 49.73 per cent at \$1.00; and an average price of \$1.27.

Luick Dairy Co. reports fluid sales of 39.51 per cent at \$1.60; outdoor relief sales of 10.96 per cent at \$1.37; manufactured or surplus sales of 49.53 per cent at \$1.00; and an average price of \$1.27.

Layton Park Dairy Co. reports fluid sales of 38.43 per cent at \$1.60; outdoor relief sales of 14.54 per cent at \$1.37; manufactured or surplus sales of 47.03 per cent; and an average price of \$1.28.

Sunshine Dairy Co. reports fluid sales of 55 per cent at \$1.60; manufactured or surplus sales of 45 per cent; and an average price of \$1.33.

Blochowiak Dairy Co. reports an average price of \$1.32.

### SECRETARY RECOVERING

We regret very much to announce that our secretary, Mr. Chas. Dineen, was suddenly stricken with an acute case of appendicitis on the morning of February 2 and was taken to the Misericordia Hospital.

At the time this issue was printed, it was reported that Mr. Dineen was getting along fine.

We are all wishing to have Mr. Dineen well and back on the job soon.

## The Annual Meeting

The seventeenth annual meeting of the Milwaukee Co-operative Milk Producers was attended by more members than any in recent years. Members were there to help formulate the policies of their organization.

Minutes of the last annual meeting were read and approved. After this followed the reading of the minutes of the board of directors meetings and also the joint meetings of the board and the committee of twelve. It takes time to read all these but the way the members listened to them showed that they were interested and the time spent on them well worth while.

Mr. Krumhus reported on work done by the committee of twelve, which also was of interest to the members, and showed that the committee has done good work in the territory.

Mr. Jos. Barthel gave an explanation of the motion made last year dividing the territory into districts. He presented a map with the districts showing to explain his views. This map was the work of a committee from the advisory committee.

Mr. Christman moved that the division plan and map be made part of the constitution as an amendment. Seconded.

Mr. Jos. Barthel moved that a committee of five be appointed by the chair to study all resolutions and to report while ballots are being counted. Seconded and carried. The chair appointed Messrs. Jos. Barthel, Nic. Jaeger, J. B. More, Don. Fitzgerald and Geo. Sadler. The chairman immediately referred Mr. Christman's motion to the resolutions committee and asked that any one having resolutions to offer hand them to the committee.

The meeting was adjourned until 1:30 P. M.

1:30 P. M.

The first business of the afternoon was the election of directors. Four directors' terms expired and one was to be elected to fill in the unexpired term of John Davitz. Mr. Engler moved that we vote for five and that

(Continued on page 4)

# MILWAUKEE MILK PRODUCER

Owned and Published by

Milwaukee Co-operative Milk Producers

Chas. F. Dineen, Managing Editor

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C. F. Dineen, Secretary, 1633 N. 13th Street, Milwaukee.

## DIRECTORS

A. C. Klekhaefer, R. 2, Thiensville.  
John Wick, R. 2, Menomonee Falls.  
Fred Klussendorf, Pewaukee.  
Ed. Schmidt, R. 1, Box 58, Brookfield.  
Chas. E. Miller, R. 1, Box 104, So. Milwaukee.  
Paul Bartelt, Jackson.  
Ambrose Wiedmeyer, Jr., Richfield.  
Chester Fletcher, R. 3, Waukesha.

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## OTHER MARKETS

A very clear picture of the troubles faced by other milk markets is contained in the January 31 issue of the Dairymen's League News in which they show that it has been necessary for them to reduce the price of Class I milk to \$1.28 per hundred for 3.5 per cent test F. O. B. city. This compares with our fluid milk price delivered at the city.

Their situation is caused by the same thing that has disrupted most of the markets of this country — farmers offering to sell fluid milk at prices below those paid the shippers to the regular dealers.

Minneapolis, Minn., has found it necessary to reduce the prices to or below condensery prices to the retail dealer so that competition may be met. And so on down the line.

In our own situation the state in ordering a price below which milk shall not be offered for resale, has taken a stand that meets with the hearty approval of your board and the results obtained will be watched with interest by all other markets of this country.

It is our contention that this is a fair retail price for milk under present conditions, that it allows for dealers a reasonable margin of profit and that it enables the farmers to have a better chance to meet his current expenses. If all dealers will lay aside their petty grievances and look

at this in the proper light—what is best for the industry as a whole — we believe that each and every one of them will obtain their just share of the business to be obtained, and this part of the dairy industry will be started upward.

No prosperity can return to this country until the elimination of price cutting has taken place whether in the milk business or otherwise and if this succeeds as well as it should this may be the germ from which prosperity for the country as a whole will be born.

At any rate, the effort is well worth while.

## TWELVE DISTRICT MEETING PLACES

In accord with the motion passed at the annual meeting the board has designated twelve places scattered throughout the Milwaukee milk territory for the purpose of holding local meetings to get information to the members and to get the views of members on whatever is up as important at the time.

The places designated are: Heiden's Hall on Highway 100 and Center Road, Town of Franklin; Watertown; Muskego; Dousman; Waukesha; Merton; Brookfield; Richfield; Kirchayn; Cedarburg Southwest Mequon, and Menomonee Falls. The dates when meetings will be held and in what hall will be announced later. If you have anything to take up with the officers of your organization call on the director nearest you. He will be glad to talk things over with you and do whatever is right. He may be able to help you.

Any time you are in Milwaukee your officers will be glad to see you even if only to say "Hello." If at any time it seems advisable to have a meeting in your locality take the matter up with your secretary. Some matters may come to your attention that are not noticed by anyone at a distance.

## COMMITTEE ON PLANS

A committee to draw up and present one or more base plans to the board at an early meeting has been appointed. Any member having any ideas is invited to present them to the committee. The committee consists of: Fred Klussendorf, C. W. Fletcher, Ed. Schmidt, Paul Bartelt and Chas. Miller.

Abe: "That coat fits you like a glove."

Customer: "So I see—the sleeves cover my hands!"

## PROTECT YOUR MILK FROM FREEZING

Frozen milk causes loss in weight and test for producers. It is impossible to weigh milk properly when some is frozen to the cans and covers. Then too it is hard to drain milk weigh tanks with some icy slush in the milk.

Milk once frozen cannot be properly sampled. If conditions are such that much frozen milk comes in at the plants sampling is discontinued entirely for the day on account of the unfairness of tests of frozen milk.

Milk once frozen does not look so well in the bottles and tends to decrease consumption. Lower consumption means more surplus.

Where is milk most likely to freeze? The proof is evident. Milk delivered by the same trucks will have some shippers that never have frozen milk no matter how cold the weather may be, while on the other hand there are others that almost always have frozen milk when cold weather appears. With the comparatively mild winter so far it behooves all of us to be more careful when near zero weather strikes us.

Keep your milk from freezing.

It will save you money.

## TREND OF PRODUCTION

The future trend of milk production is difficult to predict. According to the United States Department of Agriculture, the number of milk cows is still increasing and will probably continue to do so through most of 1933. With oats and corn selling at ridiculously low prices the amount of grain fed to dairy cows in the central and western corn belt is larger than at this same time in either of the last two years. In other parts of the country grain feeding is slightly lower.

With butterfat prices dropping, the amount of grain fed will likely decrease. The increase in the number of dairy cows is about offset by the decreased production per dairy cow. The production per cow is less this year than the same time a year ago. No doubt if prices of dairy products increased, production of milk will increase.

## MORE GRIEF

Minneapolis, Minn., retail milk price report at five cents per quart.

Boxing Instructor (after first lesson): "Now, have you any questions to ask?"

Beginner (dazed): "Er-er-yes! How much is your correspondence course?"

# Morals, Observations and Conclusions

## AGITATORS

Every once in a while some agitator comes forward with a statement threatening strike and sometimes it seems to us as if an analysis of this situation might be in order.

It is true that the farmers are not receiving a living wage for their products, not alone on milk but on other commodities as well. In fact probably milk still holds its position as returning the farmer more than any crop he can produce. However, these crops must be sold to consumers who are in very bad circumstances also. Factories are idle, the people's reserves in money are gone and high prices are impossible. Thousands are being fed by the community and the taxpayer carrying this load feels the burden very heavy. In a situation of that kind, would a strike benefit us? Wouldn't the consumer feel resentful toward us and probably turn to other products to replace milk in the menu and then when we come back to the market again with our products, as we must do, they may not consume as much of these products as formerly?

It looks to us as if better purchasing power on the part of the consumer is a large part of our problem. All must realize, however, that the producer alone cannot carry the burden of this depression. Officers and employees of the distributors must be willing and ready to shoulder their share of the load.

The cool heads must prevail in this crisis instead of the actions of hot-headed radicals with nothing at stake except the number of times they get their names on the front page.

## PRICE WAR

As all of you know the price war in the city is still on, leaving behind it a wreck of prices, both wholesale and retail. It has done no good in any way yet, but in all fairness, the regular dealers of the city can hardly be blamed in as much as it becomes necessary for them to meet their competition at all times, otherwise they lose their business.

The price cutters absolutely refuse to raise their prices and as in all

cases of this kind other dealers must meet these prices to retain their business.

Where this will end is hard to say but it is certain that unless all dealers buy on the same basis and sell on the same basis, price cutting will continue until the level of the Milwaukee market is equal to or probably below the outside market so that these chiselers cannot obtain cheap bottled milk.

And yet some farm agitators interested only in their selfish interests hold this class of dealers up to the public as the ideal dealers for the Milwaukee market.

If they would go to the trouble of investigating facts in regard to this market and do less shouting and then be willing to tell the farmers actual truths they might do some good at honestly helping orderly marketing of our products.

C. W. FLETCHER,  
Field Representative.

## MARKETING AGREEMENT

We would like to clear up a misunderstanding that has arisen in regard to the marketing agreement now being signed in the Milwaukee milk shed.

Some men have, probably because of lack of information, stated that when you as shippers sign this marketing agreement you must ship milk to Milwaukee irrespective of what the price may be.

Such is not the case. If for any reason you desire to ship your milk to some other market you may do so. This contract only binds you to your own organization, and inasmuch as we are only selling your milk for you if it comes to this market no deductions for support or penalties are connected in any way with the milk if your product is sent elsewhere.

We are only making an attempt at market restriction and recognition for our organization in this market so that the "free riders" no longer will exist. So sign up as fast as possible for better marketing and true co-operation.

It is the intention of this organization to now file our contracts with the dealers so that deductions may be made to pay the unpaid balance due on the stock. Any one who wishes to may pay the difference between what is now set to their credit and the value of the share at the office of the co-operative at any time.

Remember it is the purpose of our organization to obtain orderly marketing of our products by bargaining collectively for the sale of these goods, to check the tests of the dealers for accuracy, to promote and encourage the use of fluid milk, to eliminate unfair trade practices and to see that we obtain our fair share of the consumer's dollar.

It is not the purpose of this organization to encourage violence or pass out misinformation in regard to market conditions or to do anything that might impede the orderly marketing of our products. That may be practiced by some men but not by organizations that are actually selling milk.

C. W. FLETCHER,  
Field Representative.

## DIRECTORS' MEETING January 26, 1933

At the meeting of the board on January 26 the retiring officers were re-elected. Salary for the president was set at \$200.00 for the year. The treasurer gets \$125.00 annually. These two salaries take care of all regular meetings. For any special or extra meeting they receive the same as other directors do as voted at the annual meeting. The secretary's salary was reduced \$500.00 per year.

Salaries of fieldmen were reduced. The amount of the cut varies from 15 per cent in the higher salaries to 11 per cent in some of the lower salaries. Those at or below \$100.00 per month were not reduced. These reductions are substantially as was outlined by Fred Klussendorf reporting for the committee on salary revision at the annual meeting.

Joe: "I wish I could afford a car like yours."

Jake: "You and me both."

## THE ANNUAL MEETING

(Continued from page 1)

the fifth highest man be elected for the unexpired term of one year. Motion seconded and carried.

Mr. Lawrence Gruenewald moved that the tellers be nominated from the floor. Mr. Pipkorn seconded the motion. Motion lost. The chairman appointed the tellers as follows: Lester Tans, Eugene Stuesser, Allen Guenther, Paul Liesener, Lawrence Gruenewald, Edwin Pipkorn, Theo. Schweitzer, Victor Egan, Frank Rhode and Edwin Schultz.

Those nominated for directors were as follows: C. W. Fletcher, R. E. Hasselkus, Chas. Dineen, Geo. Drought, John Wick, Edward Hartung, John Jacoby, Frank Sadler, Abe Back, Louis Gruenewald, Aug. App, Joe Stigler, Erwin Krumhus, Clarence Connell and Wm. Wachholz. Motion made that nominations be closed. Seconded and declared carried by the chair.

Ballots were distributed by the tellers. After voting they were collected. Chairman asked if all had voted. After no more negative answers declared the voting closed. The tellers proceeded to count the vote.

A motion by Mr. Baden that salaries be reduced was carried without opposition.

A motion by Mr. Christman that deductions be reduced from  $1\frac{1}{2}$ c per cwt. to 1c per cwt. was lost.

Salaries again were brought up. After considerable discussion and amendments many of which were lost, it was finally voted that the amended motion by Mr. Drought seconded by Mr. Phelps that the directors receive \$3.00 per day with mileage at 5 cents per mile.

Salary revision of secretary and employees was discussed at length. A motion that no salary exceed \$1,500.00 per year was presented. A committee appointed by the president at an earlier board meeting to study salary revision gave a tentative plan of salary reductions through its chairman. This explanation seemed to clear up a lot of misunderstanding. The motion that no salary exceed \$1,500.00 per year was lost.

The resolution committee brought in the resolution on division of territory. It provided for four districts with three directors in each district. Also a division into twelve districts with a committeeman in each of the twelve districts to comprise the committee of twelve. After some discussion and suggested amendments the motion to adopt the resolution was lost.

## DIRECTOR IN HOSPITAL

Members of our association will be interested to know that Director Drought underwent an operation at Milwaukee General Hospital Saturday, February 4. Last reports are that he is improving. We look for his speedy recovery and return to our midst.

Mr. Paul Bartelt talked some on base plan and Mr. Fletcher on marketing agreements.

The dividing of the territory into districts came up again. Mr. Paul Bartelt spoke on districting plan. Mr. Fred Klussendorf moved that the Milwaukee milk shed be divided into twelve districts for the purpose of holding local meetings to carry information direct to and from the producers when conditions demand. In the discussion it was brought out that the directors would get in closer contact with the producers in their locality by having small meetings in the twelve districts and could better explain conditions to the producers. This motion was seconded and carried.

A motion to call in and cancel stock held by persons not producing milk was adopted after some explanation and revision.

The tellers then reported the result of the vote. The four highest were: C. W. Fletcher, Ed. Hartung, Chas. Dineen and Geo. Drought. John Wick was fifth highest. The chairman of the tellers declared the four highest elected for three years. The fifth one fills the unexpired term of one year.

A resolution was presented that the president appoint a committee of five stockholders to contact and confer with representatives of other milk producers' organizations and recommend to the board such action as it may deem advisable. The committee is to contain no member of the board and members of the committee not to be members of any other milk producers' organization. This resolution was adopted on motion of Mr. Schwartz and seconded by Mr. Hasselkus.

The  $\frac{1}{2}$ c per cwt. for advertising was voted again providing the dealers contributed like amount.

The Acre-Base Plan was explained by Mr. Drought. There was much discussion but a motion to adopt it was lost.

After adjournment the board met for a short session and voted to adjourn to 10:00 A. M. January 26, 1933.

## DAIRY INDUSTRY SHOWS DEPRESSION RESISTANCE

Showing a remarkable resistance to the depression is the attribute applied to the dairy industry recently by M. D. Munn, president of the National Dairy Council, based on the increasing portion of total farm income that dairy products supply, according to government estimates. In the current issue of "The Agricultural Situation," published by the United States Bureau of Agricultural Economics, further evidence is found of the dairy industry's stable conditions compared with other lines of farm endeavor.

Index figures of the net agricultural production from 1919-'24 show a decided decline in the production of grains—wheat, corn, oats, barley, rye, buckwheat, kafir, rice, cotton and cotton seed; fruits, vegetables and meat animals since 1924. This is offset by an increase in truck crops, dairy and poultry products. Truck crops are the only farm products which show an increase during the past eight years greater than that of dairy products. In 1924 the index figure for truck crops which include asparagus, snap beans, cabbage, cantaloupes, cauliflower, celery, cucumbers, lettuce, onions, peas, spinach, strawberries, tomatoes and watermelons, was 111. By 1932 this production grew to 137. The dairy products figure quoted by the government for 1924 is 109 and in 1932 it is 125. This figure represents total milk production for all purposes.

Since 1924 the country has experienced many changes in its economic status. The fact that the dairy industry has weathered these periods with the "books" showing an increased production each year since 1924 except for only a slight decrease last year is most assuredly an encouraging sign for dairy producers and dealers. A sustained home consumption of dairy products even in the face of the shrinking buying power of the past two years accounts for this comparatively favorable condition of the dairy industry during the depression. The consumer has been educated to the fact that milk, butter, cheese and ice cream are an essential as well as an economical part of the daily diet.

## WRONG NUMBER

Voice over the Phone: "Is Mike Howe there?"

At the other end of the wire: "What do you think this is, the stockyards?"

## REHEARING WITH DEPARTMENT OF AGRICULTURE AND MARKETS

On January 27 a rehearing of the Milwaukee milk situation was held at the Republican House by the Department of Agriculture and Markets. This meeting was called at the request of the Gladstone and Lincoln dairies for the presentation of new evidence. Commissioners Beck and Renk presided.

One of their shippers, Mr. Chas. Zimdars of Ashippun, was the first witness and he testified that he was satisfied under the one-price plan. On cross examination, however, he stated that the plan was not what he was interested in but what the final result obtained, irrespective of the plan. He also stated that they were paying the hauler 50 cents per hundred for cartage and had been doing so since December 1.

The commissioners were very much interested in knowing why hauling rates had advanced so suddenly when another hauler from approximately the same neighborhood testified that he was satisfied he was making a fair living at 23 cents per hundred.

Mr. Edward Liederbach, a meat market manager, testified that when he was selling milk at the regular price his sales were only normal but when he handled milk at a cut price he increased them tremendously. He admitted using milk as a leader to try and get people into his store so he might sell them other merchandise. On cross examination he admitted that probably the fact that his increased sales of milk meant that some one else lost that much in sales and that if some other store undersold him again the other store would soon get the business back. He also stated that he believed farmers were getting as much as was coming to them, which statement met with violent opposition from the general assembly. A few farmers stated that probably his methods were helping to hold down our prices.

Mr. Bierle of Creamline Dairy then testified he did not pay on the two-price plan and gave quite a talk on the labor problems.

Mr. Dineen was also called for testimony in regard to the disposition of manufactured milk.

After considerable discussion by the attorneys the presiding commissioners asked if they had any more evidence to present and upon receiving a negative reply adjourned the meeting.

## Presents 4-Point Program for Dairy Farmers' Relief

Newark, N. J., Jan. 28—A 4-point program for farm relief headed by a recommendation for a "movement to change our monetary system to one which more adequately fits the needs of our people and particularly of farm folks," was outlined today by Fred H. Sexauer, president of the Dairymen's League Cooperative Association, Inc.

Mr. Sexauer spoke through Station WOR in a four station hookup to members of the Dairymen's League gathered in more than 800 local meetings throughout the New York milk shed. These were the annual meetings of the local units of the Dairymen's League held to elect local officers and plan association activities for the coming year.

Addressing himself to the members just after they had received news of a milk price reduction that brings their returns to the lowest figure in 54 years, Mr. Sexauer said:

"We are bound together by this organization's ideals of protecting and bettering the farm home. During the past three years that ideal has seemed farther and farther out of reach. The organization's program of protection and betterment has been operating against adverse forces greater than have ever been known in this country."

The Dairymen's League program, said Mr. Sexauer, is "based upon the need to increase prices," and to "reduce the spread between what the producer receives for milk and what the consumer pays for it."

In the second point of his program Mr. Sexauer pledged the Dairymen's League to advocate "such agricultural legislation as will tend to keep the production of other farm products than milk on as profitable a basis as possible, so that farmers will not turn from the production of other products to dairying."

In a parenthetical explanation Mr. Sexauer said such legislation "may or may not be the domestic allotment bill," and warned his farm listeners, "don't let any banker, business man or politician tell you this bill is entirely unsound; his judgment may or may not be altogether good." He said that bankers advised people to buy securities upon which they won't now loan money, that business men have been saying for three years that prosperity is just around the corner, and of politicians, "I'll think more of them when they have passed some legisla-

tion rather than talk about reducing taxes."

In his third point Mr. Sexauer said:

"The Dairymen's League Cooperative Association will promote any comprehensive movement to obtain greater unity among dairy farmers, purpose of which is to obtain a larger portion of the consumer dollar. No movement, either legislative or voluntary, has appeared, and no plan has been presented, which will stand close study as to practicability and effectiveness, other than the one presented by the Dairymen's League to the Emergency Committee of the New York milk shed last year."

Mr. Sexauer added that his association will continue to resist further price declines, and will insist upon distributors carrying their full share of every reduction. "As soon as the producers throw their full support behind the Dairymen's League," he said, "it will direct its efforts toward price raises."

In his fourth point Mr. Sexauer said:

"The Dairymen's League will drive toward reduction in costs between producer and consumer. This is necessary with price reductions in effect and until a definite country-wide increase through change in monetary legislation is obtained."

Carrying out of this latter part of the program, Mr. Sexauer said, involves tax reductions, closing country milk plants, eliminating or reducing transportation costs, including lower freight rates, and laying off employees. He declared that railroad freight rates on milk are 50 per cent higher now than before the war, while farmers' returns for milk are more than 50 per cent less than pre-war.

Mr. Sexauer urged the farmers to take action in their meetings against legislation proposed by the railroads which would legislate motor trucks off the highways.

### CLIP THE COWS

Clipping the cows at this time of year makes the job of keeping cows clean an easier one. From now until late spring cows will shed their hair and it will take considerable brushing to keep all loose hair from falling while milking. Clipping the udder and flanks is a paying investment. It tends to have cleaner milk and the satisfaction of having your cows look well is worth something.

## A STEP AHEAD

Nineteen thirty-three should mark a definite forward step in human progress. We trust it may come through evolution, not through revolution.

Never has mankind evinced more impatience with froth, frills, senseless precedence and special privilege. This very impatience may become dangerous. The pendulum of public opinion normally regulates public conduct in smooth tempo. But let some designing force monkey with the works and the pendulum will swing too far.

This is a day of propaganda. Smart minds scheme to mold opinion for a purpose—perhaps a good purpose, but often otherwise. In spite of our skeptical inquisitiveness we swallow some most amazing concoctions.

It is a day when we ask blunt questions of religion, of business, of government, of science and all old established customs. Our fingers itch to tear away anything that smacks of camouflage. This energy to reveal truth without superficial trimmings justifies its seeming harshness on the grounds of individual rights, popularly conceived as personal liberty.

But truth and rights and justice are absolute principles and universal in purpose. To destroy for others that which one covets for himself is to mask one's face with deceit and selfish privilege. An example may possibly be found in the wet and dry question. Those who feel the pendulum swung too far at one time toward the dry side, should guard against a mistake in extreme reverse tendency.

1933 will not see perfection attained. It is reasonable to expect, however, distinctive progress in mutual understanding. And that would mean getting along with each other in a more satisfactory fashion. —I. T. P. in Mich. Milk Messenger.

## NEW SUPPORTERS

Brandt Bros., Waukesha.  
C. F. Steele, Pewaukee.  
H. W. Hawes, Pewaukee, Box 183.  
Matt. Gench, Pewaukee, R. 1.  
Mrs. Wm. Graser, Waukesha, R. 4.  
P. W. Stickney, Muskego, R. 1.  
Henry Schlicher, Hartland, R. 1.  
Josephine Wingarter, Eagle.  
Ray J. Key, Troy Center.  
Ray R. Schwartz, Troy Center.  
Hugo Wedel, Mukwonago, R. 1.  
Harold H. Meissner, Sussex, R. 1.  
Charles Winkelman, Pewaukee, R. 1.  
A. J. Evert, Pewaukee.  
Aug. Thiel, Pewaukee, R. 1, Box 267.  
Andrew E. Butler, Sussex, R. 1.  
J. C. Lingelbach, Sussex.  
Fred Bowey, Eagle, R. 1.  
Harry J. Arndt, Eagle, R. 1.  
Orchard Bros., Palmyra, R. 1.  
Arthur Osborne, Eagle, R. 1.  
Lee Thomas, Eagle.  
Alvin A. Steinkraus, Mukwonago, R. 1.  
Ed. Lamplen, North Prairie.  
Mrs. A. R. Pratt, Mukwonago, R. 1.  
J. E. Cooper, Pewaukee.  
James A. Connell, Pewaukee.  
Fred Lenling, Pewaukee, R. 1.  
Dr. J. B. Audley, Hartland.  
Frank A. Lund, Hartland, R. 1.  
Walter Bull, Hartland, R. 1.  
Alfred Krueger, Hartland, R. 1.  
Hy. Wleichert, Cedarburg.  
Benjamin Miles, Oconomowoc, R. 1.  
Walter Berg, Hales Corners, R. 1, Box 207.  
Harry Dopke, Pewaukee, R. 1.  
Adam Geszvain, Hartland, R. 1.  
Harvey Connell, Waukesha, R. 2.  
Byron Brown, Waukesha, R. 7, Box 82.  
Richard Roberts, Waukesha, R. 1, Box 41.  
G. L. Ferguson, Waukesha, R. 4, Box 146.  
Merrill Gutzmer, Whitewater.  
George Schlee, Sussex, R. 1.

Little Sallie had had a naughty streak, and she had been punished several times by her mother. Finally she retired to a quiet corner to think things over.

"You heard me say my prayers last night, didn't you, mother?" she said at last.

"Yes, dear."

"And you heard me ask God to make me a good girl?"

"Yes, dear."

"Well," said Sally, darkly, "He ain't done it!"

City Banker (visiting the farm):  
"I suppose that's the hired man?"

Farmer (who had visited banks):  
"No, that's the first vice-president in charge of cows."

## WHERE ARE THEY?

Farmers still remember the bankers, business men and coupon clippers who, a few years ago, were telling them if they would leave their automobiles in the garage more of the time and stay at home and work, they would soon get out of their troubles. That was before a lot of these same fellows had joined the ranks of the unemployed.

It was about the time that Andrew Mellon was saying that the destiny of this Nation is industrial, not agricultural. In fact it was at a time when a large part of our population rather indifferently smiled at the thought that the royal road to bankruptcy might be paved all the way for the farmer, and a downhill grade, but why worry with two cars in every garage in the cities and towns and two chickens in every pot—what if the farmers were having trouble? Farmers always had growled and complained anyway!

Of course, this is no time to reminisce and look backward unless in so doing we are enabled to see our way more clearly in the future. It is not what has happened but what is going to happen that more of us want to know, and that is just why this bit of history is valuable.

The question is—will the country continue to listen to these old prophets or does the farmer now have an opportunity to make a few suggestions, legislatively speaking and otherwise? —National Live Stock Producer.

Pat was one day employed by an old lady in the country. At dinner time she placed a very small portion of honey on his plate.

"Begorrah ma'am," said Pat, "I see you keep a bee."

## SOME TEACHER

"Iceland," said the teacher, "is about as large as Siam."

"Iceland," wrote Willie afterwards, "is about as large as teacher."

## CONGRESS ASKED TO INQUIRE INTO MILK PRICE

Washington, D. C.—A resolution seeking an investigation by congress into milk prices in the district was adopted by the Takoma Park Citizen's Association. The meeting was held in the Takoma Park branch of the Washington Public Library, with H. R. Smalley presiding. The milk situation was brought to the attention of the association by S. E. Blasingham, who said milk was cheaper in Baltimore and other cities than here. The matter will be taken up with the Senate District Committee.

## STERILIZE YOUR MILK CANS AND MILKING EQUIPMENT

*Easily, Efficiently and at Minimum Cost*

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1044 N. Sixth Street

Milwaukee, Wis.

OBTAINABLE ALSO FROM THE MILWAUKEE MILK PRODUCER OR FROM YOUR MILK HAULER

**CHICAGO, ILL.**

Shortly after midnight on November 30, 1932, says "Pure Milk," official organ of the Pure Milk Association, Chicago, Ill., it was agreed, subject to the approval of Dr. Clyde L. King, and the signing of individual contracts by distributors, that the basic price for December milk will be \$1.45 per cwt. for 90 per cent of the established base of members, with the usual fat differentials. Prices are to continue until changed by conference. \* \* \* The association accepted this reduction in price only under extreme protest and with the full knowledge that it could not be borne without terrific losses to its membership. The necessity for the association to find a sale for all its milk was an important factor in the negotiations. An alarming amount of business has been transferred in recent months to non-cooperating dealers and non-members of the Pure Milk Association. This was made possible through the "peddler" system of distribution and because of the fact that non-member farmers were willing to cut their price from 40 to 50 cents per cwt. below the association price.

The net price of December milk will be \$1.42 net per hundred pounds, less adjustment fund assessment, and will apply on 90 per cent of the basic milk sold.

**MILKING BY RADIO**

Milking a cow by radio was accomplished by the Illinois Milk Producers Association, Inc., Peoria, Ill., at a recent Radio and Home Appliance Show held in Peoria. The association furnished a Guernsey cow which was milked "without the touch of human hands" by Francill, a so-called radio wizard, who was the feature attraction at the show. The cow was driven to the performance on an attractively decorated truck. After a brief talk on the value of

milk and dairy products, Francill placed an apparatus similar to a modern milking machine on the truck. The teat cups were placed on the cow and without anyone touching the apparatus, Francill started the milking machine by what he termed a radio impulse. The machine was stopped by another radio impulse after the cow had given a full pail of milk. No wires led to the truck or to any other appliance which might have furnished current for the milking machine. Demonstration was given in the morning and evening of each of the five days of the show.

**AIM TO REGULATE MILK TRADE PRACTICES**

Detroit, Mich.—Under auspices of the Federal Trade Commission, the associated milk distributors of Detroit have adopted a set of resolutions aimed to regulate competitive methods and trade practices which, after review by the commission, will be promulgated by that body and become binding upon dealers in the local territory.

It is planned to hold similar conferences of dealers in important milk distribution centers throughout the country, with a view to adoption of the same or similar regulations.

All this is stated on the authority of C. H. McCorkle, manager of Federal Trade Conferences.

Not only the dealers but the Michigan Milk Producers' Association and the State Department of Agriculture participated in the discussions.

**THE PROOF**

Teacher: "Surely you know what the word 'mirror' means, Tommy. After you have washed what do you look at to see if your face is clean?"

Tommy: "The towel, sir."

**BOARD EXTENDS THANKS**

The members of the board who were re-elected at the annual meeting wish to express their thanks collectively to the stockholders for the vote of confidence extended to them.

They feel as if the shippers realize that they have done everything possible to hold the price of milk at fair levels during these troublesome times and they face the coming year knowing that many grave problems confront them. That it shall be the duty of the entire board to work harmoniously and unceasingly toward welding our organization into a stronger unit for the protection of our fluid market, and it is our honest belief that when the turn comes in the economic situation that we will be prepared to meet it in the right manner.

**WANT DEPARTMENT**

**RATE—3 CENTS PER WORD**

**Minimum Charge—\$1.00.**

In computing amount of remittance, add six (6) extra words if wanted published under Blind Address.

**Bold Type—Double Regular Rates.**  
Blind Address — 25c EXTRA to cover postage in sending out replies from this office.

**REMITTANCE MUST ACCOMPANY ORDER.**

**TINNING**—Milk cans retinned for \$1.50 each. Just like new. East Side Tin Shop, Waterford, Wis.

**MILKING MACHINE RUBBER**  
For All Makes of Milkers  
At Nearly Half Price



**Free Trial**—Improved teat-cup suitable for all pipeline milkers. Better, faster milking. Allowance made for old shells. Save money on all milking machine equipment. Write for price list today, stating name of your machine.

**RITE-WAY PRODUCTS CO.,**  
Dept. C, 4009 N. Tripp Avenue, Chicago

**FOR SALE**—Milk cooling cabinets with electric refrigeration; new, and at a bargain. Lappin Electric Company, 612 North Broadway, Milwaukee, Wis.

**SAFETY!!**

**SAFETY** for your deposits should be your prime consideration. U. S. Government supervision of Federal Reserve Members plus over

**\$300,000,000.00**

in assets of the Wisconsin Bankshares Corporation makes your selection of this bank as your depository a wise choice.

**BADGER STATE BANK**

W. Fond du Lac and W. North Avenue at N. 21st Street  
Milwaukee's Largest Outlying Bank

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**Farm and Barn Equipment,**

**I. H. C. & J. Deere Lines,**

**New Idea Spreaders,**

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**Milking Machines,**

**Electric Motors,**

**Frigidaire Systems,**

**Radios and Vacuum Cleaners**

**HALES CORNERS, WIS.**

# Part that Milk Plays in Your Life is Shown by Jayn Ash

"For that glow of health, drink milk." Such a slogan, once used by the National Dairy Council, should tempt every one to fall in line and drink at least a pint of milk a day. And, speaking of the glow it gives, it is true that people going on a semi-liquid diet for reducing soon find their complexions improved.

It is certain that milk will continue to be one of the most necessary of our food supplies as well as the main item of diet of the nation's babies. Milk contains every food element necessary for the baby's health during the first few months of life. A baby will double and often treble its weight in six months with no other food. It takes care of the growth and development of bones and teeth, and builds a sound constitution for later years.

## Quart a Day

"A quart of milk a day for every child, and a pint for each adult," is another slogan heard everywhere. In fact the value of milk has been so stressed that some are apt to think its importance is overrated. Emphatically, it is not.

Cow's milk contains 87.8 per cent water, 3 per cent fat, 5 per cent milk sugar, 3.5 per cent protein and .72 per cent minerals. The latter are among its most valuable constituents, as milk is the best source of calcium and phosphorus. One important mineral needed by all is deficient in milk. This is iron.

## It's Convenient

Sweetened condensed milk is a different product. After the fresh pure whole milk has been tested, large quantities of cane sugar (approximately 40 per cent) are dissolved in it, and the whole sweetened mixture is then subjected to a low heat, and about one-half of its water content removed. Then it is canned. For general cookery, including desserts, ice creams, candies, beverages, etc., this sweetened condensed milk is convenient.

Although one's food budget may be limited, the quantity of milk should be the last item to be reduced.

## Must Cook Slowly

Milk, like eggs, requires a slow cooking to prevent curdling or sep-

arating. Also the appearance of milk dishes which are cooked at a high temperature is never so appetizing. Custards are a good example of a dish combining the two, in which both egg and milk require a slow oven and a low temperature in order that it may have a smooth, even texture.

I've learned that even milk bottles have their deeper moments. Here's what one told me—perhaps your youngsters would like to know—

"I'm just about the best little health builder in the world.

"I put vitality in the blood, strengthen bones and teeth, and make the kiddies grow like weeds on a warm spring day.

"I admit that I am more healthful than any other liquid. I put color on the cheeks.

## In Best Families

"I am cordially received by the best families in town, enjoyed by the rich and poor alike. I am a friend of the business man, an assistant to the strong man and a good Samaritan to the weak, sick and feeble.

"I am present at the rich man's feast, the poor man's lunch, and I sit at the tables of presidents and kings. I am born in the country in clean, airy surroundings. I am handled with the greatest care, and ere I'm a few hours old I'm rushed to the city and go through big white spick and span vats, put into clean bottles and rushed out where I'm expected every morning by families in all parts of every town and city in the land.

"Made into delicious and lip smacking ice cream.

"I make cooking taste better and I am the most common and essential thing in anybody's refrigerator.

"Yes, it's a great life as long as I keep sweet. If I get sour in the city I'm made into luscious cheese cakes or flapjacks.

"I've got a short life, but an interesting one."

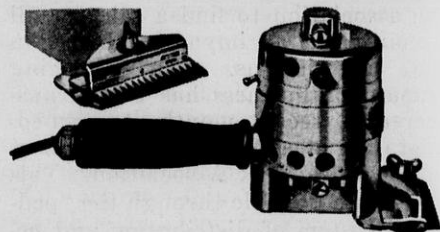
## SEEING MILK AS PUBLIC UTILITY

Watertown, N. Y.—The impressiveness of the arguments in favor of stricter control of the marketing and sale of milk by the state becomes more marked as the agitation over milk prices continues. Possibly we

have not as yet arrived at the point where we are willing to say that milk should become a public utility but there are indications that the people of this state are advancing rapidly toward that point. There has been all this agitation over milk prices through a period of years and yet today the farmer is getting the lowest price for his milk he has received in probably 20 years.

Teacher: "Who were the three Wise Men?"

Willie: "Stop, Look and Listen."



## Keep Your Herd in Trim

EASIER—FASTER—with the  
**New ANDIS  
Electric Clipper**

Approved by Leading Producers  
All Over the Country

This new machine beats all for ease of handling and fast clipping. One man clips udders and flanks of 8 to 12 cows in an hour, or one cow complete, in an hour. A one-man, one-hand machine that works without pulling or choking, as fast as you can feed it. Clipper works in any position—clips every part clean.

Differs from others in having motor, shear plate and handle all in one well balanced unit. Weight only 3 lbs. No trolleys, stands or twisting cables. Hardened steel roller bearing tension plate saves blades and current. Less sharpening needed, and fewer replacements. This is a big improvement. Handy switch close to handle. Furnished with 20-foot, 3-strand cord and ground clamp to prevent shocks. Operates from any light socket. Models for 110 A. C. or D. C. 220 volts, 32 volts, 9 volts and 6 volts for Battery use.

Andis Animal Clippers are guaranteed against defects for one year from date of purchase. Only \$18.50 complete. Order from your dealer or send us \$2.00 down payment. Balance C. O. D. Specify voltage. Satisfaction guaranteed.

**ANDIS CLIPPER CO.**  
1640 Layard Ave. RACINE, WIS.  
Makers of High Grade Electric Clippers

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 5

MARCH, 1933

Number 12

## February Fluid and Average Price and March Fluid Price

In the February issue a report was given on the different conferences held on March fluid milk price without an agreement being reached.

On February 10 after considerable discussion it was agreed by the board of directors and the dealers that the price of fluid milk for February would be \$1.60 per hundred and that the cream sold by the dealers for fluid purposes would be paid for at the rate of twenty-five cents per hundred pounds of 3.5 per cent milk over the manufactured price. All other surplus milk to be paid for per manufactured schedule. The manufactured price figures out at 64 cents on average butter market of \$0.17839 butter.

The price of milk from which fluid cream was derived is 89 cents per hundred.

The price paid and the percentages reported by the different dealers who had their figures completed follows:

Gridley Dairy Co. reports fluid sales of 43.28 per cent at \$1.60; outdoor relief sales of 10.91 per cent at \$1.37; manufactured or surplus sales of 30.61 per cent at \$0.64; cream sales of 15.20 per cent at \$0.89; and an average price of \$1.17.

Luick Dairy Co. reports fluid sales of 43.03 per cent at \$1.60; outdoor relief sales of 11.92 per cent at \$1.37; manufactured or surplus sales of 33.74 per cent at \$0.64; cream sales of 11.31 per cent at \$0.89; and an average price of \$1.16.

Layton Park Dairy Co. reports fluid sales of 42.13 per cent at \$1.60; outdoor relief sales of 15.01 per cent at \$1.37; manufactured or surplus sales of 30.56 per cent at \$0.64; cream sales of 12.30 per cent at \$0.89; and an average price of \$1.18.

Sunshine Dairy Co. reports fluid sales of 54.43 per cent at \$1.60; manufactured or surplus sales of 24.55 per cent at \$0.64; cream sales of 21.02 per cent at \$0.89; and an average price of \$1.22.

Emmer Bros. Dairy Co. reports fluid sales of 89 per cent at \$1.60;

cream sales of 7 per cent at \$0.89; manufactured or surplus sales of 4 per cent at \$0.64; and an average price of \$1.50.

Blochowiak Dairy Co. reports an average price of \$1.21.

Golden Guernsey Co-operative Dairy Co. reports an average price of \$1.42.

On February 27 the board of directors met with the dealers in a session that lasted from 2:00 P. M. until 9:00 o'clock in the evening. One dollar and sixty-five cents for fluid milk and the inclusion of the cream feature as in February was agreed on for the month of March.

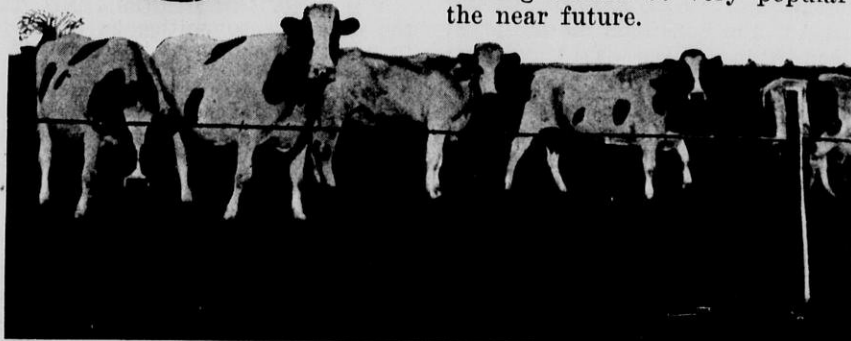
## MILWAUKEE COUNTY FARMER DEVELOPS ELECTRIC FENCER

Farm fencing for temporary or permanent purposes has always been every farmer's problem. A temporary fence to be effective must be efficient. Ed. Gengler, town of Granville farmer in Milwaukee County, Wis., has invented an electric fencing device which is not only safe but practical. All he has to do is plug his unit into an ordinary 110 volt light socket and lead a wire from the other end of the unit to the fence. The unit is a safety device which generates a pulsating current and provides an interrupted shock to an animal inclined to leave the enclosure. There is no danger from the fence because the current generated by this device is absolutely controlled and cannot rise beyond a

point of safety. About one experience with the wire is all the training needed for livestock. The cost of operating the unit is very low and probably wouldn't be more than that of a 10 watt lamp. The use of the unit is now patented.

### Considerable Advantage

One can easily understand why Ed. Gengler is so enthusiastic about his invention. The electrical fencing outfit costs a fraction of regular fencing and there is much less labor in construction. It is estimated that one can fence ten acres in one hour. One strand of ordinary barb wire is used with small stake posts to hold it up instead of the usual 4 or 5 wires and expensive posts. Mr. Gengler also states that he has no trouble with wire cuts nor fence line weeds and that cattle, horses, and hogs can be safely and easily enclosed by this method. No gates are needed under this plan for all one has to use is one single wire for a gate. This type of fencing should be very popular in the near future.



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## MONETARY LEGISLATION

The great need of monetary legislation at this time is admitted by every thoughtful person.

In order that our readers may get the views of an authority on this subject a great deal of space in this issue is used to present the views of Dr. G. F. Warren of Cornell University, Ithaca, New York.

A careful study of Dr. Warren's views on this important subject may be well worth while.

## WISCONSIN STRIKE

A strike without a program is a novelty. The attempt to raise the price of butter, cheese and condensed milk for Wisconsin milk to a rate of \$1.40 per hundred pounds flat at the farm by dumping or refusing to sell any or all of Wisconsin production until that is brought about is as near as we can find out what the strikers in Wisconsin were attempting to do.

The prices of butter, cheese and condensed milk, even when the tariff wall is considered, are all based on world market, to say nothing of the ability of the consumer under present conditions to pay what they have to sell at the price set.

After a few days of dumping milk the strike was called off until May 15. Pickets and milk dumpers were taken by surprise and went home feeling they had been sold out by their leaders. Nothing was accomplished except a demonstration which called attention to the desperate plight of dairymen, which is the only explanation of the tremendous

support given so flimsy a program by Wisconsin dairymen.

Members of the Pure Milk Association will look forward with interest to May 15 as their own position is none too secure and certainly they cannot continue at present prices much longer and continue to meet their obligations.

If there is a nation-wide demonstration on May 15 careful plans should be worked out by its leaders and a program should be adopted which has some possibility of success, even after the strike is on.—Editorial, Pure Milk Association Bulletin.

## RESOLUTION OF NATIONAL CO-OPERATIVE MILK PRODUCERS FEDERATION

This meeting of representatives of Member Associations of the National Cooperative Milk Producers' Federation, in joint session with the Board of Directors of the Federation at Chicago, January 6-7, 1933, believes:

1. That the most important problem before the country today is the re-establishment of commodity prices, both agricultural and industrial, to a level equal to the average of 1923-29, that being the base upon which most of the fixed charges such as debts, interest, taxes, insurance and public service charges, such as railroad rates, doctors' bills, telephone rates and other utility charges have been established;
2. That no concrete or specific method for the accomplishment of this re-establishment of prices has been brought forward, except in the plans of the farm organizations for change in the monetary system;
3. That a definite measure of refutation to the 1923-29 level is imperative;
4. That the refutation should have a definite measure of control;
5. That of all the suggestions yet advanced, that of increasing the value of gold from \$20.67 to \$30.00 per ounce by reducing the amount of gold in the dollar from 23.22 grains of gold per dollar to 16 grains of gold per dollar, appears to be the most logical proposal;
6. That there be given to some agency power to readjust the value of gold in the dollar in order that such price levels may be maintained.

THEREFORE, BE IT RESOLVED, That the National Co-operative Milk Producers' Federation go on record as favoring the method indicated above as suggested by the farm organizations, or in favor of any other equally effective method which will give adequate protection to agriculture.

WE FURTHER RECOMMEND, That the executive committee be instructed to use every power at its command to further legislation to this end and to protect and advance the interest of agriculture in such legislation.

## NEW SUPPORTERS

Fred Burhop, Port Washington.  
W. E. Kosanke, Hartland.  
John H. Mueller, Eagle, R. 1.  
Otto C. Bellfuss, Muskego, R. 1.  
Louis Tess, Muskego, R. 1.  
Henry Reinders, Waukesha, R. 6.  
Arthur W. Tischendorf, So. Milwaukee, R. 1, Box 110.  
Marle Fredrickson, Hubertus.  
Elmer Koerber, Hales Corners, R. 1, Box 86.

## BASE PLANS

In the discussion and suggestions for new base plans the following definitions are used.

By "Base" is meant the average of the amount of milk shipped during the base months. Example: If you shipped in 1932 the following: July 7,000, August 8,500, September 9,000, October 11,000 and November 10,500 your base would be 9,200 lbs.

By "shipping allowance" is meant the "base" plus 30 per cent tolerance or in this case 11,960 lbs.

Dealer's fluid milk requirements mean that amount of milk needed for fluid sales including that sold retail or wholesale in bottles or in bulk.

Fluid cream requirements mean that amount of milk needed to give enough cream to supply the trade for cream both in bottles or bulk through the regular channels of trade in the Milwaukee market.

## Plan No. 1

To establish a base for this plan each shipper shall have the option of using either the base established in 1932 or the average of the bases established in 1930-31-32.

Each dealer must designate beforehand what percentage of the base amount he needs for his fluid milk and fluid cream requirements. Each producer is then required to ship that percentage of his base. If he falls below the amount required of him for fluid milk and cream for three successive months he shall have his base cut as much as he fell below the requirements. This lower base shall be in effect for three months after which he shall have his old base again providing he produces up to the requirements of that first base.

The amount a producer has above the requirements asked of him may be shipped in at manufactured price or he may separate and send the cream, or dispose of it in any way except, that it shall not come in competition with fluid milk or cream in the Milwaukee market. The Milwaukee market is the area described as the Milwaukee market in the Wisconsin Department of Agriculture and Markets order dated February 4, 1933, which includes roadside stands in this area.

Any producer shipping excess milk to another dealer to be used for fluid purposes shall lose his market.

Any adjustments for loss of base through violent destruction of herd or buildings shall be taken up with adjustment committee.

## Plan No. 2

To arrive at the base for this plan find the average monthly shipments

(Continued on page 3)

# Morals, Observations and Conclusions

## MARKETING PROBLEMS

We have today in this country many organizations founded during this depression for the cure of the farmers' troubles and we all know he has plenty of the latter. They have every conceivable method of cure that was ever known, most of them impractical and vague but all of them nicely worded with half truths and sharp attacks on those who differ with the promoters.

While it is the hope of every sincere man that these well-meaning but poorly directed organizations may do some good, we cannot help but retain our convictions that they fail to take into consideration the inevitable law of supply and demand. Until the purchasing power of the buying public has been restored to a more normal status it is a certainty that prices will remain low.

The organizations of this country that have been obtaining as large a percentage of the consumer's dollar as possible by collective bargaining realize that violent methods will gain nothing but might do a tremendous amount of harm. Whatever happens we must go back in the same markets and deal with the same buyers in the same methods we have always used—collective bargaining.

We believe in constructive legislation for the benefit of both agriculture and the consumers of agricultural commodities and we sincerely believe the incoming administration will, if possible, enact such legislation. We do not believe that it is possible to do any good by violence or by defying law and order and allowing mob rule to control.

It is the intention of this organization to bring before the shippers new base plans for their amendment or rejection, inasmuch as we expect to present these plans at small meetings held in local communities. Other marketing problems may also be brought up at these meetings.

Many farmers often make the statement that they should have half of what the consumers pay for milk and that is absolutely right. Let us see whether we understand each other. At \$1.65 for bottle milk with 46 quarts to the hundred pounds the return to us is 3.54 cents per quart. Using the average selling price of wholesale and retail milk or 7.07

cents per quart we find that the distributors have 3.53 cents per quart or which is practically a fifty-fifty break.

The balance of the milk or surplus is largely used for cream and butter. The cream is paid for at twenty-five cents per 100 pounds of 3.5 per cent milk over manufactured value and the butter at creamery prices. These prices are controlled by world wide market conditions and are deplorably low yet the law of supply and demand governs them.

Our surplus is large and lowers our average price. This surplus is large for two reasons. First because production per farm has been increasing rather than decreasing and second because consumption has gone down due to lack of buying power. We also have considerable new milk in the market through the new cut price dealers. These are the dealers whose milk was allowed to go through the picket lines last week to still further demoralize the market.

While these are not spectacular facts they are indisputable and must be faced in a sensible manner if we wish to continue marketing our products.

## BASE PLANS

(Continued from page 2)

of each producer during the three years 1930-31-32, or the average of the base months for these three years. If a producer did not ship for all this time find his average for the time he shipped. Do not include excess milk.

Then take the dealer's average monthly fluid sales plus 10 per cent and divide this amount by the total of the average monthly shipments of all producers supplying that dealer. This percentage of each individual producer's average monthly shipments will be the amount he will receive the average price for.

If conditions are such that the dealer needs more milk than the percentage at first designated the producers shipping to that dealer at the time shall be allowed to increase the percentage of their monthly shipments they may ship.

All milk shipped above the percentage allowed will be classed as excess milk and will be paid for at manufactured price. The producer may however keep this milk off the market or dispose of it in other ways.

## Plan No. 3

(This is the plan now in use)

The base in effect for 1932 was the average production of August, September, October and November, 1931, plus a 45 per cent tolerance, and applied to each month during 1932 including the base making months. (In the past the plan had been in effect during the first six months of the year only.) All milk produced during the base months was used in determining the average base, even though a portion of it was classed as excess milk.

The following five months—July, August, September, October, November, 1932—were used in determining the base for 1933. (July had not been used in the past.)

Beginning with January, 1933, and for each month of that year a shipper will receive the average price for only 30 per cent above his base produced during 1932. (Forty-five per cent tolerance above base had been allowed in the past.)

## Acre Base Limit

This acre base limit may be added to any plan. All it does is to set a limit above which no base may go.

The base limit allowed is to be as follows: 100 pounds of milk per day per farm, then add 2½ pounds per acre per day. The amount shall be the limit of each shipper's base. Any shipper who did not make this amount of milk will be allowed the amount of base he actually made.

These base plans are submitted by the committee and are presented with the view that all shippers study them. It is suggested that small groups get together to talk over the various phases of the different plans and call on the secretary, one or more directors or some members of the committee to explain what are advantages or disadvantages of the different plans. A vote should be taken as to the different plans or modifications, results noted and reported. Then the committee will draft a final plan to be submitted to producers.

This is your opportunity to decide what is best for the market. The committee has brought much information together and is willing to present it to any group if arrangements for a meeting are made with them. Also decide if changes should be made July 1, 1933, or January 1, 1934.

# Stabilization of the Measure of Value

By G. F. Warren, Professor of Agricultural Economics and Farm Management,  
Cornell University, Ithaca, N. Y.

(Address before American Farm Bureau Federation, Dec. 6, 1932.) (1)

The economic catastrophe in which we find ourselves is due to a fall in commodity prices. What made the prices fall?

A correct diagnosis must precede any constructive policy for relief. One tabulation of assumed causes include 118 explanations, but is far from complete. Installment buying, tariff, prohibition, unbalanced budgets, high taxes, technocracy, overproduction, are a few of the multitude.

Many of these, such as unbalanced budgets, empty houses, piled-up stocks of cotton, and movements to restrict markets, are results of the depression rather than its cause.

## Overproduction

In 1930, we had the smallest corn crop in 29 years, yet prices fell drastically. In 1932, the wheat production per capita was the lowest since 1866. Wheat stocks are high because the depression has prevented exports. The cotton crop is a very small one, but with 11 million unemployed in this country and millions more unemployed in other countries that use our cotton, the stocks are piling up and cotton is cheap.

There is a great difference between overproduction and underconsumption due to unemployment. If the trouble is overproduction it can easily be cured by cutting production. If it is underconsumption, we must find a way to put the unemployed to work so that they can consume, rather than attempt to cut production to what an unemployed man can buy.

There are a few too many cattle, due to the cattle cycle, and there will probably be too many hogs next year. There is a shortage of hens and horses. But these livestock cycles which are always going on do not cause panics.

Throughout history, a decline in prices due to monetary causes has always popularly been attributed to overproduction, without stopping to look at the facts. For 75 years before the war, the production of food and feed crops in the United States increased at the compound rate of 3.02 per cent per year. From 1915 to 1929, it increased only 0.6 per cent per year. If correction is made for the reduced number of horses and mules, the rate of increase is 1.17 per cent per year. We have had surpluses and shortages of some crops owing to the weather, but there is no evidence of general overproduction.

Since 1915, there has been a striking decrease in the production of food and feed crops per capita. The recent collapse in farm prices was not due to an increase in agricultural production; on the contrary, the production of food and feed crops per capita declined 13 per cent from 1928 to 1932.

(1) Some of the material in this article is taken from "PRICES" by G. F. Warren and F. A. Pearson, published by John Wiley & Sons, 413 Fourth Avenue, New York, and is reproduced here by permission. More detailed information on this subject which is of vital importance to farmers, business men, manufacturers, distributors and labor in this country can be obtained by writing the publishers for a copy of this book.

Total production of all commodities per capita in the United States increased for 75 years before the war at the rate of 1.73 per cent per year, but from 1915 to 1929 increased only 0.64 per cent.

For 75 years before the war, world physical volume of production of all basic commodities rose 3.15 per cent per year. Since 1915, the rate has been distinctly less. Instead of the phenomenal increase in output which is popularly imagined, the rate of increase in output has declined. Stocks are in some cases piling up because of unemployment, but these are the results of the depression rather than its cause.

## Too Much Efficiency Not the Trouble

It is easy to be deluded by apparent efficiency in factories into thinking that the needs of humanity can be supplied by a few hours of work per week. Division of labor leads to erroneous conclusions as to increases in efficiency, because only a part of the process is visible. A farmer with a tractor, tractor equipment, a combine, and a truck is able to grow and harvest much more wheat than was formerly grown per farmer. The increase in efficiency is far less than is assumed, because there has been a change in the residence of those whose time is involved in the production of wheat. Many invisible persons are involved in the production of machinery and fuel that the farmer uses.

Statements are commonly made of the spectacular increase in the output of shoes per worker in the shoe factory. These are misleading. The labor on a pair of shoes includes a part of the time of the persons growing cattle and handling, marketing and skinning them, labor involved in the handling, shipping and tanning of hides, and labor involved in the handling and shipping of leather. Some workers must make the machinery used in these industries, others must make the buildings and the building materials involved in this endless process. Still others must finance the business. Back of these, there is the mining of coal, the building of railroads and of electrical lines, and electrical equipment, and the production of cotton and tanning materials. To complete the process, the shoes must be shipped, and sold at retail. This involves the time of more bank clerks, railroad employees, traveling salesmen, retail salesmen, delivery boys, store builders, and paper box manufacturers, and further fuel and light. Finally the shoes are fitted to the buyer's foot. No mass production has done away with the consumer's desire to try on several pairs. It is not probable that any sudden decrease in the time required has occurred in the complete process.

At no time in history have we any statistical evidence of a sudden increase in the output of total goods per capita. Spectacular inventions sometimes affect one industry, and there is a steady growth in efficiency in all industry, but never a sudden increase in all industry. We now have two examples of striking decreases in output per worker due to unemployment resulting from the panics

of 1920 and 1929. From such low bases, a rapid increase to normal can occur.

## Not a Business Cycle

Another popular error is the assumption that the depression is a business cycle. This is a collapse in the price structure from which there is no cyclical recovery. During such a collapse several suppressed business cycles may occur. A favorable cycle in the textile and shoe industry occurred in 1932.

## Production of Gold

Gold production, compared with the production of all commodities, is very erratic. In the two years 1852 and 1853, the total production of gold was more than 24 per cent of the entire accumulation of monetary gold in all previous history. There was a long period of low production which culminated in the depression of the nineties. This was followed by a period of high production, and now by a period of low production.

## Too Much Democracy Not the Trouble

By specialization, each of us produces so much of something that each of us can have more of everything. The battery that keeps this modern machine running is the medium of exchange—money. When money is stable in value, the machine works well. When inflation occurs, it runs too fast. When deflation occurs, it stalls. Since the exchange of goods is stopped, unemployment occurs and there is starvation in the midst of plenty.

The millions of unemployed in cities would like to produce goods that the farmers want in exchange for food. The farmers would like to exchange food for things that these unemployed persons would gladly produce. But the minimum of exchange has broken down. It has also broken down as between workers within the cities. The unemployed carpenter would like to build a house for the unemployed textile worker, who, in turn, would like to make textiles in exchange for house rent. But since the exchange system has broken down, both are unemployed. In some cases, we have reversion to barter, but our civilization is too complex to allow this to go far.

Most of us believe in a society organized on the basis of individual initiative; that is, a capitalistic society. The operation of such a society depends on the medium of exchange. When the medium of exchange fails to function, the organization of society that depends on this medium is attacked. If we cannot invent a stable measure of value, there is danger of forcing some kind of a socialistic state that will attempt to regulate distribution and production by government action.

When the battery of an automobile fails to function, we should get a new battery rather than turn to a wheelbarrow. If we are to discard automobile transportation, it should be on the merits of the automobile and not on the accident of a defective battery. If we are to adopt state capitalism, so-

cialism or communism, it should be on the relative merits of these systems rather than because of a failure of the medium of exchange to function properly. The thing to correct is not the organization of society but the tool that is not working properly.

#### What is Price?

Once upon a time, a farmer found that he could get 23 hogs for 60 sheep. At a later time, he found that it required 120 sheep. Why the change? If there were time to question you individually, some of you would say that there were too many sheep at the second date. Others would say that there were too few hogs. Others would give the correct answer, that we do not know. There might have been too many sheep or a reduced demand for them; or there might have been too few hogs or a high demand for them. There are many other possibilities. There might have been a shortage of both sheep and hogs but a greater shortage of hogs; or there might have been a surplus of both sheep and hogs, but a greater surplus of sheep. The only way to determine the cause of the changed relation is to compare sheep and hogs with many other things. Suppose we find that hogs exchange for twice the former amount of innumerable things. Who would then be so foolish as to attempt to explain the changed ratio as due to the supply of sheep? But if we change the 23 head of hogs for 23.22 grains of gold and change the sheep to pounds of wheat, practically everyone says at once that there is an overproduction of wheat. If a bushel of wheat (60 pounds) exchanges for 23.22 grains of gold (otherwise named \$1), and if at a later time it takes two bushels of wheat to get the dollar, we blissfully explain it as too much wheat.

There are four factors in price, not two as is commonly supposed. This error has been the cause of innumerable business failures and of much foolish legislation. The price of wheat is the ratio of the supply of wheat and demand for it to the supply of gold and the demand for it.

Our present measure of value is a given weight of a single commodity, the value of which changes with the supply of this commodity and the demand for it in precisely the same way as the value of any other commodity changes.

The "money illusion" is as thoroughly dominant in this generation as was the illusion of a flat earth about which the sun revolved in the time of Galileo. It is almost as dangerous for an economist to challenge the money illusion as it was for Galileo to threaten the foundations of civilization by saying that the world revolved.

#### Gold and Prices

The depression is not due to overproduction. It was not caused by low demand for commodities, but one of the results of it is low demand due to unemployment. Evidently we must turn to the other half of the price ratio, that is, to gold for explanation.

The supply of gold has not been keeping pace with the normal growth of business, but the supply of gold is sufficient to support prices at about the pre-war level with all the world back on a gold basis, and gold used with pre-war efficiency. The problem to explain is why prices rose, not why they fell.

For 75 years before the war, world monetary stocks of gold divided by total

production of other things equalled prices in England. During the war, prices on a gold basis doubled. How did this occur? For the very simple reason that most of the world abandoned the gold standard and stopped bidding for gold. Gold therefore moved to the few places where it was freely purchased. The low demand reduced its value just as the demonetization of silver reduced its value.

When the various countries attempted to return to a gold basis, the increased demand raised the value of gold. France returned to a gold basis June 25, 1928; and the gold panic was soon on. Now 36 countries have given up the effort to maintain a fixed price on gold. But they are still bidding for the world's gold supply. It is possible that they will definitely demonetize gold and stop bidding for it and make it cheap again, but this is not probable. The value of gold is determined by world supply and world demand, not by location.

We have had one previous experience of a similar nature. The French Revolution broke out in 1789, and metal currency was abandoned. England also suspended metal payments in 1797. The United States continued on a metal basis until the War of 1812. Our prices rose 70 per cent from 1789 to 1796. The resulting prosperity and good will had much to do with the success of Washington's administration and the firm establishment of the Union.

England returned to the metal basis in 1821, and our prices on a metal basis fell 31 per cent from 1818 to 1821. Price chaos continued with a downward tendency.

Since monetary stocks should be about 18 times production, an excess or deficiency in production has a slow effect on gold stocks. There is a close relationship between production and prices 13 years later. This lag is, of course, accidental. If the gold supply were doubled in a single year, prices would double quickly. It happens that the rates of production have been such as to cause the 13-year lag.

The present rate of gold production would result in a gradual decline in prices even if there had been no war. But our major difficulty results from changes in the demand for gold.

During the many years when there was a low demand for gold, our debt, tax and business structure became fairly well adapted to a commodity price level about 50 per cent above pre-war. We are, therefore, in the position of having a world gold supply of only about two-thirds the amount required to support the price level to which business is adjusted, provided the former gold-using countries continue to bid for gold. This situation results in such a frantic demand to get gold that even the gold supply which we have is used inefficiently.

Recognizing that the low value of gold was due to low world demand which would probably be temporary, I have since 1918 been giving many lectures and writing many bulletins that gold would return to its pre-war value or higher. This expectation still holds. If all the former gold-using countries return to the gold basis, and if the United States continues to maintain its present monetary standard, it is to be expected that commodity prices will average below pre-war for the next 10 years. Extremely violent price fluctuations will be expected as each country

attempts to secure and maintain more than its pre-war share of the world's gold supply. Each country needs about 50 per cent or more than its pre-war share of the total.

#### Debts

In 1929, public and private debts in the United States amounted to about 203 billion dollars. The National Industry Conference Board estimated the national wealth at that time as 362 billion dollars. Since then, public debts have steadily increased; but private debts have been reduced somewhat by bankruptcies and payment. The total is now estimated at about 174 billions, or nearly one-half of the value of the property in 1929. What the property is worth compared with 1929, most of you can guess. At the present price levels, the debts represent so close to the value of the property that a large part of them can never be paid.

#### Deflation or Reflation?

The price level must be raised to the debt level, or the debt level must be lowered to the price level. This is a matter of grim reality that cannot be cured by philosophy, confidence, or government lending.

We must choose between deflation and reflation. No country likes to change its monetary system, nor does any country like to go through wholesale bankruptcies and continue to have millions unemployed. Our choice is not between two desirable things. It is between two undesirable things. Merely raising the well known objections to either procedure does not commend the other. The question is: "Which is worse?"

If we wish to go through with deflation, we may as well proceed with the bankruptcies, foreclosures, and public defaults and get them over with. Merely postponing by lending some money or attempting to hold up the price of this or that thing, will accomplish very little.

#### Deflation

If deflation is completed, the following are some of the innumerable adjustments yet to be made.

At the new price levels, public and private debts are nearly equal to the national wealth. These debts will have to be reduced. The only plan thus far proposed for reducing them is bankruptcy and private adjustment. This will probably require three or four years for the major adjustment and a generation to complete the process. While the more serious part of this is taking place, bankrupt homes, farms, and other properties will always be for sale at less than new costs of construction, regardless of how low these costs may fall. Therefore little building of any kind will be expected. Consequently most of the basic industries will operate at low capacity and severe unemployment will be continuous. Business cycles in such a period will be suppressed cycles.

The vigorous efforts to reduce taxes will do well if they succeed in making cuts equal to the new taxes necessary to feed the unemployed. Some shifting from real estate to other forms of taxation may occur.

Public debts will increase and some of the government units will find it impossible to meet their obligations. It will be years before taxpayers get these debts paid.

Adjusting a price level down requires much more time than adjusting it up. It is not difficult to adjust public and private debts to a higher level, but it

is very difficult to reduce them. To adjust debts up merely requires that the usual purchases be made at the new price level with the usual percentage of credit transactions. To adjust debts down means the slow process of bankruptcy. Bankruptcy acts like a house of cards—each bankruptcy starts another.

Bank deposits will decline because of the reduced amount of business, and the lower prices at which business is done and the tendency to use cash rather than checks. This latter movement is encouraged by fear of banks, lack of banks, lower interest payments on deposits, charges for checks, taxes on checks, and high postage rates. Many further bank failures will occur.

Because of severe unemployment, some workers are working for extremely low wages, but it is not to be expected that the general wage level will decline to the price level. The long-time tendency is for wages to rise as the output per worker increases. Whenever the debts are liquidated so that business can proceed, wages will be far above pre-war.

Interest rates will be much below pre-war for safe securities, but a large part of the business will be on such a precarious basis that for some years, rates for agriculture and industry may be high. Interest payments on bank deposits will be decidedly reduced. It will be impossible for life insurance companies, universities, hospitals and other institutions that depend on investments to keep up their incomes. Life insurance rates will probably rise. The average size of policies will be reduced.

The size of fire insurance policies will be reduced, losses will be increased, and rates probably will be raised.

Innumerable prices which have not declined will fall. Some of these are freight rates, telephone charges, price of newspapers, doctors' fees, dentists' fees, and telegraph charges.

Large numbers of corporations will disappear by bankruptcy or by combination to avoid bankruptcy.

Wholesale writing down of the capital of industrial plants, farms and city real estate will be necessary.

Cost of distribution will gradually decline so that prices paid to farmers will again come into adjustment with the prices which they pay. Much of this can be done in a half-dozen years. Probably it can be completed in a generation.

Some business commodity prices have fallen too low even for the conditions and will rise.

Innumerable measures will be tried in attempts to hold up prices of this or that thing. Tariffs, bounties, farm boards, domestic allotments, restrictions on trade between states under sanitary and other guises, pools, gentlemen's agreements, and many others will continue to be tried. Some of these may do a little good, but they will continue to result in disillusion and disappointment. Maintaining the present price of gold means bringing the whole debt and price structure down. To attempt to hold each individual thing up and yet bring down the whole is like sinking a ship but attempting to hold up each rivet and doorknob in it.

Nothing is gained by minimizing the gravity of the situation. Repeated confidence statements cannot change the fact. They discredit leadership and

cause losses to innumerable individuals through false hopes. While the country has never before experienced as great deflation as we are now attempting, we have had experiences which indicate the probable length of the deflation disease. It usually takes six or seven years to go far enough with the bankruptcy process so that construction can begin, and it takes many more years fully to complete the process.

If we are going through with deflation, debt adjustment commissions are desirable to operate for a number of years. The legal system of writing down debts works badly enough when only a few bankrupt properties are thrown on the market. It destroys values for both the creditors and lenders when applied in a wholesale way. A creditor often takes over a home or a farm, keeps it in hopes of a sale until the carrying charges eat up much of the value. In the meantime, the property depreciates. Finally, in despair, a shoestring sale is often made to a less desirable buyer than the dispossessed owner. Debt adjustment commissions should study each case and make recommendations for settlement to all creditors. Such recommendations from a disinterested party would save many owners and help many lenders, and would keep many of the cases out of the courts. If the government lending agencies wish to lend more money, they will do more good by taking up the safer part of the underlying mortgages in such cases than by direct loans to the lending corporations, which do not get at the root of the trouble.

While it is not the purpose of this discussion to consider what the individual can do for himself, I should like to insert one piece of advice to the millions of farmers and city home-owners who are losing their homes and lifetime savings. If one has a good farm, it seems to me that the best thing to do is to retain possession of it as long as possible, in the hope that some temporary rise in prices or possibly a monetary change will enable him to keep the property. If he gives up, the savings are surely gone. He has little to lose from holding on as long as any slight chance remains.

The man who has failed in business or is out of work is bled for it, and he often blames himself. This is adding insult to injury. Most of the failures are not due to unsound business but to unstable money, for which no individual is to blame. The farmer or business man who has failed should not be despondent or commit suicide. He should feel like a man who has just gone through a tornado, stripped of his property but escaped with his life. His family and friends should treat him accordingly.

It is not improbable that the high value of gold will result in discoveries of it, so that a latter generation will have inflation.

If the process is carried through, a new generation can be prosperous—except as foolish laws remain to plague it. Any price level is satisfactory after business is adjusted to it.

#### Can Deflation Be Completed?

Almost any nation can stand a 10 per cent deflation; and of course, no nation could stand a 90 per cent deflation. Somewhere between these there is a limit for any country. There is considerable doubt as to whether a deflation process so drastic as that now undertaken can be carried through.

This is a very different problem from deflating after the Civil War when we were the only important country that was off the metal standard. Now we are the only important country that is attempting to maintain the pre-war weight of gold in its currency. In the first three years of the Panic of 1873, prices of all commodities dropped 18 per cent. In the first three years of this panic, prices dropped 30 per cent. The liquidation that must be gone through with is correspondingly greater.

#### Reflation

The effect of rising prices is the same regardless of the cause. If for any reason the price level is restored, it does not mean that all prices will rise equally. Many prices have not declined, or have declined little. Restoring the price level would relieve them of the necessity of declining. The major ones are debts and taxes. If commodity prices were raised, buying would begin because rising prices cause buying. Jobs would be available. Houses would be in demand. The debts and taxes on the houses and farms could be paid, and the debts would not have to be cut by bankruptcy.

The former amount of life insurance would be desired.

Many charges, such as freight rates, doctors' fees, telephone rates, and the like, are already adjusted to the price level that would be established. They would not rise, but would be relieved from falling.

Costs of distribution would rise very little. Therefore, prices paid to farmers and other producers would rise much more than retail prices. This would bring farm prices into adjustment with other prices. It is sometimes said that two steps are necessary, first, restore the price level, and second, restore the relationships of farm prices to other prices. If the first step is taken the second follows automatically.

Prices of basic commodities, such as copper, corn, wheat and cotton, would rise very decidedly because they are so far below the price level that would be restored.

The declines in values of homes and farms would be stopped.

In general, the prices that have not yet declined would be relieved from declining, and those that have declined would be restored.

Probably nothing is more universally wished for than a rise in commodity prices. We are willing to have the farm board buy wheat and cotton, pile tariff on tariff, lend billions of government money—all in the hope that commodity prices may rise. But when any proposal is put forward that will raise the whole price level, it is commonly considered sacrilegious. There is probably no other subject on which so many people have formed positive convictions without scientific evidence. It is the responsibility of farm organizations to give consideration to the various possible methods of procedure.

When a city is on fire, there are only two ways to proceed. One is to let it burn itself out and get ready for the next generation to build a new city; the other is to attempt to put out the fire, even at the risk of some damage from the water. Perhaps I should mention a third way of trying to dispose of it, by saying that it does not exist.

Since the general level of commodity prices is the reciprocal of the value of

money, there is no way to raise the price level except as the value of money declines, or is lowered by law.

#### What Stabilization Means

Stabilizing the commodity price level does not mean that any single commodity will be free from fluctuations in price due to the supply of it or the demand for it. It does mean that commodity prices as a whole may be freed from being swept up or down as a mass due either to world supply of gold or frantic changes in the demands for it. There are many proposals for limited or complete stabilization.

#### Ways of Raising Prices

If England and other important countries would definitely demonetize gold, it would become cheap and our prices would rise—but this is not probable.

It is possible that the restrictions on gold movements in various countries will drive gold out and cheapen it somewhat, but England will now buy gold in any form and pay the market price for it. This was not the case during the war. Most of the countries then refused to buy at the market, and also tried to prevent exports. Of course, this made the gold leave the countries. Canada now refuses exports except by permit but will buy new gold at the market price. It is possible that by the reduced market for it, gold may temporarily be cheapened; but the more it falls in value, the more surely the world will return to it and make it dear again.

#### Credit Expansion

Some persons believe that all that is necessary is to expand bank credit. The same persons by the same reasoning thought that prices would not fall. This was the reasoning back of the billions that were lent to other countries from 1922 to 1929.

Some say that "confidence" is all that is needed. To imagine that after the greatest period of monetary chaos in history we are to suddenly have such a phenomenal world-wide growth in confidence is certainly optimistic.

For five years before the war, the average amount of monetary circulation plus bank deposits per dollar of gold in the United States was \$11.23. From 1923 to 1927, this averaged \$11.56. It reached \$14.92 in 1920, and \$14.13 in 1928. We know what happened in each case.

A gradual and slow increase in the amount of monetary circulation plus bank deposits per dollar of gold in the United States has been taking place for many years. There is no indication that the Federal Reserve System has speeded up this normal growth of circulation plus credit per dollar of gold. Whenever the normal is much exceeded, a reaction occurs.

Some persons believe that the Federal Reserve System is to blame for the decline in prices and that there is gold enough to maintain pre-deflation prices if credit were properly managed. The evidence indicates that a rise in the value of gold was inevitable with the return of the world-wide demand for it. Credit management might have prevented a part of the stock market boom. No evidence has been found that credit management could have prevented a decline in commodity prices or that the 1929 commodity prices can be restored by credit management and still maintain the present price of gold.

By the management of credit, it is possible to throw commodity prices out of line with gold by a limited amount. There is no indication that any permanent change in this relationship can be accomplished in this way. Over-expansion of credit brings on a reaction, and so does over-contraction of credit. The policy of the federal government in 1932 was based on the theory that prices could be raised by credit. The Reconstruction Finance Corporation lent money to many agencies in the expectation that credit expansion by the Reconstruction Finance Corporation and the Federal Reserve Banks would raise prices and restore equities back of securities and start business activity. The policy did check contraction, at least temporarily; but only a rise in the price structure can stop bankruptcies and start employment. It is not possible to expand credit sufficiently to do this and still maintain the present price of gold.

#### Currency Expansion

It is very easy to raise the price level by an expansion of the currency, but any expansion that is sufficient to restore the prices of commodities to the debt level would make it impossible to continue to redeem each of the paper dollars with 23.22 grains of gold. There is no way of printing paper money that will make it possible materially to change the relative values of gold and commodities.

#### Suspension of Gold Payments

Any means of restoring prices will probably require suspension of gold payments while the plan is being discussed. This has now been done by all other important countries except those that have already cut the weight of gold in their money.

This does not mean wild inflation. The only cases of wild inflation have come after government bankruptcy. During the American and French Revolutions, both countries inflated until the money was "not worth a continental." Similar inflation occurred during the German Revolution and attempts to pay

reparations. Russia is in a revolutionary period and has had violent inflation.

England suspended gold payments for 24 years in the Napoleonic War period. She also suspended gold payments from 1914 to 1925, and now has suspended for more than a year. This makes a total of 36 out of 136 years off gold, but no case of wild inflation has occurred.

The United States has suspended gold payments four times, but even in the Civil War did not have wild inflation. Our average prices for the year 1864 were 193. Prices in England on a gold basis were 127. The worst inflation that has occurred since the Revolutionary War was on a gold basis in 1920, when prices averaged 226.

There is no danger of wild inflation except following revolution. If we should be forced to suspend gold payments, there is no cause for alarm.

#### Re-valuation

Most of the continent of Europe has reduced the weight of gold in the monetary unit. It is probable that England and the 35 other countries that have suspended the gold standard will do the same. If so, this will leave the United States as one of the very few countries that attempts to maintain the pre-war price of gold regardless of the supply of it or demand for it.

France reduced the weight of gold in the franc by four-fifths, so that when our prices are 100, her price level is about 500. The present outlook is that

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England will probably reduce the amount of gold in the pound by 40-50 per cent. The United States reduced the weight of gold in the dollar by 6.25 per cent in 1834. By reducing the weight of gold in the dollar, any desired price level can be established. The future course of prices would depend on the future supply of gold and future demand for it. Re-valuation is a simple emergency measure. It does not make provision for future stability. The question may well be raised as to whether the time has not come for the adoption of a more stable measure of value.

#### Managed Currency

Two proposals have been advanced to provide for a permanently stable measure of value. One of these proposes a managed currency to be controlled by central banks in such a way as to keep the average of commodity prices stable. To operate such a system requires willingness and intelligence in the bank management, and freedom from influence by politics or desire for profits.

At innumerable times, after the failure of the gold standard, a managed currency has been operated with a considerable degree of success. England had such a currency from 1914 to 1925 and has had such a currency since September, 1931. Prices in England since she left the gold standard have been more stable than prices here. Apparently, such a country as England could permanently operate such a currency successfully. The possibility of a managed currency should not be judged entirely by its success or failure when conditions are so bad that the gold standard has failed. Probably most countries will prefer a metal reserve.

#### The Compensated Dollar

The compensated dollar is a proposal to establish by law a currency redeemable in gold, but the weight of gold for which the dollar would exchange would vary with the index number of wholesale prices of all commodities; that is, if prices rose one per cent, the weight of gold for which the dollar would exchange would rise one per cent. If prices fell one per cent, the dollar would exchange for one per cent less gold. The gold would be kept in bars in the treasury and central banks. This would keep the dollar stable in buying power for the average of all commodities.

The dollar has to be rubber either as to weight or as to value. It cannot have a fixed weight and also have a fixed value. This proposal would give it a fixed value and a rubber weight. It raises the fundamental question as to whether a medium of exchange should be fixed in weight or fixed in value.

A scientific money is one with a constant buying power for all commodities rather than a fixed weight of one commodity. Our whole tax and debt structure rests on commodity prices. If this structure is to be kept sound either for the creditor or the debtor, it is commodity prices that need to be kept stable, not the weight of gold for which a dollar will exchange.

#### Remonetization of Silver

By adopting bimetalism or symmetallism, it is possible to set any price level that is desired. If silver is remonetized, it should certainly be done by symmetallism, as proposed by the great English economist, Alfred Marshall. This proposal is now receiving

considerable attention in England. It is very simple. Instead of having a dollar exchange for 23.22 grains of gold, it would exchange for some given weight of gold plus a given weight of silver. Since two commodities are more stable than one, and since silver production is less erratic than gold production, such a money would be more stable than gold. If once established, it would work in the same way in which the gold standard works, except for greater stability. It could be used as a basis for a compensated dollar.

#### International Co-operation

Certainly international debts need reconsideration, but it is the debts owed by Americans to Americans in America that are the principal problem. Nothing that can be done about foreign debts will pay John Jones' mortgage on his house or farm. Bad as are the tariffs and trade restrictions set up by every country in the effort to hold up prices, the greatest problem of commerce is to reestablish the exchange system between Americans in America. To wait for endless conferences is futile. We should either deflate as quickly as possible, or reflate. No one but congress has authority over our currency. If we adopt a wise monetary policy it will have far-reaching international influence.

#### The Gold Clause

A considerable number of bonds in the United States calls for payment in a gold dollar of present weight and fineness. This does not apply to Federal Land Bank bonds or mortgages, nor to most of the mortgages of Joint Stock Land Banks and life insurance companies. These agencies agree to pay their creditors in lawful money and are therefore protected if they collect lawful money from their debtors.

The problem today is not whether creditors will be paid in any particular brand of a dollar, but whether they will get anything. Sometimes they get less than nothing, for they get a non-income-paying property with delinquent taxes. If the dollar is re-valued, congress will probably invalidate such contracts or, if this is considered to be unconstitutional, can easily tax the profits derived from such a source by a sufficient amount to prevent collection.

If the price level were restored, business would proceed, jobs would be available, taxpayers would be relieved of feeding millions of unemployed, and it would be easier to pay one-third more than the bond calls for than it now is to pay the present sum.

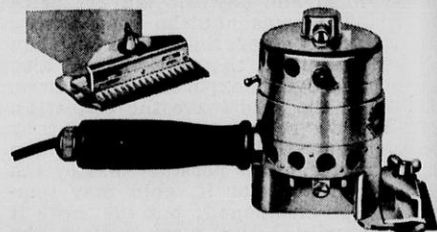
The gold clause is probably of little value to any creditor and even if enforced it is a minor matter when considering the innumerable effects of deflation. Ten million unemployed is a far more serious matter than the gold clause.

If we continue to allow our whole price and debt structure to be based on accidental discoveries of some one commodity or the accidents of demand for it, we should not be surprised to see the social system that depends on such an unstable medium of exchange seriously threatened. The present revolutions and political upheavals in the world are the direct and indirect results of a breakdown in the medium of exchange. If such a monetary system continues, every investor, farmer, home-owner and business man should give first attention to the probable supplies of and demand for gold before he considers the details of his business.

Elsewhere in this issue appears a resolution adopted by the board of directors of the National Co-operative Milk Producers' Federation at Chicago, January 6-7, 1933.

The Federation, of which the Milwaukee Co-operative Milk Producers is a charter member, now has fifty member organizations. These member organizations are located in thirty different states and have a very large membership.

A central office is maintained in Washington, D. C. The Federation co-operates with all of the representative farm co-operatives in promoting legislation beneficial to farmers and opposes laws that are detrimental to the farmers' interests.



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