

Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 4

AUGUST, 1931

Number 5

OUR PICNIC

All roads will lead to Kerler's Grove on Saturday, August 8, for the farmers who provide Milwaukee with milk.

The pleasure of meeting old friends, and making new ones, the games and contests, the kick that the youngsters get out of an informal get together, the spirit of good will, and the knowledge that this is the Milk Producers' own picnic has a pulling power that is hard to beat.

Let us all get together and make this picnic a regular field day.

There are so many prizes that most every neighborhood should get some of them.

This is a list of the people who won last year: Michael Wick, Arthur Wieselmann, George Lennartz, Ed. Lemke, Robert Winkleman, William Schmidt, Willard Morris, Mrs. Elmer Hartman, Louis Roskopf, Viola Zimmerman, Joseph Annen, Ed. Schrieber, M. Boelke, Herbert Scholtz, Stanley Braun, Mrs. Albert Mutz, Miss Kieckhaefer, Nels Narum, Bernice Froeming, Wm. Sunderman, Moritz Mueller, Paul Bartelt, Otto Holtz, Lorena Wanschneider, Anton Frenz.

Let us see where the prizes go this year.

Remember the location of the picnic grounds—Highway 100 and the Cold Spring Road. The Cold Spring Road will be marked.

Come early and bring the family.

Attendance prizes having a total value of several hundred dollars will be given away to the lucky winners.

Games and contests and amusements of all kinds will be provided.

Real up-to-date music by a fifteen piece band will be furnished.

All farmers who produce milk for the Milwaukee market, and their families are invited. Bring your lunch basket. Milk will be served free. Coffee, red hots, ice cream, sodas, candies, and cigars will be on sale.

Fluid Milk Price August is \$2.50

Distributors will pay \$2.50 per hundred for August fluid milk according to an agreement made at the price conference, held on July 27.

Some argument was made for a higher price because of short pastures, dry weather, and the unusual number of flies that pester the cows. Most of the dealers claim that milk is very plentiful and that no new milk is needed in the city.

Some of the small dairies have taken on shippers, believing that they would be short of milk but we think that they were unnecessarily nervous.

Butter prices improved slightly, and as a result the manufactured

price is eighty-six cents, or six cents higher than in June.

The Blochowiak Dairy Co. reports fluid sales as 80.73% of total purchase and manufactured or surplus 19.27%. They will pay \$2.18.

Gridley Dairy Co. reports sales of 60.5 per cent and surplus of 39.5 per cent and will pay \$1.85.

Luick Dairy Co. reports sales of 54.33 per cent and surplus of 45.67 per cent and will pay \$1.75.

Sunshine Dairy Co. will pay \$1.81.

Golden Guernsey Cooperative (June) paid \$1.70. Sales 53 per cent, surplus 47 per cent.

Gehl Dairy (June) paid \$1.35. Sales 32.4 per cent, surplus 67.6 per cent.

The following firms have offered prizes to date:

Geuder-Paeschke-Frey Co.—3 pieces of enameled kitchen ware.

Laacke Tent & Awning Co.—A Kan't Kome off Kow blanket.

Lemke Electric Co.—An electric automobile horn.

Nat. Enameling & Stamping Co.—2 "Flow Fast Milk Strainers."

Square Deal Feed Stores—1 ton Pure Wheat Bran.

Pabst Corporation—1 case of Blue Ribbon.

Hales Milling Co.—5 sacks Hales 16% Sweet Dairy Feed, 5 sacks Hales 20% Egg Mash, 5 sacks Hales 16% Egg Mash.

Chas. E. Savadil Hardware—2 Fancy Pitchers and Mixers.

Blats Brewing Co.—5 cases of Lime Rickey.

The Carborundum C.—2 Octagonal Knife Sharpeners.

Chas. A. Krause Milling Co.—1/4-ton Amerikorn 24% Dairy Ration.

Sunshine Dairy Co.—100 pounds skim milk powder.

Clark & Host Coffee Co.—2 pounds of "My Favorite Coffee."

Hoffee Coffee Co.—1 large aluminum preserving kettle.

Layton Park Dairy Co.—1 milk can.

Gridley Dairy Co.—One 8-gallon can, 1 small top pail (12-qt), 2 nickel plated stirrers, 5 thermometers, 45 lb. sacks washing powder.

The Three Schuster Stores—3 Gift Certificates of \$2.50 each.

Blochowiak Dairy Co.—1 8-gallon milk can.

Wilke Dairy Co.—1 8-gallon milk can.

Sentinel-Wisconsin News—1 dozen Knives and Fishing Rod.

Andis Clipper Co.—One electric clipping machine.

Luick Dairy Co.—1 8-gallon milk can and 1 large milk strainer.

Hales Corners Ford Co. Garage—1 inner tube.

Milwaukee Journal—Several Tour Club membership blanks.

H. H. Wherry of Follansbee Brothers Company—2 8-gal. milk cans.

Reliance Electric Co.—one electric toaster.

All of the directors are offering prizes but because some of them have not said just what they are giving we do not mention the articles here. There will be milk cans, milk pails, butter, cheese, and various other articles.

LIBRARY
COLLEGE OF AGRICULTURE
UNIVERSITY OF WISCONSIN
MADISON

RECORDS SECTION

MILWAUKEE MILK PRODUCER

Owned and Published by

Milwaukee Co-operative Milk Producers
Chas. F. Dineen, Managing Editor
1505 W. FOND DU LAC AVENUE
Phone Kilb. 2050 MILWAUKEE, WIS.

Volume 4 August, 1931 Number 5

John A. Davitz, President, R. 1, Oakwood.
Ed. A. Hartung, Vice-President, Sta. D,
R. 2, Box 936, Milwaukee.
Wm. Kerler, Treasurer, R. 5, West Allis.
C. F. Dineen, Secretary, 1511 Fond du Lac
Ave., Milwaukee.

DIRECTORS

A. C. Klekhaefer, R. 2, Thiensville.
M. O'Connell, R. 1, Thiensville.
John Wick, R. 2, Menomonee Falls.
Fred Klussendorf, Pewaukee.
Ed. Schmidt, R. 1, Box 58, Brookfield.
Geo. W. Drought, R. 13, Caledonia.
Chas. E. Miller, R. 1, Box 104, South
Milwaukee.
Paul Bartelt, Jackson, Wis.

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

Subscription.....\$1.00 Per Year

THE STATE FAIR

Yes, there is to be a State Fairy again this year.

We have been informed by the management that two large booths are reserved for our use in the Dairy Building. Come in while at the Fair and rest and visit in your own booth. No charges.

THE WRONG IDEA

"Many people in this country think of co-operative marketing as a method of setting aside the law of supply and demand." Thus Jim Stone warned fruit and vegetable men as they were about the work of setting up their national organization. There exists today too much of the wrong idea about co-operative marketing. What magic is there that can set aside the laws of supply and demand as a Fourth of July cannon cracker "busts" its skin? What magic is expected to replace these immutable laws with order and stability? Very fortunately for the movement, co-operative marketing cannot do these impossible things. It has greater functions to perform in maintaining the balance between supply and demand through an orderly flow to market, a regulating influence on production and a moderating influence on demand that tunes it to production. We, as well as the other co-operatives and farm organizations, must live down this wrong idea and supplant it with the more

sane idea of balance and order. We can do it as we, individually, accept our responsibility in selling our organization only on its established merits—it has many.—Ohio Co-op. Live Stock News.

GOSPEL TRUTH

The Connecticut Milk Producers' Association paper prints the following article which applies, in the main, to our own and every other city milk market in this country.

"While milk production has been somewhat reduced, there is still a great deal too much milk on all of our Connecticut markets, there are still too many cull cows being milked and too many cows being imported from other states thereby adding unnecessarily to the surplus.

No marketing organization, no matter how successful, is entirely able to offset the unsound production practices of its members; such as buying large numbers of cows to produce milk that cannot be sold at a profit and retaining cows in the herd that are unable to pay their board. There is no power on earth that can sell surplus milk at a profit in New England.

It would be a profitable procedure if Connecticut farmers would reduce the cow population of the state by five per cent in the next five months. Surplus milk will be cheap next winter, and there will be too much of it if the best possible judgment is not used by the men who produce the milk."

PRIZES FOR BATHING BEAUTIES

The board was discussing the picnic plans and Bill Kerler wanted to know if the committee would offer prizes for the best looking girl dressed in a bathing suit.

The committee assured Bill that good prizes would be provided, and he said that in that case he was sure that the affair would be a success.

The committee wanted to confer the title of Miss Milk Producer on the first prize winner but someone suggested that she might want to be known as Mrs. Bill Kerler.

Don't miss the picnic on account of threshing or some other such work. There will be other days when you can do those jobs, but there won't be another Milk Producers' picnic until next year.

ALL ABOUT MILK

Milk is our best all-round food, the most perfect food we have. It is one of our cheapest foods, too, even at present prices. It is also one of our most popular foods. Without it, the man at the soda fountain, for instance, could hardly do business. He makes it the chief ingredient in almost every drink he serves. Those who do not care for plain milk are often fond of ice cream, milk shake, frosted chocolate, malted milk, egg-nog, junket, or milk soups. And grocers are now selling a number of malted cocoa preparations which require only the addition of milk to make drinks that are delicious.

It is said that the vigor and success of a nation depend largely upon the quantity of milk it uses. In the United States we use something like 52,000,000,000 quarts of milk a year. This would make a lake large enough to float all the navies of the world. About half of this is made into butter, cheese, and other nutritious milk products. The half (43.6 per cent) that remains is used for household purposes and is enough to supply to each individual about a pint a day.

BUTTER PRICES LOW IN NON-CO-OPERATIVE DISTRICTS

No force on earth will make men co-operate quicker than depression and empty stomachs, according to the Milk Producers' Association of Central California, whose plant at Modesto, Calif., is the largest co-operative creamery in America.

"But why must men wait until disaster hits before they think of co-operating," it asks.

The mystery deepens beyond understanding in the association's relation of the butter price situation. Members of the creamery, affiliated with the Challenge Cream and Butter Association, as well as members of creameries affiliated with Land O' Lakes and other high quality butter co-operatives, received about 24 cents a pound for butterfat in June. Farmers in non-co-operative districts received only 13 cents.

The contrast between co-operative and non-co-operative regions is further shown by reports from cream stations in Oklahoma, where 13 cents is being paid. In another section of the same state a new co-operative started operations and was able to pay from 18 to 22 cents. A similar situation exists in numerous points in the Southwest, Northwest, and even at points as far east as Kentucky.

Morals, Observations and Conclusions

RECORDS IN STONE

The building record of the Administration Building of the Milwaukee Cooperative Milk Producers Association is being written in imperishable stone. The tangible and visible signs of progress can be seen even by the casual observer. The walls have been topped by the cross rafters and the foundations of the roof are now being set.

This building is as modern, as fire-proof as a building can be. From eight feet below the level of the basement to the roof, stone, cement, tile and steel are used. There is nothing that can burn. The wide windows are steel sashed. The roof rafters are fabricated steel. Every part that can possibly be made of iron or steel has been built to give the maximum of protection.

Progress on the building has been so rapid of late that it has been very hard to say exactly just when it will be finished. It would be very interesting to members of the organization who are in town for the day to drive past the building and see the sound way in which this building is being constructed. (Located North Thirteenth Street just south of West Walnut.)

Dedication ceremonies are being planned and will be announced in this paper in sufficient time for all who are interested to attend.

WHO WRITES HISTORY?

It is a peculiar commentary of modern life that the greatest and most powerful influences of past decades have been discarded and a new set of influences has arisen. The mighty King on his throne who set whole continents trembling has vanished. The great War Lord who could upset half a world has been parked in the attic. The power of the individual has been abrogated and curtailed until today no one man is bigger or more powerful than a million others.

An obscure manufacturer in Louisiana builds himself a radio station and wields a greater power than any orator of past days. From his bed, he sends his voice the country over. And in a million homes his voice is heard and public opinion is being directed.

A group of musicians, ousted from

their jobs by the Talkies, organize and start a campaign to tell the public that "Canned Music" is detrimental to the cultural development of the country. The Public listens to their story. A reaction begins. But the Talkie has brought music into thousands of places where good music never was before. The machine has once more supplanted the man. The public has become music-conscious.

A thousand and one causes of various kinds are presented to the public every day in some form or fashion. Individuals use the power of the press, in its available form of advertising, to tell their story. Sometimes it is for praise and sometimes it is for profit.

Almost every conceivable item of modern commerce has its story appear before the public. Even the great corporations of America, the steel combines, the telephone and cable companies, the sugar companies and many others, have spent untold millions to make the public think . . . in their favor.

It is only recently that the farmer producers of America have begun to unite and get equal and just representation before the public. Not alone to acquaint the public with the story of production, but to see that the consuming public is fully acquainted with the merits and values of what the Farmers produce.

It is not sufficient that that story be told once or twice. People forget. Some die, others are born. The mental reactions of the consuming public change each and every day. They are influenced by the constant flood of argument sent forth by the million competitive groups who desire the public attention and their share of the consumer's dollar.

Directing and keeping that attention requires a daily drive that must never lag. The slogan of advertising, "Keeping everlasting at it," has been proven time and time again. Selling the public is a job that must never stop. Or some one else will sell them something else.

The Fluid Milk Sales Advertising Campaign of the Milwaukee Dairy Council has been running only one year. Its results have already been noted. The benefits which it produced can only be maintained by a full and aggressive drive to be continued for many more years.

ADVERTISING CAMPAIGN NOTES

The following article is reprinted from Advertising Age, the national newspaper of advertising. It is indeed flattering to have a local campaign attract national attention.

"FOR BEAUTY DRINK MILK"

Milwaukee, Wis., July 23—The Allen Rieselbach Agency has injected a beauty appeal into the campaign of the Milwaukee Dairy Council. The copy which has been running for a year, has featured the food value of milk heretofore.

Seven local newspapers and 35 posters, eight of which are illuminated, are being used. The outdoor copy is changed every 60 days, while at least two newspapers are being used daily.

The campaign is shared on an equal basis by the 4,000 milk producers in Milwaukee County and all dealers in the Milwaukee territory.

The success of the campaign is indicated by a report from the Department of Markets at Madison, showing consumption of fluid milk to be greater than a year ago.

Some of the captions to be used in the beauty copy are: "Milk works wonders in glorifying the American girl;" "Find hidden beauty—refuel with milk."

THE ANNUAL PICNIC

Present indications are that the high attendance records of last year will be broken by the crowd expected to attend this year. Due to the heat, harvesting has been unusually early and many who were unable to be there last year will appear this time.

It is unnecessary to say that all who came had a good time. The pleasure of seeing many friends and neighbors gathered together was increased by the great number of attendance prizes. (Note. There are many more attendance prizes to be given away this year.)

There will be music, games of all kinds, very few short speeches, and last but not least, a bathing beauty parade. We guarantee the food to be good because you will bring it yourself. A milk drinking contest will be featured which everyone is invited to enter. You can start drinking the minute you enter the grounds and keep on until you are ready to go home. The one who Refuels with the Greatest Amount of

Milk will get a prize of a quart of milk.

This is one day which you should set aside and come to the picnic. It is one of the outstanding events of the year in Association history. The presence of each and every one is requested.

PUBLIC SCHOOL SHOULD TEACH CO-OPERATION

Only one in a hundred of our American children learns anything today about agricultural co-operation. If co-operation means anything, it means millions of Americans working together. We cannot herd millions of people together and expect them to choose proper leaders and to follow those leaders if these millions have no training.

Co-operation today is everybody's business, because the government is backing it and spending everybody's money on it. Hundreds of millions of our dollars are being invested in co-operative marketing. Should our school children be taught to reap the greatest return from that investment?

South Dakota is one of the first states which has looked the situation in the face, and decided it's time to teach co-operation in the public

schools. "Stealing chips" used to be a popular children's game, and it was good training for the old business system—what the longhaired economists call the "laissez faire" system, meaning anything's fair if you can get by with it, every man for himself, and "jungle law" take the hindmost. South Dakota children are going to learn games of a different sort—games that are won only when the "whole gang" gets somewhere. Dakota schools will start teaching co-operation through games in the earliest grades. Later, every student will be required to study text-books on co-operative marketing. Students of vocational agriculture classes will have practical work in co-operative production and selling.

Club Work Paves the Way

There are some five thousand boys and girls farm clubs in the United States where, in a general way, the members are learning to co-operate. In California, the cotton co-operative association has recently presented all high schools in cotton-growing regions with "cotton grade" boxes, showing the government classification of various types of cotton. In Virginia a class of high school boys co-operatively grows and sells its own pure bred seed.

In Illinois a certain high school class regularly fattens a litter of pigs co-operatively. Another group of Nebraska boys closely follows the operations of the grain co-operative. Certain Minnesota agricultural classes use their local co-operative creameries for instruction purposes.

Co-operatives in a number of states assist high schools to hold statewide essay contests.

Boys and girls clubs paved the way in South Dakota for the new program. Decision to teach co-operation as a part of the regular school course was made recently at the request of the state's three leading farm organizations.

Children Clubs Across the Sea

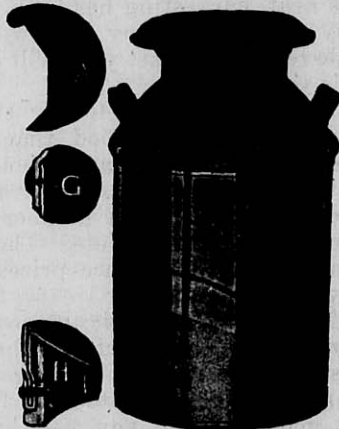
Children of eighteen foreign nations are being taught co-operation, through co-operative clubs.

A recent report of the International Labor Bureau at Geneva says that 60,000 boys and girls co-operative clubs are producing and selling co-operatively. They are growing farm crops co-operatively, or breeding and rearing livestock. They are operating credit and savings enterprises. Some are running co-operative restaurants. Some are operating miniature factories—wooden or metal articles, pottery,

Follansbee Forge Milk Cans

Important Details of Construction

CLEVELAND PATTERN



A—Neck and Breast drawn without seam from highest quality FOLLANSBEE FORGE STEEL, insuring longer service.

G—Heavy Half Oval Breast Band shrunk on to breast.

H—Security Lock Joint clinching bottom to body. Bottom joint floated heavy with solder.

I—Special angle section bottom band, terne coated. Chime of Can rests in angle protecting bottom and absorbing shocks, thus preventing rivet holes from enlarging or the rivets shearing.

WELDED SIDE SEAM—Side seam of body acetylene welded, producing the strongest weld known to science. Extra heavy coating of pure Tin. All parts separately tinned before assembling. No black surfaces between joints to cause corrosion.

FOLLANSBEE BROS. CO.

—DISTRIBUTORS—

Thirty-First and Auer Ave.

Milwaukee, Wis.

WE BUILD THE QUALITY IN — YOU TRY TO WEAR IT OUT

embroidery, knit or woven goods. They are all managed by the pupils themselves.

These clubs are doing things for their entire communities, doing them today, as well as training themselves for the future. They "have revived obsolete trades, promoted adoption of more efficient methods of farming and marketing, and restored to their locality or district resources that had been neglected or wasted."

When it is suggested that co-operation be taught in American public schools, the objection will be raised, of course, that it is a "controversial subject."

W. P. Beard, supervisor of agricultural instruction in South Dakota, says: "Our schools have been teaching, and no doubt will continue to teach, the non-co-operative system of marketing and economics. No one should question the school when it attempts to present as complete a picture as possible."

WHERE LOVE ABIDES

The following appreciation of rural life is taken from the recently published book by Mr. E. R. Eastman, who is a leading agricultural author and the editor of one of the country's leading farm papers, titled "The Changing Times:"

"No business in the world is as closely associated with the home as is farming. No business gives the father such an opportunity of personal contact with his children. In the city, the father leaves in the morning before the younger children are up, and often he gets home so late that the children are in bed. If he sees them at all, it is when he is tired and worn from the labors of the day.

"No place in the world equals the farm home for the rearing of children and for the opportunity of giving them the association with natural growing things of both plant and animal life, a place to play in the open air under natural conditions and the fresh air and food of the farm to build their young bodies. No place in the world is so good as the farm in the training of both the boy and the girl in habits of work and responsibility that will mean their success later in life.

"So, also, the farm home, perhaps in larger proportion than other homes, is the place where love abides. Problems of the business are mutual ones to be worked out by both father and mother together. Perhaps it is the soil and the natural things of life which surround the men and women of the farm which give them a deeper sense of responsi-

bility and steadfastness toward each other, toward their community, their country, and their God.

"These associations and experiences the farm boy who has gone to the city never forgets. Whatever his so-called success may be, deep in his heart these memories are ever calling him back. No matter how high he has climbed in worldly power and material attainment, he seldom again is able to touch the high spots of happiness that come to those who work and live upon the land and who are able to appreciate and enjoy simple and fundamental happiness."

RAIDING THE BREAKFAST TABLE

From Michigan comes a report and the New York Times thinks it is fit to print that Henry Ford is growing cantaloupes on his 3,000 acre experimental farm and that from them he purposes to make alcohol to be used as a solvent for paint for his automobile industry.

Hardly had we staggered down to the office with the breakfast cantaloupe still fermenting within us than we read that another breakfast product was threatened—a German chemist had made albumen from soft coal. A little attention to the question of the yolk and the bituminous egg will be upon us as the cantaloupe retires to industry.

A fearful and a wonderful world of change in which we live, a world in which business must ever be on the lookout for those x-forces, those upsetting things that make or mar a business overnight. — Nation's Business.

ANTIGO, WIS., PLANT BUYS MILK ON QUALITY GRADE BASIS

All milk accepted by the Antigo Milk Products Co-operative plant is paid for according to grade. Temperature, odor, and acidity are all considered in grading. The bacterial count and the acidity test are made by the methylene blue method, and a report on the milk grade is given to the dairymen the day following delivery. There are only two grades of milk accepted. Milk falling short of the second grade is returned to the producer.

Manufacture of American cheese has been started in the plant.—National Cheese Journal.

ATTENTION, THRESHERMEN

A treat will be given to every threshing machine operator who registers at our picnic next Saturday, August 8.

MILK BOOTLEGGERS

Ever hear of a milk bootlegger? Well, there are several of them in the St. Louis milk territory. They are the fellows who are sneaking their milk into the city, selling it to irresponsible dealers, and letting the dealer sell the milk at a lower price than the prevailing market. Thus they are doing their part to break the milk price in St. Louis.

Milk bootleggers may not be of the same species as the ordinary bootlegger. They make a profit of two or three dollars a month by their illegitimate work, while the real bootlegger usually counts his profits in the thousands. But the real bootlegger usually has enough principle to hold up the price of his product, while the milk bootlegger is helping cut the price he receives for his milk, and the price every one of his neighbors receives. Bootleggers of the ordinary brand are sometimes dumped into the calaboose to think over their evil-doings; but the best that the milk bootlegger is entitled to is a ride out of town, on a pine log, after a thorough application of tar and feathers.—Dairyman's Journal.

GOOD CROPS IF—

Th' way it looks t' me, while the gov-ment is puzzlin' over a way t' keep our national policy "dry" an' still not hamper th' thirsty public too much,—they might take up figurin' a way t' take the "gamble" out o' farming. This year things look favor'ble for a bumper crop. O' course, cutworms are workin' overtime. Grasshoppers an' locusts are comin' fast. There is always the wind an' hail hazard. With the great an' ever glorious Fourth behind us, hay ripe and corn two feet high—most o' our farm population is wonderin' "what next?" We know it'll be somethin'! "Ain't never sure o' a crop 'till its harvested an' th' chances are ten t' one then that th' price won't cover cost of production." 'S a queer world. But crops look good—IF.—By Peter Van Dinger in Dairymen's League News.

Committees affiliated with the American Bar Association and the National Cooperative Council are working jointly to perfect a uniform state cooperative act. When completed, the draft will be recommended to lawmakers as a basis for revision of state acts that will remove difficulties due to lack of standardization.

SUPPLY AND DEMAND

While we have no assurance that the general business situation will sufficiently improve in the next few months to increase the demand for milk, still the outlook is not all dark.

According to the most recent report of the Division of Crop and Live Stock Estimates, Bureau of Agricultural Economics, United States Department of Agriculture, dairy pastures were slightly poorer throughout the country on July 1 than on any previous July for 20 years. Milk production was seriously affected from Michigan west. A map of pasture conditions indicates pasture conditions in the North-western states including New England to be the most favorable in the country while severe drouth conditions prevailed in several sections including some of the principal butter making states.

"Crop prospects on July 1 were poor in some of the drouth areas, but are only slightly below average in the country as a whole. The hay crop is expected to be about 18 per cent below average. Feed grain production, with average weather until harvest, should far exceed the low production of last season, with the largest increases in the South. Feed-stuff prices continue to decline."

"The production of creamery butter during May of 174.8 million pounds was 3.7 per cent less than for May, 1930. This was the first month since October, 1930, that butter production dropped below the corresponding month of the preceding year. Storage holdings of butter on July 1 were 16 per cent less than a year ago and about the same as the 5-year average. Total cheese production during May was estimated to be about 16 per cent less than a year ago, while total production for the first five months of 1931 was estimated to be about 9 per cent less than in 1930. Cold storage holdings of cheese on July 1 were 20 per cent less than on July 1, 1930, but only about 4 per cent less than the 5-year

average. Reports on oleomargarine manufacture show 14.1 million pounds produced in May, 1931, compared with 23.5 million pounds in May last year, a reduction of 40 per cent. The dairy marketing situation has, therefore, improved materially from the production side and prices should stiffen as soon as business conditions permit the consuming public to increase their expenditures for food."

ENTHUSIASM

If you can't get enthusiastic about your work, it's time to get alarmed. Something is wrong.

Compete with yourself; set your teeth and dive into the job of breaking your own record.

No man keeps up enthusiasm automatically.

Enthusiasm must be nourished with new actions, new aspirations, new efforts, new vision.

It is a man's own fault if his enthusiasm is gone; he has failed to feed it.

And right here is the big reason why thousands of men hit high-water marks at thirty-five and then recede.

They can "do their work with their eyes shut," and that is the way they do it.

They have lost the driving power of enthusiasm.

They sleep at the switch. All they see in life is the face of the time clock. All they hear is the quitting whistle.

If you want to turn hours into minutes, renew your enthusiasm.

—Papyrus.

HAS IT COME TO THIS?

Tourist—"How was it you didn't get your hay hauled in?"

Farmer—"Well, when I wasn't tending the roadside stand or running the tea room, my wife was in town and I had to tend the gift shoppe."

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

MILK HAULERS, ATTENTION

Valuable prizes will be given to the milk hauler who will parade the largest number of their shippers before the reviewing stand at the Milk Producers' Picnic on August 8 at 3:30 p. m.

Now is the time to engage a white-washer if you have not attended to that job. When everyone wants to get this annual job done at the same time some people will get left until cold weather comes.



TO STERILIZE YOUR MILKING EQUIPMENT

Flushing teat cups and milk tubes of a milking machine with boiling water is the best way to keep your equipment clean and sterile. And the

Strauss ELECTRIC DAIRY WATER HEATER

provides the quickest, most efficient, and most economical method of producing an adequate supply of boiling water. Operating from a 220-volt power line, it will bring approximately 6 gallons of water to a boil while you are milking . . . at a cost of about 1¢ per gallon, based on a 3¢ electric rate. This heater is of the "gravity type" and fills from the top . . . you don't need "running water". When connected to the vacuum line, the milking machine automatically flushes itself with boiling water, direct from the heater.

Ask The Electric Company or your Milking Machine dealer about the Strauss Electric Dairy Water Heater. Free descriptive literature on request.

STRAUSS ELECTRIC APPLIANCE CO.

WAUKESHA

WISCONSIN

**FARMERS AND BUSINESS MEN
IN THE SAME BOAT**

"It is gradually dawning on the business man in agricultural sections that his own future welfare is only slightly less concerned in this question than is that of the farmer himself. Indeed, some of our leading economists have dared to suggest that the prosperity of the farmers is even more important to the people of the city than to the farmer himself. The suggestion is based on the fact that the farmer can spend his money only once, but when it reaches the town or city it makes a number of turnovers before it finally gets to the industrial and financial centers."—C. O. Moser, President National Cooperative Council.

Few realize what an inch of rainfall means in terms of water, but the farmer sees in rain the ruin or salvation of his crops.

When an inch of rain falls the water that has been suspended in the air until precipitated on the earth weighs 113 tons to the acre, reports J. R. Haswell, Extension Agricultural Engineer of Pennsylvania State College. It would require more than 22 trucks, each carrying a five ton tank of water, to haul an inch of rain to an acre garden spot. Multiply 113 tons by the acreage on which the rain has fallen and the total tonnage becomes almost incredible.

For example, in Virginia, beginning the night of July 30, 1923, 7.24 inches of rainfall deluged the country with 818 tons of water an acre. The combined weight of 320 locomotives, each weighing 100 tons, scattered around a 40-acre tract would not have equaled the tremendous weight of the rainfall in the area.

When we say people can't stand prosperity, we mean we can't stand the way they are showing off.

WHERE CO-OPERATION WON

The passage of the Townsend-Brigham Oleomargarine Bill in the short and stormy session of Congress well illustrates the value of the co-operatives to the farmer.

The big problem was not that of getting enough votes in favor of the bill but rather to get the bill, before Congress and voted on in the press of other business.

The fight was led by the National Co-operative Milk Producers' Federation, and every unit of the Federation besieged the members of Congress and the Senate with letters and telegrams, insisting that the Bill be passed.

The dairy farmer who does not support a marketing organization did nothing to help this good cause but no doubt is glad to benefit by the results.

Correct this sentence: "The speed cop was merely doing his duty," said the man who parted with \$10, "and I feel no resentment."

NOT NEEDED.

"Can I be of any assistance?" asked the sympathetic motorist of a man who was looking unutterable thoughts at a disabled car.

"How's your vocabulary?"

"I'm a minister, sir."

"Drive on."

NO AMATEUR

Kris—"Do you suppose that it will take long for your wife to learn how to drive the car?"

Kross—"It shouldn't! she's had about ten years' practice driving me!"

Phone W. A. 2569-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.

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.

**TWIN CITY
TRACTORS**

and
OIL, GAS, TIRES AND
ACCESSORIES

Expert Tractor and
Auto Repairing on all
Popular Makes.

Let Us Serve U

Call Hales Corner 162J4

LOOMIS CENTER GARAGE
Hi Way 36 and County Trunk U

37 ACRE BARGAIN!

Good stone house, elec., gas; basement barn, cement silo, etc., on concrete road; ½ mi. to village, close to Milwaukee. \$5500

150 ACRES, 14 cows, 3 horses, tractor, etc., in Jefferson County. About \$3000 down required.

ZANDER BROTHERS

417 W. Juneau Avenue
Milwaukee : Wisconsin

For the Best in
Home Heating

Install a

**Droegkamp
Furnace**

50 Years in
Business....

**DROEGKAMP
FURNACE CO.**

1515 Fond du Lac Ave.

Milwaukee, Wis.

Kil. 8950

RACINE MILK PRODUCERS CO-OPERATIVE ASSOCIATION

Method of Determining Base Allowance Plan Became Effective

Aug. 1, 1931.

We include this in our news letter, even though it should be more or less familiar to you all, in order that there may be no misunderstanding as to the action taken at the June 15th mass meeting. In order to discourage the large volume of milk production which has been added to the Racine market, the following emergency plan was decided upon: Each month each farmer can ship as his base, the base subject to a percentage cut as required each month after determining the fluid requirements of the Racine market, **ONE-HALF HIS AVERAGE MONTHLY PRODUCTION FOR THE YEAR 1930** plus one-half the average monthly production of the **FOUR BASE MONTHS OF 1930** i. e., Aug., Sept., Oct., and Nov.

FARMERS CAN ENCOURAGE THE CONSUMPTION OF MILK IN RACINE and incidentally insure against loss of the relatively small part of the milk sent back to the farm as a result of the inspection at the dairy. A large part of the surplus milk is the result of a decreased consumption and it would be good business to work the game both ways, increase pro consumption as well as decrease production. Each farmer should think as he works in his dairy I am producing this milk for my very good personal friends and relatives in the city. Then he should go ahead and milk the cleanest possible milk, thinking of it as a food for his friends and their babies. Then by cooling the milk to 60 or below it will keep in good condition until delivered at the dairy. Then when friends from the city visit in the country, as most of them do, show them and tell them what you are doing to insure a good quality product. This is convincing advertising and is the right attitude; a personal interest for your own or for your neighbor dairyman's friends or relatives in the city. **THERE IS A DIFFERENCE** in the grade of milk delivered by the different farmers and each one should strive to have his product as good as the best. This attitude will further your own interest by encouraging your city friends to **DRINK MORE MILK** and don't forget to use it yourself.

FLUID PRICE FOR JULY MILK IS STILL UNDECIDED

The committee meeting held June 18th tried to agree on a price for

milk to retail at ten cents a quart. Upon a vote the average price recommended by the committee was \$2.39 for 3.5 per cent milk. The dealers reported that ten cent milk would increase the volume of fluid milk sales. They made a tentative offer of \$2.30. The committee held for \$2.35 as a compromise price. At the regular meeting held July 6th the dealers offered \$2.25 for July fluid milk. They claimed they could not pay more because of a 22 per cent decrease in fluid milk sales which occurred this year and also a cut of .5 cents per bottle to the grocers. The committee did not agree to that price, arguing that the dairies paid \$3.10 for milk retailing at 12 cents a quart and now offer 85 cents less per hundred for the ten cent milk.

The average price paid for June milk by the Racine Pure Milk Co. was \$1.485, and the Progressive Dairy Co. \$1.527. These dairies paid \$2.60 for fluid milk. Factory surplus 84 cents and 85 cents and 78 cents for individual surplus.

BOARD OF DIRECTORS.

Address your Fieldman, R. D. Butman, Union Grove.

In Wisconsin the manufacturer of cottage cheese must first pasteurize the skim milk from which the cheese is made. The maker of regular cheese must pasteurize the whey which he returns to the farmer for hog feeding. The milk from which he makes cheese for human beings to eat need not be pasteurized. "Roll your own."—National Cheese Journal.

Ilma Valadoffovitchskioffshy: "So Ivan Ninespinskie died in battle. You say he uttered my name as he was dying?"

Returned soldier: "Part of it. He did his best."

RUDE WELCOME

Small Child (who has repeatedly been knocked over by the sea)—"I don't fink these silly waves want me in their sea, Mummy."—Punch.

Ruth: "Now what are you stopping for?"

Jim (as car comes to a halt): "I've lost my bearings."

Ruth: "Well at least you are original; most fellows run out of gas."

The wife of a man who had enlisted in the Navy handed the pastor of a church the following note: "Peter Bowers having gone to sea, his wife desires the prayers of the congregation for his safety." The minister glanced hurriedly over it and announced: "Peter Bowers, having gone to see his wife, desires the prayers of the congregation for his safety."

BOTH CLOSED.

"So your neighbor Meek and his wife had a row over what kind of a car they should get, he wanting an open car and she a sedan."

"Oh, yes, but the incident is closed."

"So is the car. I saw her out in it this morning."

Guide: "This, sir, is the leaning tower of Pisa."

American Tourist: "Pisa! Let me thing. No, that does not sound like the contractor's name who built my garage, but it looks like his work."

"What kind of a dress did Sue wear to the party last night?"

"I think it was checked."

"Baaabbeee! That must have been a real party."

"Man reaps what he sows," said the late Lord Dewar, "unless he is an amateur gardener."

NOTICE!

We sell First Mortgage Bonds on
THE SALVATION ARMY, new building, Milwaukee

6% INTEREST 6%

Do You Want to Sell Your Farm?

Write to

WM. STEWART

office of STEWART INVESTMENT CO.

601-603 First Wis. Nat. Bank Bldg.

MILWAUKEE