Your Council Celebrates Dairy Day

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

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

Reading and Writing And 'Rithmetic

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

By starting together, staying on pitch and harmonizing whenever we can, your Council's staff hopes this school year will just be a song—a song of more and better milk drinkers for you!
No September Agreement

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

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

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

A price conference will be held later in the month.

Centennial Exposition Rang the Bell

The Wisconsin Centennial Exposition held at State Fair Park August 7 to 30, equaled if it did not exceed the advance claims made for it by the management.

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

Production High—Sales Low—Blend Price Down

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

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

Small Breeder Gets A Blue Ribbon

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

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

Don’t Delay Whitewashing

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

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

Guest Editorial

As a guest editorial, we borrowed an editorial titled “The Grocer Bill” from the Dairymen’s League News, New York.

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

THE GROCERY BILL

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

Up and down and across the land they complain—the banker’s jeweled wife and the laborer’s spouse. In Park Avenue penthouse, red brick government housing projects, and across the back fences of the smaller towns, grocery bills are the topic of conversation.

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

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

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

Cow Numbers Still Decline

At 23,000,000 Head the Nation’s Dairy Herd Is the Smallest in 17 Years

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

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

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

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

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

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

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

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

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

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

**DPMA News.**

**Other Milk Markets**

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

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

The Dairymen's League News says that $4.92 was the uniform price for milk testing 3.5% fat delivered 433 plants supplying the New York Metropolitan marketing area for July.
Proposed Guide for Satisfactory Milk House Or Room Construction  
(New or Remodeled)

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

<table>
<thead>
<tr>
<th>Milk House Floor Space</th>
<th>Milk Output in Gallons of Milk House</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 20</td>
<td>12' x 10'</td>
</tr>
<tr>
<td>20-50</td>
<td>12' x 12'</td>
</tr>
<tr>
<td>50-100</td>
<td>12' x 14'</td>
</tr>
<tr>
<td>Over 100</td>
<td>12' x 16'</td>
</tr>
</tbody>
</table>

b. Location
Factors and conditions which should determine the location of the milk house or room are:
1. Transportation of milk from the barn.
2. Distance to barnyard or other dusty areas.
3. Water supply.
4. Drainage.
5. Convenience to hauler for loading.
6. Approach from barn to milk house.
7. Piping of air line into milk house.

c. Floors
Floors shall consist of concrete, brick, tile, asphalt-macadam, or other composition material laid so as to be impervious and to drain properly.
Drains, at least 4" in diameter, should be carefully set before the floor is laid. A grade of 1/2 to 1/4 inch per foot gives ample floor drainage. The finish of the floor should be as smooth as possible, and the junction of the floors and walls should be eared and the joints rounded to avoid angles for collecting and holding dirt. If the milk house is of frame construction, all walls (including partitions) should be made of floor material up to a height of 10 or 12 inches. Smooth floors, the drainage of which is not good, are unsatisfactory.

d. Walls and Ceiling
All parts of the walls and ceiling, except light openings, shall be in good repair and composed of:
1. Smooth-dressed lumber, sheet metal or hard finished composition material, well painted with washable paint, or
2. Tile, cement block, brick, concrete, or cement plaster, provided that surfaces and joints are smooth. Cement block, brick, or concrete shall be cement washed. Plaster shall be cement washed or painted.
Insulated walls and ceilings are recommended.
Solid concrete ceiling-roof combinations are not satisfactory.
If a milk house is built on a barn, four new walls shall be constructed.
Walls separating the milk room and/or vestibule from the barn, and walls separating the vestibule from the milk room shall be of tile, cement block, brick, concrete, cement plaster or glass block with smooth surfaces and joints.

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

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

g. Miscellaneous Requirements
When the milk house or room is a part of or attached to the barn, there shall be an outside entrance but no entrance through the partition wall, or if entered from the barn, the entrance shall be through self-closing doors having a well ventilated satisfactory vestibule between them and so arranged that both doors will not be open at the same time.
A vestibule meeting the following requirements will be considered satisfactory:
1. Six feet in length and four feet in width.
2. Equipped with:
   a. A hooded screened chute ventilator the cross section of which is not less than 100 square inches, or the equivalent with a screened louver of at least 1/2 square feet on an outside wall, or
   b. Two screened louver each of 1 square foot located on two outside walls. Note: Screened windows each with an area of 3 square feet, and so arranged as to be permanently open at the top may be substituted for louver in a, and b. above.
3. A door from vestibule to outside is optional.
4. The distance in the vestibule between the barn door and the milk room door shall be not less than 4 feet.
5. All doors are self-closing and open outward from the milk room and vestibule.
If vestibules are improperly constructed or used, changes will be required.

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

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

Present losses due to milk rejects are estimated in millions of dollars. Much of this waste is due to contaminated dairy utensils. Milkstone, for example, is a coating in which milk-spoiling bacteria thrive. Remove milkstone from paddles, strainers and other utensils with DICOLOID. Just make up a Dicolid paste... apply to utensils with a brush... and milkstone and other contaminations are removed in a jiffy. Dicolid's powerful action makes milkstone soft as butter, yet does not injure utensils or hands. Ask your Hauler to bring you a supply.

For disinfecting utensils use DIVERSOL

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FRANK X. DIDIER
for Attorney General

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

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

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

Be sure to vote for
FRANK DIDIER
and get your friends, neighbors and relation to vote for him, too.

(Authorized and paid for by J. J. Denhoe, 8310 N. Port Washington Rd., Milwaukee 9, Wis.)

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Good used tires suitable for farm wagon (6.00-16, 4 ply).
Black Hawk Winter Wheat — excellent quality.
Balbo Seed Eye, excellent for pasture and green manure.

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One-half mile east of Freistadt.

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Kill Weeds Now

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

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

Lunz also said that where new growth is beginning to show in weeds that have been treated earlier with 2, 4-D, a second application in
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Dairying in Wisconsin's Century of Progress

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

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

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

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

With more milk cows than people, Wisconsin produces almost one-sixth of the nation's milk supply—nearly twice as much as the next leading state contender.
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It wasn’t always this way. In fact, early in Wisconsin’s history settlers were convinced that the vast sweeps of prairie land, dense woodlands and waterways lent themselves to wheat, not dairying. Oxen for ploughing the land, for meat and leather were the pride of the pioneer farmer, not dairy cows.

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

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

Leadership born of the times started Wisconsin’s agriculture into a new industry — that of dairying. Better breeds of dairy cattle replaced the scrub Durhams. Butter and cheesemakers plied their trades energetically. Slowly but surely the state began the tedious conversion to the dairy way of doing things. Cheese and butter manufacture moved out of the kitchen and into bona fide factories. Producers ventured out of state confines to sell their dairy products. Today, on dairy products the label “Made in Wisconsin” is a symbol of excellence, abroad as well as on domestic markets.

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

— DPMA News.
DEPENDABLE DAIRYADE for BETTER DAIRYING

DAIRYADE grows out excellent herd replacements*

*says
George S. Coble,
President of
Coble Dairy Products,
Lexington, N. C.

"We have used Mutual Dairyade on our
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no hesitancy in recommending Dairy-
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distributed thousands of pails to them."

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