Members of the West Allis Health Volunteers are shown learning from your Council's director how milk, dairy products and an otherwise good diet influence the growth and development of school age children.

Newsnotes From Your Dairy Council

Nurses Effectively Teach Values of Milk

Among the many people with whom your Dairy Council works in community health education, some of our highest compliments go to that work done by the staffs of the 16 health departments within the boundaries of Milwaukee County.

It is the nurses of these health departments who in their direct contacts with homes and schools and industry have the greatest possibility of teaching health in a practical and very important way to the greatest number of people at times when such instruction is most meaningful and helpful.

During the month of August, 73-397 selected pieces of your Dairy Council's literature was sent out to the 16 health departments whose nursing division staffs had placed their orders after planning ways in which they will be used during the coming school year in their instructional programs in the schools, prenatal classes, child health conferences, pre-school health roundups, and in their home visits.

Shorewood and West Allis Health Departments have enrolled the services of groups of interested mothers who will assist the nursing division's staff members in their work in the schools in their weighing and measuring programs. Since milk and good nutrition, generally, are so closely related to and responsible for the best in growth and development, the supervisors of the two health departments have called upon your Dairy Council to speak to the volunteers. During August a film and nutrition talk was given to the West Allis Health Volunteers to help these mothers use Dairy Council literature in effectively telling the children who are being weighed and measured of the values of plenty of milk and dairy products for good growth and good health.

THERE WAS MUCH CONVERSATION ABOUT MILK AND DAIRY PRODUCTS...at meetings of the following groups held during August when members of your Council's nutrition staff presented nutrition talks on their programs:

The American Interprofessional Institute.
The Optimists' Club.
Tripoli Mosque Business Men's Booster Association.

(By the way, there were more than 300 members in attendance, which was a record for a summer vacation month. This is the largest luncheon club in the U. S. A. and your director was the first woman to speak at a meeting of this organization which was established in 1928.)

Rural School Workshop at Milwaukee State Teachers' College.
A workshop on Parent Education Course content held at The Milwaukee School of Vocational and Adult Education sponsored by the Bureau of Maternal and Child Health of The Wisconsin State Board of Health.

Kiwanis Club — sponsored youth club of West Allis.

BESIDES the busy preparations being made by our staff members for an expanded program of service to schools, health agencies and clubs we have been busy dodging ladders and paint buckets at your Dairy Council's office during the latter days of August, all of which means that the Plankinton Building Company's painters have redecorated the office quarters and we are now more proud than ever of the working space which you and other members of the local dairy industry make possible for the operations of this busy Dairy Council health education program.

We wish that you and members of your family would pay a visit to 7106 Plankinton Building soon so that you, too, may be proud of the office and get still better acquainted with the job that your Dairy Council's staff is doing for you and your industry. We shall be looking forward to your visit.

Elizabeth Sullivan,
Your Dairy Council's Director

U. of Wis. Announces Short Course

The University of Wisconsin 1950 Winter Course in Dairy Manufacturing will be held September 21 to November 15 (first semester) and November 16 to December 16 (second semester). Enrollment is limited and reservations should be made before August 15 by writing to Prof. H. C. Jackson, Department of Dairy Industry, University of Wisconsin, Madison, Wis.

"Could anything be more stupid than capitalism subsidizing socialism to prevent communism?"

—Clarence Larkin.
Barn Breeding Record, Daily Milk Record

Through the courtesy of Mutual Products Co., manufacturers of Mutual Dairyade, we have obtained a supply of Barn Breeding Record sheets. Also Daily Milk Record sheets. These record sheets on heavy cardboard are free to our members for the asking. Because the cardboard is heavy and does not fold readily mailing is expensive. Drop in at the office or have your hauler stop in if you care to have a supply.

Receipts Down — Sales Up

In this issue, copy of report prepared by George J. Gutmann, Wisconsin State Department of Agriculture on receipts and use made of milk received in June and July of this year and July, 1949. Also number of shippers and average pounds per day per shipper.

This report shows that the daily receipts for July were considerably less than in June which, of course, is quite normal. However, the receipts for July, 1950 were 34,564 pounds per day less than in July, 1949. This pronounced difference may mean that many cows were dried off earlier this year and are to freshen earlier. If so, fall production—October and November—may be higher than last year. That would be fine for there is seldom enough of milk for fluid milk and cream in those months. Sales of both milk and cream are way up from July last year and the amount in the manufactured class was less than one half of the amount in the market in 1949.

Some outside cream had to be brought in by one company in July. A few new shippers were taken on in July, but the number shipping were eighty-five less than in July, 1949.

All of these figures are from reports made by dealers delivering milk in this market. Dealers who do not have retail outlets make no reports to the Department of Agriculture on classified price sales.

New Members Accepted By the Board of Directors August 28, 1950

Boers Bros., R. 1, Box 450, South Milwaukee, Wis.
Robert G. Boyd, R. 2, Box 403, Waukesha
Joseph Poellings, R. 2, Box 243, Hales Corners
Daniel P. Granmann, R. 1, Pewaukee
Robert Hughlett, R. 1, Hartland
Chas. Jaeger and Frank Twist, Hellenville
John R. Price, Menomonee Falls

Average woman: One who expects more out of life than the average man's got.
The Classified Price Plan

By Howard C. Fedderson,
Chief, Fluid Milk Section,
Dairy Branch, USDA

The Agricultural Marketing Agreement Act of 1937 specifies the terms and conditions which may be included in Federal milk marketing orders. First among them and basic to the operation of milk orders is that which provides for "classifying milk in accordance with the form or purpose for which it is used." The various state control agencies which regulate milk prices also employ the classified price plan and it has been employed in a number of markets where neither State nor Federal controls have been introduced.

The first well developed classified price plans came into being in the markets of the northeast around 1918. By 1925 these plans were being attempted in most of the larger markets of the East and in some of the larger markets of the Middle West. The development of this system of pricing milk came from the efforts of the co-operative associations of milk producers which had come into being some time earlier in an effort to bring some stability into the marketing of milk in the larger centers of consumption.

The instability which is so characteristic of fluid milk markets and the need for such a method of pricing stems from the interrelationship of such factors as the following: (1) The supply characteristics of milk, (2) the physical characteristics of milk, (3) the short time variations in sales, and (4) the "necessary reserve" of milk.

You are familiar in large part with these aspects of the production and marketing of milk. The supply side of the usual large fluid milk market is characterized by a certain pattern of seasonality in the production of milk. These patterns may be influenced at some cost, but in general, the availability of pastures, and the gestation cycle of milk cows will result in a flow of milk which is not closely related to consumption habits.

The production of milk is ordinarily carried out by a relatively large number of individual farmers, no one of whom produces a significant share of the total supply. In fluid milk markets certain special requirements for producing milk of a quality satisfactory for consumption in liquid form are ordinarily set forth. These requirements make the cost of producing milk for consumption in liquid form considerably more expensive than to produce it for manufacture into dairy products. Much of the additional expense involves outlays for capital improvements on the farm. It is necessary for producers of inspected milk to provide themselves with such facilities as pastures built to certain specifications as to light and air, and to provide these barns with cement floors. Approved water supplies, hot water for cleaning utensils, milk houses and cooling equipment are frequently required also. It is necessary for farmers to make cash outlays for these types of equipment and they can hope for a return on these cash outlays only over long periods of time. If farmers cannot be assured of reasonably stable markets for milk they cannot be assured of a reasonable return on these necessary additional expenditures to meet health ordinances.

Grade A Feeds

Are made with all the vitamins necessary to produce best results for more eggs, milk and meat.

Try them.

MANUFACTURED BY
FEED SUPPLIES, INC.
West Allis - Saukville - Wales
Germantown - Milwaukee

Use FACID for
Milkstone Removal
Daily Cleaning
Sanitization
Storage of Milking
Machine Rubbers

SAVE
Money and Elbow Grease
ENJOY
Sparkling Cleanliness

PROFIT
With Grade A Milk

FACID
Is available at
Milw. Coop. Milk Producers
1633 N. 13th St.
Mfg. by
FALLS CHEMICAL PRODUCTS
COMPANY
Oconto Falls, Wis.

[Boxes for selection: One quart FACID....$ .85
One gallon FACID....$2.25]

Name ..............................................
Address ...........................................
Dairy ............................................. No. ..........
Daily Average Pounds of Fluid Milk Receipts
And Its Utilization

<table>
<thead>
<tr>
<th>Receipts —</th>
<th>July 1950</th>
<th>June 1950</th>
<th>July 1949</th>
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<tbody>
<tr>
<td>From Producers</td>
<td>940,465</td>
<td>1,057,672</td>
<td>975,029</td>
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<tr>
<td>Overbase and Criticized</td>
<td>22,659</td>
<td>64,876</td>
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<table>
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<tr>
<th>Utilization —</th>
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<th></th>
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</thead>
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<tr>
<td>Fluid Sales</td>
<td>534,852</td>
<td>572,400</td>
<td>515,350</td>
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<tr>
<td>City Gallon Sales</td>
<td>55,638</td>
<td>49,324</td>
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<tr>
<td>Suburban Gallon Sales</td>
<td>48,499</td>
<td>44,680</td>
<td>14,806</td>
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<tr>
<td>Cream Sales</td>
<td>129,211</td>
<td>142,115</td>
<td>108,814</td>
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<tr>
<td>Manufacturing</td>
<td>154,606</td>
<td>184,277</td>
<td>312,183</td>
</tr>
<tr>
<td>Number of Shippers</td>
<td>2,606</td>
<td>2,587</td>
<td>2,691</td>
</tr>
<tr>
<td>Average per Shipper</td>
<td>361</td>
<td>409</td>
<td>362</td>
</tr>
</tbody>
</table>

Wisconsin State Dept. of Agriculture, Division of Markets,
Geo. J. Gutmann, Accountant,
9/1/50.

Physical Characteristics of Milk

Milk is a highly perishable commodity. It is essential that it be transported from farm to market and from market to consumer very rapidly lest it deteriorate substantially in quality. This has given rise to a very complex and highly integrated marketing system. In order to transport milk quickly from farm to market highly specialized transportation systems have been developed. As a result of this specialization, however, farmers generally find that they can ship their milk to market on only one or a few transportation routes. This fact limits the choice of markets for individual farmers. It is frequently necessary for a farmer to ship his milk to a particular milk dealer for a considerable length of time at lower prices than are being paid in other markets because he has no means of transporting his milk to the higher priced markets.

Short Time Variations in Sales

Milk consumers do not vary their consumption of milk greatly over the seasons. There are, however, considerable day to day and week to week changes in sales. Variations in weather conditions, the occurrence of holidays and the weekends all contribute to these short time variations. Ordinarily these variations are not predictable and they are not well related to variations in milk supply.

"Necessary Reserve"

It is not possible to relate supplies of milk with sales over short periods. It is the aim therefore in adequately supplied fluid milk markets to maintain a so-called "necessary reserve" of milk so that consumers will have an adequate and dependable supply of milk at all times. A sufficient necessary reserve amounts to 15 to 20 percent of sales of milk even during the short production season. During periods of seasonally high production the necessary reserve is, of course, greatly in excess of 15 to 20 percent.

To summarize, therefore, we have a commodity the supply of which cannot be adjusted readily to changing market conditions, a commodity which, because of the necessary reserve, is always produced in amounts in excess of the amount used in fluid form, and a commodity produced by a large number of individual producers who, because of their small size and inability to control supplies, and because of the limitations upon their markets find themselves in a very weak bargaining condition. As a consequence of the interrelationships of these factors markets for fluid milk are inherently unstable with the result that milk farmers are sometimes induced to make long run outlays for capital equipment upon which they cannot obtain reasonable returns. Such farmers, in short, are very subject to economic exploitation.

Fluid milk markets which are unstable engender a situation of recurrent shortages and excesses of supply. When the market is adequately supplied the necessary reserve tends to depress prices below a level where farmers can obtain an adequate return on their capital investment. These periods of excess supply can continue for a long time because the costs involved are largely fixed or "sunk" costs and farmers are compelled to continue the production of milk as long as they are able to receive anything more than the direct costs of production.

Finally, however, supplies of milk will become less than adequate to the market's needs if prices continue at low levels. It is then necessary to increase prices to especially high levels in order to induce new suppliers to make the capital outlays which are necessary to produce milk in accordance with health regulations. It seems evident that the production of milk for these un-stabilized markets is more costly in terms of human effort and even in terms of consumer prices for milk than the production of milk in adequate quantities for a stabilized market.

The classified price plan is designed to stabilize marketing conditions in a situation where a market is carrying a necessary reserve of milk. Under this plan a price is fixed for milk which is disposed of in primary uses (the uses of milk which are required to be supplied from locally inspected sources). Since there are reserves of milk in the market, obviously all the milk received will not be sold in the primary uses. In order to dispose of this extra milk it is necessary to price it at levels which will dispose of the milk for use in manufactured dairy products. Since milk products are not required to pass local inspection to the same extent as for fluid purposes, these prices are lower than for milk in the primary uses. By fixing a price for milk in the primary uses at a level which is reasonable in terms of the costs of producing it and in terms of the market demand for it, producers are enabled to continue producing a sufficient supply of milk for the market with assurance of stable prices for that portion which is disposed of in the primary uses. That which is necessarily disposed of in manufacturing uses returns to them a price that is competitive with other milk or other milk products which are also used for manufacturing purposes.

What we have said above would generally indicate the use of only two classes of milk in a market—one for the primary uses which would generally be termed "Class I" and a second class for the manufacturing uses which would generally be called "Class II." As a matter of practice, classified price schemes are usually somewhat more refined than we have indicated. Differences in costs of transporting milk products in concentrated form affect the prices at which milk can be sold for use in certain products. For instance, because a given quantity of milk can
be transported in the form of cream at a lesser transportation cost than if the same quantity were transported as milk. It is frequently necessary in order that milk may be used to produce cream, to price the milk for cream at a somewhat lower level than milk which is used as milk. The effect of these differences in transportation costs and the different applicability of health ordinances to various products indicates different classification systems for different markets. These differences, however, are more in the nature of refinements rather than in the nature of essential differences.

Under a classification system a milk producer receives neither the Class I milk price for his milk nor the surplus price for it. He receives a so-called “uniform” or “blend” price which is an average of the Class I and Class II price weighted by the utilization of milk in each class. If there is any milk in Class II, the price which the farmer receives will obviously be less than the Class I price.

Questions are sometimes raised why it is not possible to fix a price for all milk the average price which the farmer receives.

It is not practical to do this and experience in markets has demonstrated it many times, because it results in typically unstable prices and markets. Milk dealers tend to purchase only as much milk as they can sell at a profit. If a flat price equal to a blend or uniform price were fixed in a market, handlers would not purchase milk for manufacture into dairy products because the cost of milk for these products would be more than the competitive price for milk for manufacturing purposes. If the market had been adequately supplied with milk and a necessary reserve and seasonal surplus were present in the market all of the milk available for sale would not find a market under a flat price system. Dealers would either cut off some producers or would require all the producers to ship less than their total production of milk. But once the milk is produced, a producer will ship it to market if he receives anything more than the feeding value of the milk plus the transportation costs and milk which is not sold at the going price would inevitably find its way into the market at lower prices. This undermines the flat price scheme and sooner or later all farmers find that a market is available for their milk only at prices below the established flat price. Flat prices accentuate the instability which is characteristic of fluid milk markets.

Now get pure, sweet smelling, more saleable milk from your production!

Disinfect all your utensils thoroughly with DIVERSOL

the fast, safe, economical way to control bacteria due to utensil contamination.

ORDER DIVERSOL FROM YOUR HAULER TODAY!

It is for this reason that flat price schemes for pricing milk have always failed in larger markets and why they have been abandoned.

If milk dealers adjusted their resale prices in line with the lower prices paid to farmers for milk under a flat price scheme, consumers for a while would obviously obtain their milk at lower prices but it would be at the expense of the dairy farmer. After a while, however, the market would become short of milk and since the law of supply and demand inexorably requires a price which equates supplies with demand, milk dealers would tend to raise their prices at resale for milk and this might very well tend to increase the marketing margins for milk to the disadvantage of both milk producers and milk consumers. This is one of the reasons why marketing margins have a tendency to be at lower levels when a market is adequately supplied with milk and higher when a market is in short supply.

FOR SALE

INSULATED MILK TRUCK BODY
7½ x 12 ft. Very good condition.

LESTER HOLZ
Colgate, Wis. Phone Hubertus 1573

The development of the classified price plan grew out of need and it has continued because it has demonstrated its efficacy in dealing with problems of the industry. Although we are constantly alert for new ideas and new methods of dealing with the problems of the fluid milk industry no plan has yet come to our attention which would be an adequate substitute for the classified pricing plan.
Brucellosis or Bangs Disease

Because there is a great deal of discussion on the eradication or control of Brucellosis more commonly called Bangs Disease, there follows a set of resolutions adopted by the Wisconsin Veterinary Medical Association at its meeting held last June at the University of Wisconsin. These resolutions are printed here-with for the information of our members. They do not necessarily represent the thinking or opinion of the Board of Directors or the editor of this publication:

Resolutions of the Wisconsin Veterinary Medical Association Meeting at the University of Wisconsin, June 20, 1950

Whereas: It has become imperative that brucellosis control and eradication be expedited in order to meet the rapidly growing human health requirements for milk and milk products from brucellosis-free herds, and

Whereas: The ravages from Bangs disease are not being adequately or economically coped with under existing laws, regulations and control procedures, and

Whereas: Sufficient scientific information and practical experience does exist for the effective and economical eradication of this disease.

Therefore: Be it resolved that the Wisconsin Veterinary Medical Association present the following more detailed program approved in substance during the January, 1948 and January, 1949 annual meetings.

Program

A. That State legislation be revised to create one system or control procedure.

B. That all efforts in Bangs control and eradication be so executed that gains made in the control and eradication process be firmly retained.

C. The following essential provisions be included in the program:

1. The work be carried out under county area programs and in individual herds in non-area counties.

2. County areas to be qualified after 90 percent or more of the benefaced herd owners petitions.

3. Reactors to be disposed of under the following defined schedule:
   a. dispose of all reactors if 15% or less at time of first test.
   b. dispose 15% of total reactors on first retest one year later.
   c. dispose 15% more reactors two years later.
   d. dispose all reactors on retest three years after first test.

4. Calfood vaccination with strain 19 to be required and carried out under program in all infected herds.

5. The only female replacements to be permitted in infected herds are calves under eight months of age and calfood vaccinated animals under three years of age, the latter to pass negative test if two years of age or older.

6. Indemnity with a State and Federal maximum of $75 for grade and $150 for registered purebred animals to be paid herd owners for condemned animals regardless of whether they are disposed of at time of test or on a deferred basis. The State to assume the payment of full amount in cases where the Federal Government does not pay.

7. Greater tolerance be given animals carrying titers from calfood vaccination where the evidence is conclusive that no infection exists in herd.

8. Adult vaccination to be discontinued.

9. Sanitary procedures to prevent spread of disease into clean herds and to reduce spread of disease within infected herds to be strongly emphasized and required.

10. Cattle sales organizations, livestock dealers, and cattle auctioneers to be licensed to promote observance of laws and regulations pertaining to disease control.

11. Adult replacements into clean herds to be permitted from certified herds and from herds passing complete negative test within six months.
months in addition to negative test of individual within thirty days of sale. In other cases individual animal to pass negative test, be placed in quarantine by purchaser, and be retested at thirty days.

12. The collection and testing of blood samples, vaccinating, and the performance of the various laboratory and field duties to be done by state licensed qualified veterinarians, veterinarians regularly employed by the State and Federal Governments, and the laboratory staff of the State Disease Control Laboratory.

Be it further resolved: That each member of the Wisconsin Veterinary Medical Association be provided with a copy of this resolution to make it possible to give individual and committee aid to the livestock industry in working toward the objective of eradicating this disease.

Be it further resolved: That copies of this resolution also be sent to the State Department of Agriculture, to each of the farm and breed organizations within the State and to each member of the legislature.

LEGISLATIVE COMMITTEE
C. A. Brandly, Chairman
J. R. Berggren
W. Wisniewky

Submitted by the Legislative Committee and passed unanimously by the membership of the Wisconsin Veterinary Medical Association at its regular business meeting, June 20, 1950.

Market Review

BUTTER: Butter markets were steady to firm during the week ending Sept. 8, due largely to a tighter supply position. Eastern and far western prices reflected the situation most strongly. At New York grade AA advanced 1/2 to 1c and grade A was 3/4c higher. Medium and under grade was 1c higher. At San Francisco grade AA and grade A advanced 1c on short supplies but grade B held unchanged. Chicago price of grade AA was 3/4c higher and grade A advanced 1/4c. Grade B at the midwest market was unchanged to 1/4c higher but grade C held unchanged. Total purchases by CCC since the 1st of the year through Sept. 6, amount to 127,780-128 pounds.

CHEESE: Cheese markets at terminal points, week ending Sept. 8, were steady on all styles current and cured American cheddar cheese. Prices were mostly unchanged. Demand was fair to good with best interest shown in small styles. Light offerings of fresh white longhorns sold of trade needs at some markets but supplies otherwise fully ample. Domestie Swiss market was irregular ranging from steady to weak. Prices unchanged to 1c lower. Supplies more than ample for the moderate to light demand.

Wisconsin primary cheese markets were firm on longhorns and steady on other styles. Demand was moderate but lacked snap. Prices were generally unchanged although a few cheddars early week sold fractionally lower. Most styles fully ample except longhorns. The latter were below full needs but supplies and demand better balanced than previously. Week ending Sept. 6, CCC purchased 542,518 lbs, including 151,581 lbs. from Wis. points. Estimated U.S. production week ending Aug. 31, of 17.7 million lbs. was 3% below previous week and 7% below corresponding week last year. This was the sharpest seasonal decline since week of July 20, 1950.

At the Wis. Cheese Exchange Friday Sept. 8, 1950 trading tone full steady. Wis. grades: 1 ear state brand colored cheddars 30¼c; 2 ears state brand colored single daisies 33c. Bids unfilled: 5 ears state brand colored cheddars 30c; 1 ear state brand colored cheddars 30¼c; 2 ears state brand white or colored cheddars 30c; 1 ear state brand colored longhorns 33½c; 1 ear state brand colored square prints 33½; 2 ears state brand colored single daisies 33c. Offers received: 1 ear junior grade colored single daisies 32c. (These prices do not include assembling charges or other permissible allowances.)

FLUID MILK: Market was full steady. Production showed normal seasonal declines for the most part but in some sections sharp decreases were reported. In the south and some sections of the midwest supplies were barely adequate to short of full class I needs. In other sections supplies were ample to bottling requirements but in the main diversions to manufacturing channels were lighter in volume. Demand for fluid purposes showed improvement with the reopening of school and returning vacationists.

FLO-TRON, the amazing new soapless cleaner made especially for dairy farm use, is bringing new benefits to dairy farmers and their families. No wonder—it cleans milking equipment to a scrub-brush-sparkle in a swish-swish jiffy! Don't even need to dismantle milking machines, because Flo-Tron lifts the dirt, fat and slime and floats it away. No film—no milk-stone build-up. Effectively reduces bacteria counts. Works equally well in any water, hard or soft. Ideal for dishes, clothes and painted surfaces, too. Get Flo-Tron from your hauler, dairy service man or dealer. Ask for:

FLO-TRON
TYKOR PRODUCTS
Chicago, Illinois New York, N. Y.
Also available: A-MEKLO 50 for sanitizing—KO-KRT for milk-stone removal and automatic cleaning.

You Be the Judge!
GIVE CALF WEEN A TRIAL...

And You'll Return a Verdict of EXCELLENT!

An excellent food for your baby calves, and an excellent value for the money invested in this quality calf food. Give Calf Ween a trial today. You'll be pleased. It's made by a company with 65 years experience in making calf starters. Results guaranteed or your money back.

$3.85 A MILL

Order a trial today from MIlwaukee COOPERATIVE MILK PRODUCERS

Mold by SECURITY FOOD CO MINNEAPOLIS 15, MINN.
EVERY
42 SECONDS
OF EVERY DAY
SOMEONE
SOMEWHERE
ASKS FOR A PAIL OF
Mutual
DAIRYADE

AMERICA'S NO. 1 FARM ANIMAL FOOD WITH Stabilized VITAMIN A

Dairymen have faith in results they get when feeding Mutual Dairyade. That's why they feed millions of pounds of Dairyade every year. And now Dairyade is available with Stabilized Vitamin A—so important when feeding calves! Is it any wonder that every 42 seconds of every day someone, somewhere, asks for a pail of Mutual Dairyade? Why don't you start feeding Dairyade now—it's guaranteed to give the results you want or your money back! Get a 25 lb. pail or 100 lb. drum of America's No. 1 baby animal food compound today!

Your Milk Plant has Dairyade IN 100 LB. FIBER DRUMS AND 25 LB. METAL PAILS

Mutual DAIRYADE Guaranteed TO SATISFY OR YOUR MONEY BACK

Mutual Products Co., Minneapolis 1, Minnesota

Look How Low Your Counts Can Go!

250,000 to 2,000 . . . 27,000 to
502 . . . 200,000 to 1,020 . . .
dramatic drops in counts re-
ported by pleased dairy opera-
tors after dairy farmers began
using OAKITE CLEANER-SANITIZER.
This combination detergent-
quartervary ammonium com-
pound cleans away milk films
quickly, helps prevent milk-
stone, kills thermoduric and
other bacteria, controls bac-
teria between milkings—
SIMULTANEOUSLY! All you
do is clean milking equipment
with Oakite Cleaner-Sanitizer,
... hang units up ... rinse
before re-use! Order it through
your milk hauler or dairy plant
operator.

OAKITE PRODUCTS, INC.
34E Thomas Street, NEW YORK 6, N.Y.

FOR SALE
Jacobson Shallow Well System Like New
Price Reasonable

MILWAUKEE COOPERATIVE MILK PRODUCERS
1633 N. 13th St., Milwaukee 5, Wis.
Telephone: Division 4-5300

We found this while glancing through a syndicated health column in one of the local papers. A lady had written in to ask how long babies should be nursed and the eminent doctor replied: "The same as short ones."

Milk Machine for Sale

Three single unit used De Laval Milk Machine complete with motor and pump. Price very reasonable. Can be seen at Milk Producers headquarters. 1633 N. Thirteenth Street, Milwaukee, Wis.