

The Graphic Laboratory of Popular Science

Canned Milk Cuts Sale of Fluid

By FRANK RIDGWAY

PROCESSED products made from whole milk have become boomerangs in the dairy industry. They are now pushing down the price of fluid milk.

More milk is being produced—the production per cow is the highest in ten years. And more milk is being consumed, but not as it comes from the cow. The use of fluid milk—unprocessed except for pasteurization—is decreasing. Consumption of evaporated and powdered milk is increasing.

In Chicago fluid milk is going to consumers more and more over the cash-and-carry route through retail stores and less and less over the wagon route.

These facts tell what has been happening: During the last seventeen years the per capita consumption of evaporated milk has more than doubled. Less than 10 pounds per person was used in 1925. Today nearly 15 pounds of evaporated milk is being consumed per person annually. The annual per capita consumption of fluid milk in cities and villages of the United States dropped 4½ gallons during the five-year period ending in 1934. That year fluid milk consumption per person was 36 gallons, increasing to 38 gallons in 1936. It continued to go a little higher in 1937 but fell off again last year.

Edible milk by-products can be packed in distant dairy sections and shipped across the continent. They are not subjected to rigid inspection required of fluid milk. It is estimated that in 1937 it cost the average farmer in the restricted Chicago milk shed approximately \$1.72 a hundred pounds to produce milk for which he received \$1.93 a hundred. Approximately 1,300,000 quarts of fluid milk are sold to Chicago's three and a half million people daily. A similar amount is consumed as cream and other dairy products.

Production costs are held up by the city consumer's demand that herds be healthy and milk be handled under a system of high standards of sanitation.

Local dairymen shared their



Bricks of dried milk being used as fuel on a regular run of a Chicago-Florida train. The two-ton load carried the train twenty-six miles. Coal was used from then on.

part of the heavy cost of freeing herds of tuberculosis. The nation's eradication program cost the federal government more than 350 million dollars in test costs and for indemnities paid farmers for condemned animals. More than three and a half million animals were slaughtered. Today every state excepting California is on the federal government's modified accredited list, where the percentage of infection in cattle has been reduced to ½ of 1 per cent.

Legalizing the sale of beer five years ago caused much of the drop in consumption of fluid milk.

It is estimated that there has been a decline of 4,120,000 pounds a month in the farmers' market for milk in Chicago since 1935.

Families on relief are being given butter and powdered and condensed milk by the govern-

ment. This works against the effort being made to maintain a proper price level for farmers. It puts the government in the position of encouraging the consumption of these products, educating consumers to use more evaporated and powdered milk instead of fluid milk.

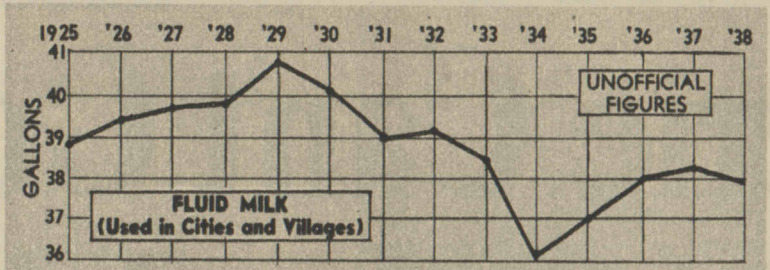


Chart showing decline in use of fluid milk by years.

Item	Percentage
Milk cost, f. o. b. city	43.1
Labor costs	44.8
Repairs	1.2
Depreciation	1.9
Bottles, caps, and boxes	4.1
Taxes and license	3.0
Balance for administrative and all other expenses	1.9
Total	100.0

The labor cost is made up of the following items: Bottling plant wages, 3.2 per cent; delivery wages and commissions, 36.3, and office, stable, and platform wages, 5.3 per cent. Most distributors say there were no net profits left after all expenses were paid.

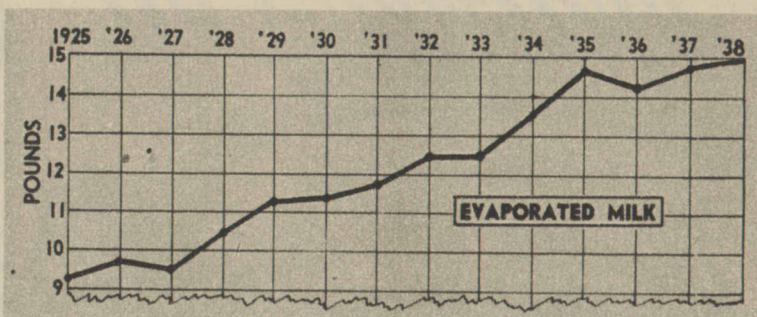


Chart indicating rise in use of evaporated milk.

Farmers in the Chicago dairy territory now are getting 53 cents a hundred pounds more for milk sold as fluid milk than they do where it is processed and sold in powdered or condensed form.

Fluid milk consumption follows trends of employment. The taking of millions of workers off the employment rolls in recent years is resulting in a reduced demand for fluid milk.

Consumption of fluid milk in Chicago is also slowing up because of increased costs of distribution in proportion to farm and retail prices.

On May 1, 1937, Chicago milk wagon drivers, under the terms of a three-year contract, obtained an increase in their base wage from \$45 to \$48 a week, plus commissions. They are now receiving the highest wage of any milk wagon drivers in the country. Shortly after the drivers' increase was granted the farm price was cut and distributors reduced the retail price of fluid milk.

The Chicago milk distributors' costs show that they pay out of every dollar they receive 44.8 cents for labor. New York distributors pay 26.16 cents out of their dollar for labor. The cost of the milk as it comes from the farm, f. o. b. Chicago, amounts to 43.1 per cent, or 1.7 per cent less than is paid out for bottling and handling, including wagon drivers' wages and commissions, and office, stable, and platform wages.

These figures, included in the following summary, are the percentages of the Chicago distribu-

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often as necessary to supply wholesome milk.

Under present-day sanitary production practices and with improved refrigeration units in general use on the farm, in milk plants and wagons, in stores and homes, milk can be kept sweet for four or five days. Milk is promptly cooled after it is drawn from the cow on the farm and is kept at a temperature low enough to retard the growth of bacteria from the time it leaves the farm until it reaches the consumer's table, excepting for a thirty-minute period while it is being held at a temperature of 145 degrees Fahrenheit in the process of pasteurization.

Beginning two years ago last December Mayor Fiorello H. La Guardia jumped into a cash-and-carry milk marketing experiment in New York City. The city brought milk into ten locations by trucks, offering bottled grade B milk at 9 cents a quart—2 cents a quart lower than the regular price anywhere else. This was the beginning of a municipally sponsored plan in cooperation with independent companies to drive down the price of 3,500,000 quarts of milk consumed in New York daily.

There was trouble with the unions and the plan was dropped. Efforts are now being made to establish a farmer-consumer cooperative system of selling and distributing milk in New York.

The storekeeper agrees to sell for the cooperative on an agency basis, receiving so much a month for handling it instead of profiting by each bottle sold. The consumer is given a cap ticket which he is to save so that he can share in any earnings. The farmer is supposed to get two-thirds and the consumer one-third of the profits.

Revolutionary changes that are now under way in the marketing and distribution of milk are made possible through scientific discoveries and development in the production of milk from healthy cows, the mechanical separation of cream, the testing of the butter fat content, the pasteurization of milk and modern refrigeration.

Markers along Brindle's path tell of the progress of milk all the way back to the first cow

Mostly About Dogs

By BOB BECKER

How Breeds Compare in Popularity

DOG FANCIERS in America and England are rather fickle about the various breeds which get their especial attention.

A comparison between the breeds that have had their ups and downs in England and those which have risen to the heights or gone into near oblivion in America in recent years presents striking evidence of how the public fancy for breeds changes. For example, when we compare the registrations in England during the pre-war years of 1911, 1912, and 1913 with those of last year we find nineteen new breeds which have caught the fancy of English dog lovers. Some of these are popular here



This 4½-month-old Scottish terrier named Loudon Roddy didn't move a muscle when a rubber mouse was squeaked to make him pose. The Scotty has been one of America's favorite terrier breeds for years.

(Tribune photos.)

in America. But included are a few that we pay little attention to here in America. When we look at the "much more popular" list of breeds in England we find the dachshund, Irish setters, golden retrievers, Labrador retrievers, cocker and English springer spaniels, cairns, wire-haired fox terriers, Scottish terriers, chows, and Dalmatians. They now are much more popular in England than they were before the war. The borzoi, Gordon setter, Welsh springer spaniel, Bedlington terrier, bull terrier, Dandie Dinmont, Sealyham, poodle, and Samoyede are given a "more popular" rating by the English publication Our Dogs.

Examining the status of these breeds in America, we find several differences. For example, the tremendous amount of attention being given the poodle in recent years, and the number of beautiful dogs of this breed that have been winning in shows and attracting new exhibitors, doubtless would warrant moving the poodle from class two into class one, as they are considerably more popular. The Dalmatian would come out of class one ("much more popular" breeds) in this country. The Welsh springer hardly gets in the American "more popular" class, for it is but little known in this country. Before the war Americans knew very little about the Welsh terrier. Today this breed still is given but scant attention. Not one Welsh springer was registered last year, and the same record for the breed was estab-

lished during the first nine months of 1938. One notices that the Dandie Dinmont is rated as "more popular" in England. This little terrier may be a comer, but we wonder if it would be considered in the "more popular" class in America. The Bedlington hasn't made any tremendous gain in popularity. In England the dogs which are reported to be holding their own include the wolfhounds, English setters, Pekingese, pointers, Sussex spaniels, Welsh terriers, and others. American dog fanciers would want to revise this grouping for this country. In the first place, the Pekingese is much more popular here than it is in England. Today it holds first place among the toys. It might properly be moved into class two. And so could the Welsh terrier and several other breeds mentioned. As for the Sussex spaniel, it's a breed that Americans know very little about. It's rarely seen by sportsmen who use spaniels for hunting or by show visitors. (In 1937 only eleven of these spaniels were registered with the A. K. C.)

This particular report on English breeds also mentions the Irish terrier, the Great Dane, and several other breeds as having some decline in popularity. Many dog fanciers would not accept such a rating for these breeds in America.

When we look back through the years we find several breeds that have dropped by the wayside yet should not be forgotten. One of the dogs that were very popular in the gay nineties was the little pug. Everybody wanted a pug for a house dog. Then this companionable little breed went into an eclipse. The breed lost its popularity. Up came the Boston and other small breeds to take its place. Fortunately the pug is today making new friends.

The German shepherd is another story of tremendous popularity for several years and then the long slide down hill. Shortly after the war the German shepherd swept the country. Then it was eclipsed by other breeds. In recent years the cocker has forged ahead of the Boston terrier.



Two beautiful Great Danes. At the left is Draeger's Black Knight, at the right Draeger's King of Sheltermock. Both are owned by Dr. Louis Draeger.



Welland Charming, this young Welsh terrier, was photographed when making his ring debut at a puppy match.

For attractive offers of dogs, turn to the Dogs, Cats, Birds, and Pets columns in the want ad section of today's Tribune.

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