

# MILORGANITE

## A WISCONSIN ORIGINAL



1926 to 1986

*Beautifying America naturally for sixty years*

*Milorganite is a Registered Trade Mark of Milwaukee Metropolitan Sewerage District*

### A Bit of History. . .



The name "Milorganite" didn't come easy. When the JI plant opened in 1925, the District realized that to sell the expected 36,000 tons a year of dried sludge it would need a "Trade Name". Here, from the MMSD Annual Report for 1925, is how they went about it.

"In order to determine a proper Trade Name and at the same time secure as much publicity as possible, thirteen cash prizes were offered to those who cared to submit names.

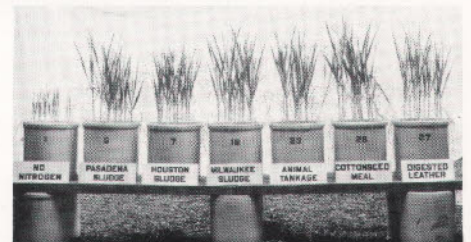
"These prizes consisted of

\$250.00 first prize, \$50.00 second prize, \$25.00 third prize, five prizes of \$10.00 each and five of \$5.00 each.

"The contest was advertised for six months in the National Fertilizer Magazine, and on September 1st, when the contest closed, there were 233 names suggested.

"The first prize was awarded to McIver & Son of Charleston, South Carolina, fertilizer brokers, for suggesting the name of "Milorganite", which embraces the words

Milwaukee — organic — nitrogen, and this was the Trade Name selected as being most appropriate."



**MMSD sludge shows up best where it counts — plant growth.**