

CREAM PRICES DOWN

COFFEE CREAM

1/2 PINTS	PINTS	QUARTS
10c	19c	35c

We, the Dairyland Coop. Ass'n, can see no reason for maintaining present CREAM PRICES in the face of a declining butterfat market. You, the consumer, are entitled to receive some consideration in REDUCED PRICES "ON CREAM" with . . . improved quality. There should always be a fair and equitable arrangement between the consumer and farmer. The prices here listed are now in effect as you read this Ad.

WHIPPING CREAM

1/2 PINTS	PINTS	QUARTS
12c	22c	40c



HAROLD MILLER
Office Manager



ANDRE HATLESTAD
Milk Dept.



CYRIL WITTROCK
Milk Dept.



GILBERT SCHWINGHAMMER
Route Man



ERVIN PROM
Route Man



LYOYD BAKER
Route Man



JOE SCHWINGHAMMER
Route Man
Christiansons Photos



D. S. CARLSON
Gen. Mgr.



ED. BOCK
Buttermaker



LOUIS ROSA
Asst. Butter Dept.



JOHN YURCZYK
Cream Hauler



JOHN EICKENEBROCK
Route Man



BERNARD FISH
Route Man



DONALD FISH
Route Man
Christiansons Photos

Introducing.. to You
Mr. and Mrs. Consumer
The Personnel Of St. Cloud's Most Progressive Dairy Organization

The DAIRYLAND CO-OPERATIVE ASSN.

We Are Pledged

To give you, the consumer, whom we hope to serve, the very finest flavored products that clean production and efficient processing make possible. We are further pledged to extend you every courtesy in transacting business with you. Will you, Madam, give us an opportunity to prove this?

These men are cooperative men and associate owners in this organization. They own their own vehicles and assume their own obligations. They are in business for themselves. There is a more favorable position than would be possible as an employee, because they promote their own economies, and do not have to help carry the burden of another's mistakes or carelessness. No initiative or incentive is destroyed . . . this all results in an unusual economi-

We Will Lead

In every practical progressive program destined to benefit the consumer and the producer. This movement was not organized to enrich some particular person but to help a great group of people who are struggling to bring about a more equitable arrangement between the consumer and the producer. We will both benefit by your patronage.

cal program for the whole association, which in turn reflects its benefits to the consuming public. They have a personal interest in your welfare and are pledged to please you. They are trained, madam, to give you information as to milk best adaptable for your particular needs, be it for the baby, growing child or adult. They will comply with your doctor's orders, and cooperate with him whenever possible.

UNIONS

NOT STARTED FOR THEM

Here is one angle of the labor union question that may seem harsh to union members, but must, nevertheless, be accepted as statement of the facts.

It would seem that there are sections where the unions feel they are the controlling body of the nation. Government and the rights of people are secondary to their desires and demands. This is un-American, it cannot permanently exist where people are free. Further, milk is our most important food and when unions or anyone else begin to ask too high a price for its delivery and try to limit that service to any particular group, it is only a matter of time when such unjust demands will have to be squelched. It is not uncommon to find a union driver demanding more for delivering a quart of milk from the wagon to the doorstep of the consumer than the farmer receives for producing it.

Do you as a consumer want the milk drivers of St. Cloud to set the price of milk and determine the quality you shall receive? We believe most consumers will say an emphatic NO. But such is the present situation. We as a cooperative cannot subscribe to any such program, therefore the present controversy. It is not a question of wages, hours and working conditions. We have been told to reduce the quality of our good milk, which we refuse to do. The St. Cloud public are entitled to receive quality in keeping with the price paid. We would appreciate a response to this ad from you, as an indication of your position on this matter.

EDITORIAL

Milk wagon drivers who are content to be drivers and nothing else, or who are compelled by their union rules to be nothing else, must be prepared to take the consequences if the fluid milk industry suffers in competition with evaporated milk and other food products. Decreasing sales will mean less employment and all that goes with it.

Time was when the driver was also a salesman. He still is, of course, in those markets where he is allowed to be a contributor to his organization's efforts to build business, but in those markets where he is not permitted to urge a higher consumption of milk he is, in no respects, a salesman. He is not even permitted to distribute advertising literature.

We again raise the question, can the fluid milk industry stand this sort of punishment? Can it lose the advantage of personal contact in selling that it has so long enjoyed, an advantage that has perhaps been largely responsible for its continued development?

The increased cost of milk delivery is serious enough in itself. Rumblings of discontent from the ranks of producers and consumers are increasing and will grow more serious as delivery costs go up and up.

These rumblings might be offset by increased efficiency in selling if drivers would or could continue to give their employers the advantage of personal contact selling. But when sales efforts are decreased at the same time delivery costs are advanced the problem becomes real serious.

"Milk" should, we believe, be confined to the farm. We doubt that it can be successfully introduced into any other branch of the fluid milk industry.

For
Service

PHONE
55



ONE OF THESE TRUCKS Pass Your Door Every Day. Hail the
Driver or Phone 55 for a Trial Order.
"What Helps the Cooperative Movement Helps You"

For
Service

PHONE
55

We Are Different—

The cooperative movement does not destroy any legitimate enterprise which is rendering good economical service, it only supplements and helps develop better methods of processing and marketing all farm commodities. It does not take away from the people the right to direct their own affairs.

Cooperation, to advance, requires the individual to be interested in it and to contribute something toward its development. Under any other arrangement the consumer is the forgotten person. Cooperation is an unselfish program that all may benefit.

Will you help us to make your milk dollar go farther?

It Will Interest You—

IT WILL INTEREST YOU to know that no milk is accepted for bottling under the Dairyland label, unless it comes from herds known to be under strict health and sanitary supervision, and coming from our own farmer-producer members. Every can of milk used for retail consumption is checked for flavor. This extra precaution is one reason for the rapid growth of our patronage. A growth built solidly upon customers' satisfaction.

Weather

St. Cloud Vicinity—Snow to-night; much colder; strong shifting winds. Temperature at 8 a. m. today 18 above.

The St. Cloud Daily Times

and The Daily Journal-Press.

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& GERTRUDE KRAUSNICK
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Seventy-seventh Year. No. 231.

Associated Press Leased Wire

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