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Even at a High Price

WASHINGTON, D. C., Sept. 18—
There has been in the past much
indifference on the part of consum-
ers with respect to the cleanliness
of milk; too many of them desire
to buy milk at a low price and do
not give any consideration to qual-
ity. Dirty milk may prove expen-
sive as a gift, while clean milk may
be economical even at a high price;
the cheapest article is often the
most expensive. The higher price for
clean milk may be cheap insurance
against some form of sickness.

A recent Farmers' Bulletin
of Agriculture has outlined the main
factors that should go to favor the
production of clean, safe milk. These
include clean, healthy cows kept in
light, well-ventilated stables that
may be easily cleaned; a well-drain-
ed barnyard; thoroughly sterilized
utensils, and healthy milkers that
milk with dry hands; a small top
milking pail; a separate house for
handling the milk; an abundant sup-
ply of pure water of the tempera-
ture at which the milk is kept is
also an important feature, as bacte-
ria multiply rapidly when tempera-
ture is above 50 F. The milk should
be cooled immediately after milk-
ing, to 50°F, or lower, and stored,
until delivered, at a low temperature.
**Increasing Demand of Consumers for
Clean Milk.**

An increasing demand for good,
clean milk among consumers is a
gratifying indication that there is a
more general realization of the impor-
tance of this item. This demand has
resulted in more stringent regula-
tions concerning the sanitary condi-
tions associated with the milk sup-
ply. Compliance with these sani-
tary rules requires additional care,
attention, and extra expense on the
part of the producer of the milk, and
while this expense may not be large,
it is only fair that the consumer
should pay his share of the cost of
improving the quality of the milk.
The consumer can not expect to pur-
chase clean, safe milk at the same

price as dirty milk which endangers
the health of the family.
A more serious consideration is the
marked increase in the cost of pro-
duction which has resulted in recent
years from feed and labor problems.
This increase is in keeping with the
increase in the cost of almost every
commodity, and the consumer must
expect to pay his portion of any le-
gitimate increase in the cost of pro-
duction occasioned by these condi-
tions.

On the other hand there is need
of more attention to better manage-
ment on the average farm devoted
to the production of milk. The
amount of milk produced per cow
is frequently so low as to reflect
seriously upon the business ability
of the owner. A producer who
makes no systematic effort to lower
the cost of production by increas-
ing the average production of milk
per cow, is entitled to little sympa-
thy if he finds the business unprof-
itable. The profits yielded by a good
cow often go to offset losses caused
by poor cows in the same stable.
The keeping of records of produc-
tion of each individual in the herd,
the elimination of unprofitable
cows, the improvement of the herd
through selection of the best pro-
ducers and breeding them to a bull
of dairy merit, and the selection of
the best heifers from such breeding
are necessary to put milk production
on a sound basis.

Unless the producer does these
things he disregards the fundamen-
tal principals of business economy,
and it is unreasonable for such a
man to expect the consumer to pay
him a profit on business practices
which represent such economic
waste. There is no good excuse for
slack business methods on the dairy
farm. Directions for keeping records
of milk yields and cost of production
are furnished by every State agri-
cultural college and by the United
States Department of Agriculture.

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Coat Lapel Decorations Inspire
Kindly Treatment by Ham-
burg People.
WASHINGTON, D. C., Sept. 19—
How little American flags, pinned
to their coat lapels have assured
Americans in Hamburg of kindly
treatment at the hands of every
German was told in a report from
Consul General Henry H. Morgan,
made public by the State Depart-
ment.

The report, the first comprehen-
sive mail advice to reach the De-
partment from the war zone, was
dated Hamburg, August 17. It gave
a graphic description of the trying
days at the outbreak of the war,
when the Consulate General was
filled with frantic men and hyster-
ical women clamoring for means to
get home.
Mr. Morgan was entrusted with
British interests in Hamburg and
while there were 62 British vessels
with upwards of a thousand sailors
aboard at anchor in the harbor
when war was declared he re-
ported that not a single overt act
against any British resident of the
city had been brought to his at-
tention.
"The prices of living here have
only slightly increased and many of
the hotels and pensions in the city
have decreased their prices in order
to aid those in distress," the report
said.

AUSTRIAN LOSS 70 PER CENT
**Wreck of Forces Includes 250,000
Taken Prisoners.**
LONDON, Sept. 19.—A special
dispatch received here from Rome
says the Tribune's Petrograd (St.
Petersburg) correspondent declares
it is reported in the Russian capi-
tal that the Austrians have lost 70
per cent of their total effective
available troops, including 250,000
men taken prisoners by the Rus-
sians and Serbians. The dispatch
adds that Austria is withdrawing
her forces to protect Vienna and
Budapest.

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