

TO INCREASE THE DEMAND FOR MILK

By R. B. Trubey

Much worthy effort has been put forth for the purpose of increasing the supply of milk, and very gratifying results have been obtained by breeders in improving the quality of dairy cattle and lowering the cost of producing milk.

All of this is to be commended and is deserving of encouragement, but there is another side of the dairy business, which I am convinced, should receive more attention from everyone interested in the production of milk.

This is the problem of increasing the demand for milk and its products. Merits of such a common commodity as milk, direct advertising by financially interested parties is likely to be met with considerable sales resistance.

There is another route, however, by

it has not previously realized the which an effective appeal for the consumption of more milk can be made without arousing the adverse sentiment of the consumer.

It is by the indirect method of convincing the public, through officials and organizations interested in the promotion of good health, of the advantages of using more milk.

The beneficial effects of milk upon the health of individuals and upon whole communities has been sufficiently demonstrated to convince even the most skeptical of its value when the case is presented by people whom there is no reason to consider biased.

When one of the greatest insurance companies in the United States is sufficiently convinced of the health producing effect of milk, to spend thou-

ture of a much larger sum in direct advertising by dairymen.

Another method of effective advertising can be used in schools. It is the practice of serving milk at a regular hour every day to children in the lower grades.

The plan has been tried with very good results in some of the more progressive cities of the United States and the daily ration of milk is now considered just as essential to the children's welfare and development as the instruction which they receive.

When you tell parents that their children are not properly nourished and that they need more milk in their diet, they are likely to resent it as an insinuation that they do not properly provide for them.

But, if a child who has been in



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An increased supply must be met by an increased demand or there will be a surplus which will reduce profits.

A search for means of boosting the demand is most likely to lead to the conclusion that advertising is the big medicine with which to accomplish it.

This conclusion may be right or wrong, depending on how the advertising is to be accomplished.

Due to the fact that the public is more or less skeptical about the intentions of any person or organization, which tries to convince it that

sands of dollars on national advertising in an attempt to increase milk consumption by purchasers of insurance, there is no reason to believe that it is done for any reason except that of lengthening the lives of policy holders and thereby increasing profits.

Such a campaign was recently put on, and though the insurance company probably had no thought of its effect on the milk producers, it very likely did more good for the industry than would have resulted from the expendi-

poor health or slow in school work shows marked progress, both physically and mentally after receiving a regular daily allowance of a pint or so of milk for a couple of weeks, the parents are likely to be converted to the belief that milk is the magic fluid that did the trick.

They may not understand what an economical food milk is from the standpoint of nutrition when it is compared with other foods, but when the results of using it are so obviously

good, they will give it a more important place on the menu.

Where milk is served in schools the distributor and some organization, often the parent-teachers' association, usually cooperate, and the milk is served to the children at cost or even less. Benevolent people or organizations sometimes pay a part or all of the cost of the milk.

Profit for the distributor comes from the advertising his product gets in this manner.

It has been found that, in a short time after starting to serve milk to school children, the use of milk in the homes of the children increased considerably, due to the fact that the parents sometimes consider their own health worthy of a little attention.

There are some surprising revelations in the statistics relating to the physical and mental development of people in communities where milk is a common and regular part of the diet, when they are compared with like statistics of communities where milk is little used. In such a comparison everything is in favor of the people who use milk as a considerable portion of their food.

During the last war it was noted, by the Medical Corps, that men coming from those states in which dairying is most highly developed, had a much lower ratio of physical defects than the average for the nation.

So much for the arguments in favor of drinking more milk.

The task of creating a greater demand for milk is not an individual or even a class job when considered in its relation to the dairy industry as a whole. It should receive the combined attention of producers and distributors. Both are vitally interested and neither should expect the other to carry his share of the load.

By proper cooperation the dairymen of the United States could put on a national advertising campaign that would leave few people in the county unconvinced of the benefits of using more milk.

The importance of quality should not be overlooked in trying to increase demand.

As the public gets in the habit of using more milk, more rigid requirements as to quality will have to be met.

Every dairyman should use all reasonable precaution to see that only good quality products are marketed as such. Failure to do this has, in many places, held back the demand.

The quality of milk delivered to the



Milk Being Served to School Children During Lunch Hour.

consumer depends upon the care given it by both producer and distributor. Neither one can overcome negligence on the part of the other. So they

No effort to increase the demand for milk can be more than temporar-

ily successful, unless the consumer is satisfied with the quality of the product.

should attempt to understand each other's problems and cooperate for their mutual benefit.

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