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UNITED STATES DEPARTMENT OF AGRICULTURE  
BUREAU OF MARKETS  
Washington, D. C.

January 20, 1920.

THE FLUID MILK MARKET REPORT FOR THE UNITED STATES.

(Copies of the monthly reports on fluid milk prices in the United States will be sent regularly, free of charge to all persons requesting this service. Requests for these reports should be addressed to the Chief of the Bureau of Market Statistics, Department of Agriculture, Washington, D. C.)

Table 1 - PRODUCERS' PRICES FOR JANUARY

The following table presents a comparison of the prices offered to producers by milk dealers, or concerns whose chief business is the market distribution of fluid milk. These prices are to be paid producers who make deliveries in their own cans either at local plants or at country shipping stations. This table shows the range and average of net prices to be paid producers supplying the cities included in Table III. These prices differ from the F.O.B. city prices given in that table by the costs of transportation applicable to different shipping points.

Sections	Standard or Grade "B" Milk (3.5% Butter Fat)			Special or Grade "A" Milk (3.5% Butter Fat)		
	Number	Range of	Average	Number	Range of	Average
	Local Markets	Prices per cwt.	Price	Local Markets	Prices per cwt.	Price
United States	630	\$2.79-6.17	\$3.82	138	\$3.50-5.43	\$4.15
New England	74	\$3.32-4.65	\$4.20	6	\$4.33-4.85	\$4.56
Middle Atlantic	109	\$3.13-4.21	\$3.77	78	\$3.60-4.85	\$4.12
E. North Central	193	\$2.90-4.36	\$3.71	5	\$3.76-6.43	\$5.09
W. North Central	91	\$3.10-4.11	\$3.59	11	\$3.78-4.66	\$3.92
South Atlantic	57	\$3.40-6.17	\$4.19	19	\$3.59-4.97	\$4.40
E. South Central	13	\$3.20-5.03	\$4.08	2	\$5.62-5.82	\$5.72
W. South Central	28	\$3.45-5.98	\$4.51	0	-	-
Mountain	25	\$2.79-3.70	\$3.16	2	\$3.60-3.84	\$3.72
Pacific	40	\$3.06-4.20	\$3.66	15	\$3.62-4.37	\$3.83

The states making up the several geographic divisions are as follows: New England - Me., N.H., Vt., Mass., R.I., and Conn.; Middle Atlantic - N.Y., N.J., and Pa.; East North Central - Ohio, Ind., Ill., Mich., and Wis.; West North Central - Minn., Iowa, Mo., N.D., S.D., Nebr., and Kansas; South Atlantic - Del., Md., D.C., Va., W. Va., N.C., S.C., Ga., and Fla.; East South Central - Ky., Tenn., Ala., and Miss.; West South Central - Ark., La., Okla., and Texas; Mountain - Mont., Idaho, Wyo., Colo., N.M., Ariz., Utah, and Nev.; and Pacific - Wash., Ore., and Calif.

Table II - JANUARY PRICES FOR SPECIAL GRADES OF MILK AND CERTAIN MILK PRODUCTS

The following table shows the wholesale and retail prices reported for "special" and "certified" milk and certain other dairy products delivered at wholesale buyers' places of business and at the homes of retail consumers. Wholesale prices are reported on the basis of bulk goods sold to and delivered at establishments of large scale consumers or users. Quotations for wholesale milk and light cream have been reduced to a gallon basis. For heavy cream, the wholesale price is quoted per pound of butterfat. For prices of "standard milk", see Table III of this Report.

CITIES	Special	Certi-	Cultured		Cottage	Light Cream		Heavy
	Milk	ified	Buttermilk	Buttermilk	Cheese	18-20% B.F.		Cream
	Local	Local	Whole	Re-	Whole	Re-	Wholesale	Re-
Markets	Markets	sale	tail	sale	tail	Dollars	tail	Wholesale
per	per	per	per	per	per	per	per	per
Qt.	Qt.	Gallon	Quart	Lb.	Lb.	Gallon	1/2 pt	Lb.
Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.
Boston	19	25		20		30	1.475-1.7%	15
Springfield		22						
New York	20	25-26			11	12-22	1.92	20
Buffalo								20
Philadelphia	16	26-28	48	13	7	10	1.44-1.60	16-18
Pittsburg		22						
Cleveland		32			10		1.70-2.10	17-20
Chicago	22	25		18	19.2	20	1.56	15-16
Milwaukee	15-18	25		20	7-10	12-18.6	1.60	15
Detroit	22	23						16
Minneapolis		20		12			1.75	15
St. Louis	18	22		24			1.53-1.6%	17
Des Moines	17			15	11	20	1.75-2.00	15
Washington	18	30	48	14-20	11	15	1.95-2.10	17-20
Richmond	17			16			1.70	16
Jacksonville							1.90	20
Baltimore			58	16			2.10	
Louisville				16			1.60-1.80	16
Memphis		25		20		20	1.45	13
New Orleans							1.80	16
San Antonio				17			1.85	16
San Francisco					15	20	1.80	16
San Francisco					12	15	1.60	13
San Francisco					10	20	1.80	15
San Francisco					10		1.70	15
San Francisco					15		1.80	15



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	\$	\$	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.
Kentucky										
Louisville	4.00	4.0	3.5	45-45	14	16	--	--	--	--
Lexington	5.23	Flat Price		50	16.2	18	--	--	--	--
Louisiana:										
Bayou Rouge	5.15	4.0	4.0	--	--	--	--	--	--	--
New Orleans	5.12	4.0	4.5	55	17	19	--	--	--	--
Alexandria	5.44	Flat Price		50	--	20	--	--	--	--
Maine:										
Auburn	3.375	n	6.5	46	13	15	--	--	14	15
Maryland:										
Baltimore	4.42	4.0	5.8	58	--	16	--	16	16	16
Cumberland	4.73	4.0	3.0	54	16	17	--	--	--	--
Massachusetts:										
Boston	4.55	3.5	4.0	59	15	17	--	--	17	17
Springfield	4.65	Flat Price		56	15	17	--	13-14	13	16-17
Fall River	--	--	--	--	13	15	--	14	--	--
Worcester	3.375	n	6.5	52.5	14.5	17	--	--	17	17
Michigan:										
Detroit	4.05	3.5	4.0	52	15	16	--	16	16	--
Grand Rapids	3.48	3.5	4.0	42	13	14	--	--	--	--
Kalamazoo	4.00	Flat Price		48	13	15	--	--	15	--
Minnesota:										
Minneapolis	3.57de	3.5	5.0	42	11.5	13	--	--	13	13
St. Paul	3.57de	3.5	5.0	44	12	13	--	--	--	--
Duluth	4.00	3.5	5.0	46	14	16	--	16	16	16
Winona	3.38	Flat Price		46	12	13	--	--	--	--
Missouri:	3.50-3.90	4.0	3.5							
Kansas City	3.15f	Str PF	9.0	40-50	13-15	15-16	--	--	15	15
St. Joseph	25¢ Freight	3.57	10.5	52	14	17	--	--	16	17
St. Louis	4.29	3.5	3.0							
	3.94f	3.5	3.0	50	15	16	--	16	16	--
Montana:										
Butte	3.72	Flat Price		45	--	15	--	--	--	--
Billings	--			40	12	14	--	--	15	15
Nebraska:										
Lincoln	3.762	Str PF	10.75	52-54	14.5-15.5	16	--	14	16	16
Omaha	4.23	Flat Price		45	--	--	--	--	--	--
New Hampshire:										
Concord	--	--	--	--	12	14	--	--	--	--
New Jersey:										
Newark	4.34	3.6	4.0	44-52	14	17	--	--	--	--
	4.14									
Trenton	3.70-4.26f	4.0	4.0	52	14	14	--	14	16-17	16-17
Camden	4.19	Flat Price		--	14	--	--	--	--	--
New York:	3.92-4.45	--	--							
Buffalo	4.00f	3.7	4.0	--	--	--	--	--	--	--
New York	4.335	3.0	4.0	52	17.5	18	--	--	14	14
Rochester	4.24	3.7	4.0	43-50	13.5-14	15	--	--	--	--
Albany	4.22	3.6	4.0	--	16	16	15	16	17	17
Syracuse	4.24	3.7	4.0	44	13	15	--	--	--	--
North Carolina:										
Asheville	4.22	4.0	4.0	55	15	16	--	17-20	17-20	--
North Dakota:										
Fargo	3.72	Flat Price		40	13	16	--	--	--	--
Grand Forks										
Oklahoma:										
Oklahoma City	3.50-4.11	Str PF	11.75	50	15	17	--	17	17	18-20
Tulsa	4.12	3.5	10.0	55	16	20	--	--	20	--
Ohio:	4.30	3.5	5.8							
Cleveland	4.00f	3.5	5.8	48	14.5	16	--	16	16	16
Cincinnati	4.45	3.5-	3.5off							
	4.29f	4.0	4.5on	43-52	14-15	15	--	15	15	15
Toledo	3.85	Flat Price		40-46	13-13.5	15	--	15	15	15
Columbus	4.20	4.0	6.0							
	- f	n	--	45	12	14	--	14	14	14
Dayton	4.00	4.0	5.0	45	14	16	--	--	--	--
Oregon:										
Eugene	3.50	Flat Price		40	13	15	--	15	15	15
Salem	3.72-4.00	Flat Price		45	12	15	--	15	15-16	--
Portland	3.75	3.8	5.0	50	13.5	15	--	17	17	17
Pennsylvania:	4.43-4.50	3.5	5.0							
Pittsburg	4.26f	3.5	5.0	50-56	15.5	16	--	16	--	--
	3.94	4.5	4.0							
Philadelphia	3.71f	3.0	4.0	44-48	12	14	--	14	14	14
Harrisburg	3.49	4.0	4.0	42	12	15	--	--	15	15
Rhode Island:										
Providence	4.65	3.5	4.0	--	15	17	--	--	--	--
Newport	4.47	Flat Price		52	13	15	--	15	15	15

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State	City	\$	%	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.
South Carolina:	Charleston	a	--	--	80	20	25	--	25	--
South Dakota:	Sioux Falls	4.00	Flat Price		45	14	14	--	--	17
Tennessee:	Memphis	4.65	Flat Price	44-50	16	18	--	--	18	18-20
	Nashville	3.66	Str BF 10.46		55	16	17	--	--	--
	Chattanooga	4.35	4.0	5.8	60	16	19	--	--	--
Texas:	Fort Worth	4.55	Str BF 13.0		65	--	20	--	--	--
	Galveston	5.23-5.81	Flat Price	60-70	--	--	20	--	--	--
	El Paso	--	--	--	55	15	19	--	--	--
	San Antonio	3.70	Str BF 10.58		50	17	19	--	19	19
Utah:	Salt Lake City	3.49	Flat Price		35	11	12.5	--	12	13
Vermont:	Burlington	4.00	Flat Price		--	12	14	13	14	--
Virginia:	Richmond	5.12	Flat Price		56	16	16	--	20	20
	Roanoke	4.65	Flat Price		52	15	17	--	--	--
	Norfolk	No report received								
Washington:	Seattle	3.74	3.5	5.0	43-43.3	11-12	14	--	12	13
	Spokane	3.75	3.6	5.0	47.5	13.5	15.5-16	14	16	16
West Virginia:	Wheeling	4.20	Flat Price		48	14	16	16	16	15
	Clarksburg	4.87	Flat Price		50	15	17	--	18	18
Wisconsin:	Milwaukee	3.82-3.85	Flat Price		42	12	13	10.5	12-13	12-13
	Beloit	3.60	3.5	4.0	40	12	13	--	--	--
	Green Bay	3.45	3.5	4.0	42	11.5	13	12	13	13
	La Crosse	No report received.								

Explanatory Notes Regarding Prices Quoted in Table 1.

(1) Unless otherwise qualified the prices given in the first column in the following table show the cost of milk delivered to dealers at either city railroad terminals or at the dealers' distributing plant where deliveries are made direct by producers. When the price paid by dealers to producers applies to deliveries at country receiving stations and does not include payment for transportation to the city, the average transportation cost of some dealers has been added to the country station price in order that the cost to the dealer (not including country station expenses) may be shown.

(2) The column headed "Prices at Retail Milk Depots" includes the prices at which milk is sold over retail counters located in dealers' milk plants or delivery depots.

(3) When milk is purchased on a so-called straight butterfat basis, the prices received by different producers are exactly proportionate to the butterfat content of the different lots of milk. In other cases where allowances are made for variations in butterfat tests, the prices per hundredweight of milk do not vary proportionately with the butterfat tests of the different lots, but a definite price per hundredweight is given for milk of a certain stipulated test (shown in second column of this table) and the allowance shown in the third column is added or deducted from the given price for each 1/10% above or below the stipulated basic test.

a Practically all or the greater portion of the market milk supply of this city is reported to be furnished by the local producers who distribute their own supply and therefore there is no well established basic wholesale price quotation of the market.

b The price given for this market in the first column of the table is applicable only to such a portion of each individual producers supply as comes within the limits of variation in production that is permitted by the terms of his contract with the dealer. In some cases the producer is allowed to stipulate the basic quantity that he intends to deliver each month, and in such cases he is allowed a variation of from 10 to 20%. In other cases the average quantity delivered during certain specified low production months is taken as a basis for determining the exact quantity to which the given price applies; and the average production of the months of November, September and January commonly serve as the basis for such computations. The prices that are to apply to milk delivered in excess or below the stipulated quantities are usually agreed to in advance of delivery and they range from 2/3 to 3/4 of the basic prices given in the first column of the table. In some markets where milk is purchased on a straight butterfat basis the deduction from the price per 1/10% of butterfat in a hundredweight of milk indicated in the third column of this table, amounts to as much as 2/10 of a cent.

c In this market a producer's marketing agency, or association, arranges for the disposition of all surplus milk at whatever prices it is able to obtain, either by selling it to concerns which buy the milk for purposes of converting it into manufactured dairy products or by manufacturing the surplus in factories operated by the association or agency itself.

e In this market the price of milk is to be based on some accepted wholesale market quotations for American cheese. In the St. Paul and Minneapolis market the price to be paid by milk dealers is obtained by multiplying the average of the Plymouth, Wisconsin quotations for cheese (style, "Twins") for the preceding month (29.73) by 10 (an assumed average yield of cheese per cwt. of milk), and adding a differential of 60 cents per cwt. of milk to cover the value of whey and extra cost of production and transportation between producers and dealers.

f Two distinct "cost prices" are reported for this market. The first price or the upper figure applies to that portion of the city's supply which is obtained from producers making direct shipments to the city; and the second price, or the lower figure applies to that portion of the supply which is received through dealers' country milk stations. It is important to note that, in markets where the same price is to be paid at all country stations regardless of distance from city, the lower figure given in the first column of this table does not represent the city cost (exclusive of country station operating expenses) for the entire supply obtained through country stations; because transportation costs vary according to the distances at which different stations are located from the city. The prices that are to be paid producers for the month of January for 3.5% milk delivered at dealers' country receiving stations are as follows: Chicago \$3.60; St. Louis, \$3.70; Pittsburgh, \$3.80; Kansas City, Mo., \$3.15.

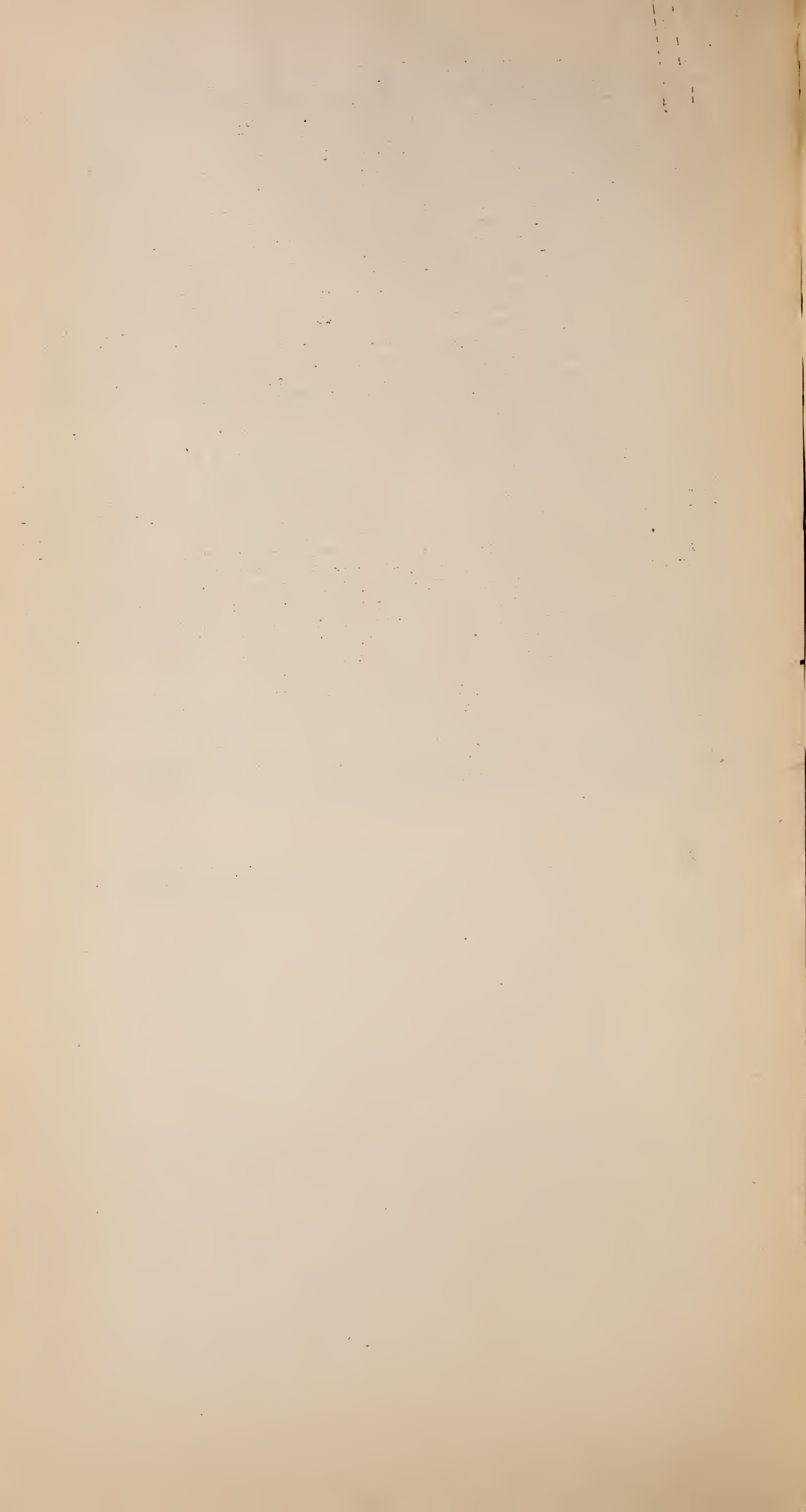
g In the San Diego market where there is a 4% butterfat standard, the price of milk having a lower fat content is determined by multiplying the fat test by 25 and subtracting the result from 100, which gives the weight of skimmilk to be deducted in order to raise the fat test to standard. An allowance of 60¢ per cwt. is made for this excess skimmilk and the butterfat is paid for at the rate of \$1.25 per pound. For example the price of 3.5% milk would be  $100 - (3.5 \times 25) \times .006 + (\$1.25 \times 3.5)$  or \$4.45. A special allowance is made for butterfat in excess of 4%.

h In this market the price to be paid to each producer is determined by multiplying the price allowed per pound of butterfat by the average number of pounds of butterfat contained in the milk delivered and adding an extra allowance for the non-fat content of whole milk. In those markets where the allowance per pound butterfat is agreed upon in advance, the amount of such an allowance per 1/10 pound butterfat is given in the third column of the table. In case the butterfat allowance is contingent upon some accepted butter market quotations for the current month, the amount of the allowance is not shown.

i Practically all of the milk supply of Indianapolis, delivered at country receiving stations, is purchased on the basis of the current month's Chicago butter market quotations, a premium of 15 cents per pound being given.

j In this market some dealers make a reduced price of one cent on each quart of milk and one-half cent on each pint of milk when payment is paid at office on or before the 15th of the month in which delivery is made.

GEORGE LIVINGSTON  
Acting Chief of Bureau.





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Table I- PRODUCERS' PRICES FOR FEBRUARY.

The following table presents a comparison of the prices offered to producers by milk dealers, or concerns whose chief business is the market distribution of fluid milk. These prices are to be paid producers who make deliveries in their own cans either at local plants or at country shipping stations. This table shows the range and average of net prices to be paid producers supplying the cities included in table III. These prices differ from the F.O.B. city prices by the costs of transportation applicable to different shipping points.

Sections	Standard or Grade "B" Milk (3.5% Butter Fat)			Comparing January and February Prices for the same Markets			
	Number Local Markets	Range of Prices per cwt.	Average Price	Number of Markets	Average January Prices	Average February Prices	Increase or Decrease
United States	602	\$2.55 - 6.16	\$3.76	591	\$3.83	\$3.76	-7¢
New England	68	\$3.50 - 4.65	\$4.15	68	\$4.23	\$4.15	-8¢
Middle Atlantic	111	\$3.19 - 4.18	\$3.63	109	\$3.76	\$3.63	-13¢
E. North Central	189	\$2.90 - 4.31	\$3.67	189	\$3.71	\$3.67	-4¢
W. North Central	84	\$2.55 - 4.63	\$3.41	81	\$3.60	\$3.42	-18¢
South Atlantic	53	\$3.80 - 6.16	\$4.38	53	\$4.22	\$4.38	+16¢
E. South Central	9	\$2.80 - 4.35	\$3.59	9	\$3.89	\$3.59	-30¢
W. South Central	30	\$3.64 - 5.98	\$4.62	25	\$4.65	\$4.65	same
Mountain	18	\$2.79 - 3.58	\$2.94	18	\$3.11	\$2.94	-17¢
Pacific	40	\$2.67 - 4.20	\$3.62	39	\$3.68	\$3.65	-3¢

The states making up the several geographic divisions are as follows: New England- Me., N.H., Vt., Mass., R.I., and Conn.; Middle Atlantic- N.Y., N.J., and Pa.; East North Central- Ohio, Ind., Ill., Mich. and Wis.; West North Central- Minn., Iowa, Mo., N.D., S.D., Nebr. and Kansas; South Atlantic- Del., Md., D.C., Va., W.Va., N.C., S.C., Ga., and Fla.; East South Central- Ky., Tenn., Ala., and Miss.; West South Central- Ark., La., Okla., and Texas; Mountain- Mont., Idaho, Wyo., Colo., N.M., Ariz., Utah and Nevada and Pacific- Wash., Ore., and Calif.

Table II- FEBRUARY PRICES FOR SPECIAL GRADES OF MILK AND CERTAIN MILK PRODUCTS.

The following table shows the wholesale and retail prices reported for "special" and "certified" milk and certain other dairy products delivered at wholesale buyers' places of business and at the homes of retail consumers. Wholesale prices are reported on the basis of bulk goods sold to and delivered at establishments of large scale consumers or users. Quotations for wholesale milk and light cream have been reduced to a gallon basis. For heavy cream, the wholesale price is quoted per pound of butterfat. For prices of "standard milk", see Table III of this Report.

CITIES	Special Milk	Certi- fied Milk	Cultured Buttermilk		Cottage Cheese		Light Cream 18-20% B.F.		Heavy Cream 23-40% B.F.
	Retail Cts per Qt.	Retail Cts per Qt.	Whole- sale Cts. per Gallon	Re- tail Cts. per Quart.	Whole- sale Cts per Lb.	Re- tail Cts per Lb.	Wholesale Dollars per Gallon	Re- tail Cts per 1/2 pt.	Wholesale Price per Lb. Butterfat
Boston	19	25	--	20	--	30	1.475-17%	--	.89-.91
New York	19	25-26	--	--	7	12-22	1.84	20	1.06-1.09
Buffalo	16	25	--	--	--	15	1.70	20	--
Philadelphia	16	26-28	48	13	7	10	1.44-1.60	16-18	.86
Pittsburg	--	22-23	--	--	11	--	1.70-2.10	19-20	1.20
Cincinnati	--	13-pint	--	--	12	18	1.60	15	1.08
Chicago	22	25	--	18	--	19.2	1.85	16	.897
Milwaukee	15-18	25	--	20	8-10	12-18.6	1.60	15	.90
Detroit	20	23	--	--	11	16	1.80	16	--
Minneapolis	--	20	--	12	8	12-16	1.75	15	1.01
St. Louis	18	22	--	--	--	16	--	17	--
Des Moines	--	--	--	--	10	20	1.75-2.00	15	1.20
Washington	18	30	48	20	11	15	1.95-2.40	17-20	1.06-1.45
Richmond	17	--	--	16	--	--	1.70	16	--
Jacksonville	--	--	35	12	30	--	2.15	--	1.16
Baltimore	--	--	--	--	--	--	1.90	--	--
Louisville	--	24	--	--	--	--	--	--	--
Memphis	--	25	--	20	--	20	1.45	18	--
New Orleans	21	--	50	17	--	--	1.80	16	.96
San Antonio	--	--	--	--	15	20-25	2.25	20	1.03-1.12
Colo. Springs	15-20	--	--	--	10	12	1.60	13	.97
Salt Lake City	15	--	25	7.5	12.5	20	1.75	15	.90
Portland	--	--	50	--	10	--	1.80	17	1.20
Seattle	--	22	25	10	--	--	1.70	16	1.01
San Francisco	--	23	--	16	12	15	1.80	15	.89-.95

TABLE III.- FEBRUARY COST AND SELLING PRICES OF "STANDARD GRADE MILK"

The following table presents the prevailing prices of "standard grade milk" in various markets of the United States. The term "standard grade milk" is used to refer to that grade of milk which is most generally sold within the particular city for which prices are quoted. This grade of milk may be either raw or pasteurized but in case of most of the larger cities it is pasteurized. The "dealer's spread" or the difference between cost and selling prices for both wholesale and retail transactions, can be ascertained if the butter fat test of milk as delivered to different classes of trade is known. To reduce prices per hundred weight to either a gallon or a quart basis divide by 11.63 or 46.53 respectively.

See footnotes for basis of quotations and exceptions to given prices or special contractual provisions relating to the prices to be paid producers in different markets.

MARKETS FOR WHICH PRICES ARE GIVEN	Dealers' Cost Price : for Bulk Milk and Butterfat Allowances:		Dealers' Route Prices : To Wholesale : Trade		Prices at To Farm-Retail ** Daily Trade Milk Depots		Retail Grocery Prices			
	Per Hundredweight of 3.5% Raw Milk Delivered at City *	Butterfat Test Required for Basic Prices ***	Price or Allowance per 1/10% Butterfat in a Gal. of Milk	Per Gallon (in lots of 5 to 20 Gallons) of Bulk Milk	Per Quart (in Cases of 12) of Bottled Milk	Per Single Quart of Bottled Milk	Per Quart Measure of Bulk Milk	Per Single Quart of Bottled Milk	At Cash and Carry Stores (per Qt. Bottled)	At Credit & Delivery Stores (per Qt. Bottled)
Alabama:										
Birmingham	3.80-3.50	StrBF	2-10.0	--	13	20	--	20-25	20-25	20-25
Mobile	a	--	--	50-60	--	24-25	--	--	--	--
Arizona:										
Phoenix	a	--	--	39	14	14-16	--	--	--	--
Arkansas:										
Little Rock	No reports received									
California:										
San Francisco	4.04c	3.6	2.9	45.6-55	14	16	--	--	--	--
Los Angeles	3.75	StrBF	10.75	55	15	16	--	--	16	16
San Diego	4.45c	4.0	g	50	11.5	16	--	--	--	--
Colorado:										
Colo. Springs	3.67-3.78	3.0	3.5	37.5	12	12.5-13	10	12	15	12.5-14
Denver	2.98-3.15	StrBF	8.5-9.0							
	3.07 +	StrBF	8.0	30-35	11-12	12-13	12	12	12	12
	23¢ freight									
Pueblo	No reports received									
Connecticut:										
Hartford	4.65-4.58	4.0	4.0							
	4.14f	3.0	4.0	52	15	17	--	--	17	17
Bridgeport	3.93	3.0	4.0	48	15	17	--	16	17	17
New Haven	4.12f	Flat Price	4.0	48	14	16	--	--	15	--
Delaware:										
Wilmington	No reports received									
Dist. of Col.:										
Washington	4.15-5.12	3.5	4.6	52-64	14-15	17-18	--	--	15	17-18
Florida:										
Jacksonville	5.62	4.2	5.0							
	5.21f	4.2	5.0	58-60	17	20	--	20	20	18-20
Miami	a	--	--	80	20	25	--	--	--	--
Tampa	a	--	--	50	18	20-25	--	--	--	--
Georgia:										
Atlanta	5.31-5.40	Flat Price		65	17.54	220-25	--	20	--	--
Augusta	4.20	StrBF	1.20	--	13.5	20	--	--	--	--
Savannah	a	--	--	70	20	25-28	--	25-28	25-28	25-28
Idaho:										
Wallace	a	--	--	50	15	15	--	--	--	20
Illinois:										
Chicago	3.73	3.5	4.0							
	3.65f	3.5	4.0	45-47	14-15	15	--	15	15	15
Peoria	No reports received									
Indiana:										
Indianapolis	3.15	StrBF	9.0							
	df	StrBF	d	44	12	14	--	14	14	14
Fort Wayne	5.20	Flat Price		45	13	15	--	15	15	16
South Bend	3.35	3.5	4.0	44	11-12	14	14	14	14	14
Evansville	dh	4.0	4g	49	14.5	16	--	16	16	16
Iowa:										
Des Moines	3.75	3.5	5.0	45	13	15	--	14	14	15
Cioux City	3.12	4.0	6.0	50	14.5	16	--	--	--	--
	(3.15)f	4.0								
Davidport		--	--	37	--	14	14	--	14	14
Kansas:										
Topeka	3.75	Flat Price		45	13	15	--	--	--	--
Kansas City	3.11	4.0	2.0	--	--	--	--	--	--	--

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	\$	%	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.
Kentucky:										
Louisville			No reports received							
Lexington			No reports received							
Louisiana:										
Baton Rouge	5.13	4.0	4.0	--	--	--	--	--	--	--
New Orleans	5.13	4.0	4.0	55	17	19	--	19	19	19
Alexandria	6.44	Flat Price		60	--	20	--	--	--	--
Maine:										
Portland	3.72	Flat Price		48	13	15	--	--	15	15
Maryland:										
Baltimore	4.30	3.5	5.8	58	--	16	--	--	--	--
Cumberland	4.15-4.73	4.0	3.0	54	16	17	--	17	17	18
Massachusetts:										
Boston	4.65b	3.5	4.0	52.5-59	15	17	--	--	17	17
Springfield	4.65	Flat Price		56	14	17	--	--	--	--
Fall River			No reports received							
Worcester			No reports received							
Michigan:										
Detroit	4.05	3.5	4.0	52	15	16	--	--	--	--
Grand Rapids	3.48	3.5	4.0	42	12	14	--	--	--	--
Kalamazoo	4.00	Flat Price		48	13	15	--	--	15	--
Minnesota:										
3. Minneapolis	3.47cd	3.5	5.0	42	11.5	13	--	--	13	13
St. Paul	3.47cd	3.5	5.0	44	12	15	--	--	--	--
Winona			No reports received							
Missouri:										
Kansas City	3.80-4.10	4.0	3.5							
3.45 +	StrBF	9.0	40-56	13-15	15-16	--	15-16	14-16	14-16	
30¢ freight					15-					
St. Joseph	3.67	Str. BF	10.5	50	14-15	16.6	--	18	18	18
St. Louis	4.07	3.5	3.0	--	15	16	--	16	16	--
3.69f	3.5	3.0								
Montana:										
Butte	3.15-3.32	StrBF	9.5	40-45	12.5-	15	--	12.5-15	15	--
Nebraska:										
Lincoln	3.762	StrBF	10.75	52	13	15	--	--	--	--
Omaha	3.00-4.19	3.5	6.0	42.5	14.5	16.6	--	16	16.6	--
New Hampshire:										
Concord	--	--	--	--	12	14	--	--	--	--
New Jersey:										
Newark	4.125	3.6	4.0	44-48	13	17	--	--	--	--
4.14										
Trenton	3.70-4.06f	4.0	4.0	50	14	14	12	14	16-17	16-17
Camden	4.19	Flat Price		--	14	--	--	--	--	--
New York:										
Buffalo	3.86-4.02	Flat Price								
3.78f	3.0	4.0	42	13.5	15	--	--	15	15	
New York	4.125	3.0	4.0	48-50	16	16-17	--	--	13 Bulk	
Rochester	4.04	Flat Price		48-50	14	15	--	16	16	16
Albany	4.04	Flat Price		44-45	16	16	15	16	17	17-18
Syracuse			No reports received							
North Carolina:										
Ashville	4.66	4.0	4.0	50-55	15	18	--	--	17	19
North Dakota:										
Fargo	3.72	Flat Price		40	13	15	--	--	--	--
Jamestown	3.25	Flat Price		40	--	12.5	10	--	--	--
Bismark	4.00	Flat Price		40	--	15	13	--	--	--
Oklahoma:										
Oklahoma City	3.50-4.06	StrBF	10.0	50	15	17-20	--	17	17-20	17-20
11.8-										
Tulsa	4.07	StrBF	11.63	55	16	20	--	20	20-25	20-25
Ohio:										
Cleveland	4.244	3.5	5.8							
3.95f	3.5	5.8	43	14.5	16	--	16	16	16	
Cincinnati	4.25	3.5-3.5off	48-52	14	15	--	15	15	15	
3.95f	4.0	4.5on								
Toledo	3.35	Flat Price		44	13.5	15	--	--	--	--
Columbus	4.20	4.0	6.0	43-56	12	14	--	14	14	14
-f	h	-								
Dayton	4.00	4.0	5.0	45	14	16	--	--	--	--
Oregon:										
Eugene	3.55	Flat Price		40	12	15	15	15	15	--
Salem	3.72-4.00	Flat Price		40	15	--	--	15-16	--	--
Portland	3.75	3.8	5.0	50	13.5	15	--	17	17	17
Pennsylvania:										
Pittsburg	4.54	3.5	5.0	43-56	15-15.5	16	--	16	--	--
4.21f	3.5	5.0								
Philadelphia	3.94	4.0	4.0	44-48	13	14	--	14	14	14
3.71fb	3.0	4.0								
Harrisburg	3.43-3.65	4.0	4.0	43	12	13	--	13	13	13
Rhode Island:										
Providence	4.65	3.5	4.0	54	15	17	--	--	--	--
Newport	4.42	Flat Price		52	13	15	--	15	15	15

Fold this sheet on the dotted line below in order to adjust the columns of this page to proper headings of Table III on page 2. (FOLD HERE)

State/Location	\$	%	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.
South Carolina:										
Charleston	a	--	--	80	20	25	20	20	25	--
South Dakota:										
Sioux Falls	4.00	Flat Price	45	14	14	--	--	17	17	
Tennessee:										
Memphis	4.65	Flat Price	44-50	16	18	--	--	18	18-20	
Nashville	3.26	StrBF	9.304	50	16	17	--	--	--	
Chattanooga	4.35	4.0	5.8	60	16	19	--	--	19	--
Texas:										
Dallas	4.55	StrBF	13.0							
Fort Worth	4.025+	StrBF	11.5	70	20	23	--	22	22	23-25
Galveston	3.14 freight									
El Paso	4.55	StrBF	13.0	65	--	20	--	--	--	
San Antonio	5.23-6.05	Flat Price		65	17.5	20-22	--	20	22	22
Utah:										
Salt Lake City	--	--	--	35	11	12.5	--	12	13	--
Vermont:										
Burlington	3.50	Flat Price	48	12	14	13	14	14	14	
Virginia:										
Richmond	5.12-5.18	Flat Price	56	16	16	--	20	20	20	
Roanoke	4.80	Flat Price	56	14	17	--	--	--	--	
Norfolk	No reports received									
Washington:										
Seattle	3.20-3.52	3.5	5.0	40-42	11-11.5	14-15	--	--	--	--
Spokane	3.75	3.6	5.0	47.5	13.5	14.5-15.5	--	--	15.5	15-15
West Virginia:										
Wheeling	4.20	3.5	6.0	48	14	16	--	16	16	16
Clarksburg	No reports received									
Wisconsin:										
Milwaukee	3.60-3.85	Flat Price	42	12	13	--	12-13	12-13	13	
Beloit	3.35	Flat Price	40	12	13	--	--	--	--	
Green Bay	3.20	3.5	4.0	42	11.5	13	--	13	13	13
La Crosse	a	--	--	--	--	--	10	--	14.5	--

Basis of Quotations Given in Table III.

In most of the important milk consuming centers of the United States the prices of natural milk, bought and sold for direct consumption, are determined in advance of delivery. Price changes do not generally occur oftener than once a month. Usually the leading city milk dealers send notices to their patrons several days in advance of a change from the schedule of prices then in effect. The particular schedule of prices in effect during any month of the year is usually the result of an agreement reached between representatives of producers and the leading city distributing concerns. In some of the larger markets, dealers negotiate with representatives of producers' marketing companies which have the exclusive agency for the sale of a large percentage of the producers supplying those markets. (See footnotes for special price arrangements in different markets).

The prices agreed upon are usually based upon estimates of producers' production costs, modified by the dealers' contentions with regard to the operating costs and the probable demands for fluid milk estimated on the basis of the proposed schedule of prices. If dealers agree to handle the entire production of all of their regular patrons, and if a surplus production seems probable, then the basis of the dealers' buying prices is complicated by considerations regarding the probable value of the surplus. Unless exceptions are noted opposite the quotations, the prices given in the first column of the above table are applicable to all of the milk supplied by regular patrons of city milk dealers.

\* Unless otherwise qualified the prices given in the first column in the above table show the cost of milk delivered to dealers at either city railroad terminals or at the dealers' distributing plant where deliveries are made direct by producers. Even the price paid by dealers to producers applies to deliveries at country receiving stations and does not include payment for transportation to the city, the average transportation cost of some dealers has been added to the country station price in order that the cost to the dealer (not including country station expenses) may be shown.

\*\* The column headed "Prices at Retail Milk Depots" includes the prices at which milk is sold over retail counters located in dealers' milk plants or delivery depots. \*\*\* When milk is purchased on a so-called straight butterfat basis, the prices received by different producers are exactly proportionate to the butterfat content of the different lots of milk. In other cases where allowances are made for variations in butterfat tests, the prices per hundredweight of milk do not vary proportionately with the butterfat tests of the different lots, but a definite price per hundredweight is given for milk of a certain stipulated test (shown in second column of this table) and the allowance shown in the third column is added or deducted from the given price for each 1/10% above or below the stipulated basic test. However, regardless of the butterfat test applying to prices quoted in different markets, the prices given in column one of the above table are the cost to dealers of 3.5% milk, as stated in the heading of that column.

Special Price Arrangements and Explanatory Notes Regarding Prices Quoted in Table III.

a Practically all or the greater portion of the market milk supply of this city is reported to be furnished by the local producers who distribute their own supply and therefore there is no well established basic wholesale price quotation for this market.

b The price given for this market in the first column of the table is applicable only to that portion of the dealers' supply as is resold in the form of fluid milk and cream or to such a portion of each individual producer's supply as comes within the limits of variation in production that is permitted by the terms of his contract with the dealer.

c In this market a producers' marketing agency, or association, arranges for the disposition of all surplus milk at whatever prices it is able to obtain, either by selling it to concerns which buy the milk for purposes of converting it into manufactured dairy products or by manufacturing the surplus in factories operated by the association or agency itself.

d In this market the price of milk is based on some accepted wholesale market quotations for butter or for American cheese. In case no prices are given it is because they are dependent upon the average of the quotations for the current month.

f Two distinct "cost prices" are reported for this market. The first price or the upper figure applies to that portion of the city's supply which is obtained from producers making direct shipments to the city. The second price, or the lower figure applies to that portion of the supply which is received through dealer's country milk stations. It is important to note that, in markets where the same price is to be paid at all country stations regardless of distance from city, the lower figure given in the first column of this table does not represent the city cost (exclusive of country station operating expenses) for the entire supply obtained through country stations; because transportation costs vary according to the distances at which different stations are located from the city.

g Fat in excess of 4% is paid for on basis of current prices paid by creameries for cream used in making butter or on the basis of some accepted wholesale butter market quotations. In San Diego a premium of 14 cents over the San Francisco market is paid per pound of "excess fat".

h In this market the price to be paid to each producer is determined by multiplying the price allowed per pound of butterfat by the average number of pounds of butterfat contained in the milk delivered and adding an extra allowance for the non-fat content of whole milk. In those markets where the allowance per pound butterfat is agreed upon in advance, the amount of such an allowance per 1/10 pound butterfat is given in the third column of the table.

i In this market some dealers make a reduced price of one cent on each quart of milk and one-half cent on each pint of milk when payment is paid at office on or before the 15th of the month in which delivery is made.

San Diego System of Determining Milk Prices.

The prices paid by the fluid milk dealers of San Diego are based on milk testing 4% butterfat. The price given for this city in the first column of Table III is for milk testing 3.5% butterfat. The basis of variation in prices according to different tests of butterfat, is explained by Mr. Douglas Young, Manager of the Milk Producers Association of San Diego County, as follows:-

In the case of milk testing less than 4% butterfat, "the quantity of excess skim milk is determined by calculating the quantity of skim necessary to be extracted to raise (such) milk to 4% test. In other words we determine the weight of skim-milk (or the non-fat content of wholemilk) above the amount necessary for 4 per cent milk, by multiplying the deficient fat test by 25, the result being the weight of 4% milk (standardized). Example: If milk tests 3.5%, the weight of standardized 4 per cent milk to be derived therefrom would be figured (as follows):-  $3.5 \times 25 = 87.5\#$  4% milk. The weight of excess skim to be allowed for, in each cwt. of 3.5% milk would be figured (as follows):  $100 \# - 87.5 \# = 12.5 \#$  excess "skim".

The following table illustrates the method of determining the prices for 100 pounds of milk of various tests:-

Butterfat Test	Pounds of Fat paid for @ \$1.25 * per pound	Pounds of "Excess Fat" @ \$ .30 ** per pound	Pounds of "Excess Skim" @ \$ .60 * per cwt.	Total Value or price per cwt of wholemilk.
3.5%	3.5 #	--	12.5 #	\$ 4.15
3.6	3.6	--	10.0	4.63
3.8	3.8	--	5.0	4.855
4.0	4.0	--	--	5.00
4.2	4.0	.2	--	5.16
4.4	4.0	.4	--	5.32
4.5	4.0	.5	--	5.40

\* The price to be paid per pound of butterfat not in excess of 4%, and the allowance per cwt. of "excess skim" are agreed upon in advance of delivery of milk by the association.

\*\* Excess fat (above 4%) is paid for at 14 cents above the current month's San Francisco butter market quotations, which during the month of January averaged approximately 30 cents.

The above method of determining prices applies only to such milk as dealers may care to contract for. The Milk Producers Association of San Diego County handles the surplus of its members.

In this market dealers pay producers twice monthly. The semi-monthly changes in prices are dependent upon the prevailing prices paid for butterfat in that territory during the current month, the changing market prices of shorts, and an agreed upon schedule of allowances for seasonal changes in market supply and costs of production. The following formula is used for determining the prices to apply to milk delivered in any half monthly period.

The average of butterfat prices paid by creameries for the preceding 15 days multiplied by the average butterfat test of milk, plus the price of 30 pounds shorts (on a ton basis) to cover value of skim milk for feeding purposes, plus premium of 40 cents per cwt. of whole milk for extra costs of producing good quality of market milk, plus or minus the seasonal allowances to encourage more uniform production. The seasonal additions or subtractions are as follows:

January	add 15 cts per cwt.	July	subtract 20 cts per cwt.
February	" 15 cts " "	August	add 10 cts " "
March	" 15 cts " "	September	" 10 cts " "
April	subtract 20 cts " "	October	" 15 cts " "
May	" 20 cts " "	November	" 15 cts " "
June	" 30 cts " "	December	" 15 cts " "

Applying the figures as they were for the first fifteen days in December, we have:

4 lbs. butterfat at \$.745	\$2.985
(For the first 10 days the price paid for fat in cream was 76 cents per pound. For the next five days the price was 72 cents per pound, making an average price of \$.745 per pound)	
Skimmilk in 100 lbs. milk (30 pounds shorts at \$2.65 per cwt.)	.795
Premium for production of clean market milk	.400
Addition for December	.150
	<u>\$4.330</u>

If any producer delivers milk in quantities 20% in excess of the amount called for by his contract, no allowances are made for the value of skim milk or for extra production costs but such surplus is paid for by the dealer on a straight butterfat basis. If a producer falls more than 20% short of the amount called for by his contract with dealer, he is paid on the same basis that applies to the normal supply but a reduction of 5 cents per lb. of butterfat is made in such a case.

#### Boston Price Agreement.

Dealers in the Boston market agree to pay the price given in the first column of Table III for 3.5% milk delivered in Boston with a flat deduction of 3.72 cents per cwt. for can service and graduated deduction for dealers' station expenses, freight and war tax on freight ranging from 22.9 cents to 64.5 cents per cwt. for the nearest and farthest zones respectively.

For January the dealers agreed to pay the above price for 100% of their sales of whole milk. Where milk is bought by weight and test the dealer will pay 4¢ for each .1 of 1% above 3.5% and deduct 4¢ per cwt. for each .1 of 1% below 3.5% butter fat contents. Where farmers furnish cans between the farms and R. R. or milk station a premium of 2.3¢ per cwt. shall be paid.

For balance of milk purchased, the dealers will pay the average Chamber of Commerce price for creamery extra butter for the month of February 1920 for the butter fat in each cwt. of such milk plus 32-1/2¢ for each cwt. of such milk. This price applies to such milk delivered at the railroad station, milk station or usual point of delivery in the country.

The dealers agree to take all milk made by members of the New England Milk Producers' Association from whom they are now receiving, subject to rejection by the Board of Health or by the dealers for furnishing milk in unmerchantable condition, failure to provide equipment for cooling and failure to properly cool milk, or failure to maintain dairies in sanitary condition. They shall pay to all members of the New England Milk Producers' Association as much as they pay to other producers for milk of the same quality at the same station.

The dealers shall report to the New England Milk Producers' Association or to some person acceptable to it, under oath, the amount of milk purchased and the test thereof and the amount of milk sold as fluid milk. Such report to be subject to verification by the Association.

1. In the Colorado Springs market, a dealer reports that the producers take back the surplus skim at the rate of approximately \$1.15 per hundredweight.

2. A producers' association reports that direct shipments of milk delivered in Indianapolis in February will be paid for at the rate of \$2.00 per hundredweight. \$2.25 will be paid for indirect shipments of milk delivered at country receiving stations. One of the milk dealers reports 75 cents per pound butterfat as the price he will pay for milk delivered at country receiving stations.

3. See January report, pg. 5, for the basis for determining the price to be paid producers for milk in the Minneapolis and St. Paul market. For the month of February the differential is 50 cents.

GEORGE LIVINGSTON,  
Chief of Bureau.

UNITED STATES DEPARTMENT OF AGRICULTURE  
BUREAU OF MARKETS  
Washington, D. C.

March 20, 1920.

THE FLUID MILK MARKET REPORT FOR THE UNITED STATES.

(Copies of the monthly reports on fluid milk prices in the United States will be sent regularly free of charge to all persons requesting this service. Requests for these reports should be addressed to the Chief of the Bureau of Markets, U. S. Department of Agriculture, Washington, D. C.)

Table I- PRODUCERS' PRICES FOR STANDARD GRADE MILK.

The following table presents a comparison of the net prices received by producers for fresh milk delivered f.o.b. local shipping points or milk plants operated by fluid milk dealers, or concerns whose chief business is the distribution of natural milk. These prices apply to milk testing 3.5% butterfat and differ from the f.o.b. city prices given in Table III by the costs of transportation applicable to different shipping points.

Sections	Range of March Prices		Comparisons of Prices for the Same Markets			
	Number Local Markets	Prices	Number Local Markets	Average February	Average March	Increase or Decrease
		per Hundredweight		Price	Price	
United States	3,267	\$2.07-\$6.16	3,034	\$3.70	\$3.55	+15¢
New England	269	\$2.89-\$4.65	235	\$4.20	\$4.07	-13¢
Middle Atlantic	1,238	\$3.19-\$4.04	1,238	\$3.63	\$3.56	-07¢
E. North Central	656	\$2.52-\$4.07	624	\$3.68	\$3.23	-45¢
W. North Central	341	\$2.52-\$4.00	323	\$3.41	\$3.30	-11¢
South Atlantic	148	\$3.50-\$6.16	130	\$4.20	\$4.43	+23¢
E. South Central	145	\$2.80-\$5.15	77	\$3.59	\$3.55	-04¢
W. South Central	79	\$3.35-\$5.81	79	\$4.72	\$4.49	-23¢
Mountain	137	\$2.71-\$4.65	80	\$2.97	\$3.07	+10¢
Pacific	248	\$2.07-\$4.20	248	\$3.62	\$3.48	-14¢

The states making up the geographic divisions are as follows: New England-Maine, N.H., Vt., Mass., R. I. and Conn.; Middle Atlantic-N.Y., N.J., and Pa.; East North Central-Chic., Ind., Ill., Mich., and Wis.; West North Central-Minn., Iowa, Mo.; N.D., S.D., Nebraska and Kansas; South Atlantic-Del., Md., D.C., Va., W. Va., N.C., S.C., Ga. and Florida; East South Central-Ky., Tenn., Ala., and Miss.; West South Central-Ark., La., Okla., and Texas; Mountain-Mont., Idaho, Wyo., Colo., N.M., Ariz., Utah and Nevada and Pacific-Wash., Oregon and California.

Table II- MARCH PRICES FOR SPECIAL GRADES OF MILK AND CERTAIN MILK PRODUCTS.

The following table shows the wholesale and retail prices reported for "special" and "certified" milk and certain other dairy products delivered at wholesale buyers' places of business and at the homes of retail consumers. Wholesale prices are reported on the basis of bulk goods sold to and delivered at establishments of large scale consumers or users. Quotations for wholesale milk and light cream have been reduced to a gallon basis. For heavy cream, the wholesale price is quoted per pound of butterfat. For prices of "standard milk", see Table III of this Report.

CITIES	Special Milk	Certi- fied Milk	Cultured Buttermilk		Cottage Cheese		Light Cream 18-20% B.F.		Heavy Cream 28-40% B.F.
	Retail Cts. per Qt.	Retail Cts. per Qt.	Whole- sale Cts. per Gallon	Re- tail Cts. per Quart	Whole sale Cts. per Lb.	Re- tail Cts. per Lb.	Wholesale Dollars per Gallon	Re- tail Cts. per 1/2pt	Wholesale Price per Lb. Butterfat
	Boston	18-19	22-25	29	11	--	36	1.475	15-16
New York	19	25-26	32	11	8	12-20	1.84	20	1.06
Buffalo									
Philadelphia	16	26-28	36-48	10-13	7	10	1.44-2.20	16-18	.86
Pittsburgh	--	22	--	--	11	--	1.70-2.10	19-20	1.20
Cleveland	20	32	--	15	14	18	1.90-2.25	20	1.17
Chicago	22	25	--	18-25	--	19.2	1.75-1.80	16	.957
Milwaukee	14-18	25	26	8	8	16	1.50	15	.90
Detroit	20	23	--	20	10-16	16-20	1.80	16	1.08
Minneapolis	--	20	--	12	10	16	1.75	15	1.01
St. Louis	18	22	--	18	9	15	--	17	--
Des Moines	17	--	--	16	10-11	13-20	1.75	15	1.20
Washington	18	30	50-53	18	10	15	1.90-2.40	18-20	1.21-1.34
Richmond	17	--	--	16	--	--	1.70	16	--
Jacksonville	--	--	--	--	--	--	--	--	--
Baltimore	20	--	53	16	--	--	1.90	20	1.28
Louisville	--	--	--	16	--	--	1.60	16	--
Memphis	--	25	--	20	--	--	1.70	20	--
New Orleans	21	25	50	15-17	--	--	1.80-1.85	15-16	.96-1.00
San Antonio	--	--	30	12	12	20	2.25	20	1.12
Colo. Springs	16-20	--	15	5	12	12	1.60	13	.97
Salt Lake City	15	--	--	--	12.5	15	1.75	15	.94
Portland	--	21	50	15	10	15	1.80	17	1.20
Seattle	--	21	25	10	--	--	1.60-1.65	15	.96
San Francisco	--	23	30	10-15	12	15	1.80	15	.89-.95





Page 3.- March Fluid Milk Market Report.

Fold this sheet on dotted line below in order to adjust the columns of this page to proper headings of Table III on page 2. (FOLD HERE)

	\$	%	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.
Kentucky:										
Louisville	4.00	4.0	3.5	45	14	16	--	16	--	16
Lexington	5.23-5.35	Flat	Price	60	16.25	--	--	--	--	18
Louisiana:										
Baton Rouge	4.30	4.0	4.0	62	18	16	--	--	--	--
New Orleans	5.12	4.0	4.5	55-60	17	19	--	--	19	19
Alexandria	6.05	Flat	Price	60	--	--	--	--	--	--
Maine:										
Auburn	3.61	3.5	6.0	52.5	14.5	15	--	15	14-15	14-17
Portland	--	--	--	48	13	15	--	--	--	--
Maryland:										
Baltimore	4.24	3.5	5.8	--	--	16	--	15	--	--
Cumberland	4.01fb	3.5	5.8	58	16	16	--	15	--	--
	4.73	3.5	3.0	54	16	17	--	17	17	17-19
Massachusetts:										
Boston	4.53b	3.5	4.0	52-52.5	15	17	--	--	--	16-17
Springfield	4.65b	Flat	Price	56	15	17	--	--	--	17
Fall River	5.00	Flat	Price	--	--	14	--	--	--	16
Worcester	4.54b	3.5	4.0	52.5	14.5	17	--	17	--	--
Pittsfield	4.42	Flat	Price	40	12	16	16	15	--	16
Michigan:										
Detroit	3.72	3.5	4.0	--	--	--	--	--	--	--
	4.05fb	3.5	4.0	52-56	15	16	--	16	16	16
Grand Rapids	3.48	Flat	Price	42	12	14	--	14	14	14
Kalamazoo	4.00	Flat	Price	48	13	15	--	--	15	--
Bay City	3.55	3.5	4.0	44	12	14	--	--	--	--
Minnesota:										
Minneapolis	3.11-3.49	3.5	5.0	42	11.5	13	--	--	13	13
St. Paul	3.11	3.5	5.0	44	11.5-12	12.5-13	--	11-12	12	13
Duluth	3.85	3.5	5.0	46	14	15-16	--	--	--	--
Winona	--	--	--	46	12	13	--	--	--	13
Missouri:										
Kansas City	3.58-3.90	3.8-4	10-5.8	--	--	--	--	--	--	--
	3.15f+	StrBF	9.0	40-52	13-15	16	--	16	16	15-16
	35¢ freight	--	--	--	--	--	--	--	--	--
St. Joseph	--	--	--	48	13	16.6	--	--	--	15
St. Louis	3.71	Flat	Price	--	15	16	--	--	15	--
	3.39f	3.5	3.0	--	--	--	--	--	--	--
Montana:										
Butte	3.32	StrBF	9.5	40-45	12.5	15	--	12.5-15	15	--
Nebraska:										
Lincoln	3.32	StrBF	9.5	--	--	--	--	--	--	--
	3.275f	h	6.5	48-50	13-13.5	15	--	14-15	14-15	14-15
	3.00-4.19	Flat	Price	--	--	--	--	--	--	--
Omaha	2.82f	3.5	5.5	42.5	14.5	16.6	--	16	--	16.6
New Hampshire:										
Concord	--	--	--	--	12	14	--	--	--	--
Manchester	4.32	Flat	Price	49	13	15	--	--	15	15
New Jersey:										
Newark	4.00	3.0	4.0	44-46	13	16	--	16	--	--
Trenton	3.94	4.0	4.0	--	--	--	--	--	--	--
	3.66-4.01f	4.0	4.0	50	14	14	--	14	16-18	16-18
Camden	3.99	4.0	4.0	--	14	--	--	--	--	--
Atlantic City	a	--	--	--	--	--	18	18	18	18
New York:										
Buffalo	3.73-3.82	Flat	Price	--	--	--	--	--	--	--
	3.66f	3.0	4.0	--	--	--	--	--	--	--
New York	4.005	3.0	4.0	48-50	16	16-17	15 at Stores	--	--	16-17
Rochester	3.68	Flat	Price	--	14	15	--	--	--	14
Albany	3.85	Flat	Price	44	16	16	--	--	--	--
Syracuse	3.74-3.92	Flat	Price	42-44	13	15	--	15	--	15
North Carolina:										
Ashville	4.46	4.0	4.0	50-55	15	18	--	--	--	--
North Dakota:										
Fargo	3.37	Flat	Price	40	12	15	--	--	--	--
Jamestown	3.25	Flat	Price	40	--	12.5	--	--	--	--
Bismark	--	--	--	--	--	--	--	--	--	--
Oklahoma:										
Oklahoma City	3.50-4.06	StrBF	10.0-11.6	50	15	18	--	17	17	20
Tulsa	--	--	--	--	--	--	--	--	--	--
Ohio:										
Cleveland	4.19	3.5	5.8	--	--	--	--	--	--	--
	3.95f	3.5	5.8	48	14.5	16	--	16	16	16
Cincinnati	4.00	3.5-3.5off	4.0cn	48-52	14	15	--	--	--	15
	3.70f	4.0	4.0	--	--	--	--	--	--	--
Toledo	3.85	Flat	Price	44	13.5	15	--	--	--	--
Columbus	--	--	--	--	--	--	--	--	--	--
Dayton	3.75	4.0	5.0	45	14	16	--	--	--	16
Oregon:										
Eugene	3.55	Flat	Price	40	13	15	--	15	15	15
Salem	3.72	Flat	Price	40	--	15	--	15-16	15-16	--
Portland	3.75	3.8	5.0	50	13.5	15	--	--	--	17

Fold this sheet on the dotted line below in order to adjust the columns of this page to proper headings of Table III on page 2. (FOLD HERE)

	\$	%	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.	Cts.
Pennsylvania	4.30	3.5	5.0							
Pittsburgh	3.96f	3.5	5.0	45-56	15-15.5	16	--	--	16	18
Philadelphia	3.24-4.19	4.0	4.0							
Wilkes-Barre	3.71fb	3.0	4.0	44-48	13	14	--	14	14	14
Harrisburg	3.71	Flat	Price	52	--	15	--	--	--	14
Scranton	3.48	4.0	4.0	44	11	13	--	--	13	17
Rhode Island:	3.91	3.0	4.0	56	14	14	--	15	15	15
Providence	4.54	3.5	4.0	54	15	17	--	--	--	16
Newport	4.42	Flat	Price	52	13	15	--	15	15	15
South Carolina:										
Charleston	a	--	--	80	20	25	20	20	25	--
Greenville	5.82	Flat	Price	70	--	25	--	--	25	25
South Dakota:										
Sioux Falls	4.00	Flat	Price	45	14	14	--	--	--	--
Tennessee:										
Memphis	4.65	Flat	Price	50	17	18	--	--	--	--
Nashville	3.26	StrBF	9.304	50	16	17	--	16	--	17
Chattanooga	4.35	4.0	5.81	60	16	19	--	--	--	--
Texas:	4.55	StrBF	13.0							
Dallas	4.025f+	StrBF	11.5	70	20	23	--	22	22	23-25
Fort Worth	314 freight									
Galveston	--	--	--	60-70	--	20-22	--	--	--	--
El Paso	--	--	--	--	--	--	--	--	--	--
14San Antonio	3.56b	StrBF	10.46	50	17	19	--	--	--	19
Utah:	3.37-3.49	Flat	Price							
SaltLakeCity	3.25	3.8	11.6off	35	11	12.5	--	12	12-13	13-15
Vermont:										
Burlington	3.50	Flat	Price	--	12	14	13	14	14	14
Virginia:										
Richmond	5.12-5.18	Flat	Price	56	16	16	--	--	--	--
Roanoke	4.65	4.0	8.0on	52-56	14-15	17	--	17	--	--
Norfolk	--	--	--	45	15	--	--	--	--	18
Washington:										
Seattle	3.02	3.5	5.0	36-38	10-10.5	13-14	--	--	--	--
15Spokane	3.75	3.6	5.0	47.5	13.5	14.5-15.5	--	12	15.5	16
West Virginia:										
Wheeling	4.20	3.5	6.0	48	14	16	--	--	--	16
Clarksburg	4.88	Flat	Price	50	15	17	--	--	--	18
Wisconsin:										
Milwaukee	3.35	Flat	Price	38	11	12	--	12	12	12
Beloit	2.90	Flat	Price	40	12	13	--	--	--	13
Green Bay	3.00	3.5	4.0	38	11.5	13	--	13	--	13
La Crosse	a	--	--	--	--	--	10	--	14.5	--

Basis of Quotations Given in Table III.

In most of the important milk consuming centers of the United States the prices of natural milk, bought and sold for direct consumption, are determined in advance of delivery. Price changes do not generally occur oftener than once a month. Usually the leading city milk dealers send notices to their patrons several days in advance of a change from the schedule of prices then in effect. The particular schedule of prices in effect during any month of the year is usually the result of an agreement reached between representatives of producers and the leading city distributing concerns. Unless exceptions are noted opposite the quotations, the prices given in the first column of the above table are applicable to all of the milk supplied by regular patrons of city milk dealers. (See footnotes for special price arrangements in different markets).

\*Unless otherwise qualified the prices given in the first column in the above table show the cost of milk delivered to dealers at either city railroad terminals or at the dealers' distributing plant where deliveries are made direct by producers. When the price paid by dealers to producers applies to deliveries at country receiving stations and does not include payment for transportation to the city, the average transportation cost of some dealers has been added to the country station price in order that the cost to the dealer (not including country station expenses) may be shown.

\*\*The column headed "Prices at Retail Milk Depots" includes the prices at which milk is sold over retail counters located in dealers' milk plants or delivery depots.

\*\*\*When milk is purchased on a so-called straight butterfat basis, the prices received by different producers are exactly proportionate to the butterfat content of the different lots of milk. In other cases where allowances are made for variations in butterfat tests, the prices per hundredweight of milk do not vary proportionately with the butterfat tests of the different lots, but a definite price per hundredweight is given for milk of a certain stipulated test (shown in second column of this table) and the allowance shown in the third column is added or deducted from the given price for each 1/10% above or below the stipulated basic test. However, regardless of the butterfat test applying to prices as quoted in different markets, the prices given in column one of the above table show the cost to dealers of 3.5% milk, as stated in the heading of that column.

Explanatory Notes Regarding Prices Quoted in Table III.

a Practically all or the greater portion of the market milk supply of this city is reported to be furnished by the local producers who distribute their own supply and therefore there is no well established basic wholesale price quotation for this market.

b The price given for this market in the first column of the table is applicable only to that portion of the dealers' supply as is resold in the form of fluid milk and cream or to such a portion of each individual producer's supply as comes within the limits of variation in production that is permitted by the terms of his contract with the dealer.

c In this market a producers' marketing agency, or association, arranges for the disposition of all surplus milk at whatever prices it is able to obtain, either by selling it to concerns which buy the milk for purposes of converting it into manufactured dairy products or by manufacturing the surplus in factories operated by the association or agency itself.

d In this market the price of milk is based on some accepted wholesale market quotations for butter or for American cheese. In case no prices are given it is because they are dependent upon the average of the quotations for the current month.

f Two distinct "cost prices" are reported for this market. The first price or the upper figure applies to that portion of the city's supply which is obtained from producers making direct shipments to the city. The second price, or the lower figure applied to that portion of the supply which is received through dealer's country milk stations. It is important to note that, in markets where the same price is to be paid at all country stations regardless of distance from city, the lower figure given in the first column of this table does not represent the city cost (exclusive of country station operating expenses) for the entire supply obtained through country stations; because transportation costs vary according to the distance at which different stations are located from the city.

g Fat in excess of 4% is paid for on basis of current prices paid by creameries for cream used in making butter or on the basis of some accepted wholesale butter market quotations. In San Diego a premium of 14 cents over the San Francisco market is paid per pound of "excess fat".

h In this market the price to be paid to each producer is determined by multiplying the price allowed per pound of butterfat by the average number of pounds of butterfat contained in the milk delivered and adding an extra allowance for the non-fat content of whole milk. In those markets where the allowance per pound butterfat is agreed upon in advance, the amount of such an allowance per 1/10 pound butterfat is given in the third column of the table.

i In this market some dealers make a reduced price of one cent on each quart of milk and one-half cent on each pint of milk when payment is made at office on or before the 15th of the month in which delivery is made.

1

Only Grade A milk is bottled for family trade in the Los Angeles market. The retail prices given in table III apply to Grade A milk testing 4.2%. In past months the cost prices to dealers (shown in the first column of the table) have applied to Grade B milk. This month the higher price quoted in that column applies to Grade A milk.

2

For the San Diego system of determining milk prices see page 5 of the February milk market report.

3

According to a report of a local milk producers' association, the producers supplying New Haven, Hartford and Waterbury, Connecticut receive the price given in the first column of table III for such quantities of milk as are called for by their individual contracts with dealers. A penalty or deduction of 2 cents per quart is made for milk in excess of 110 or 115 per cent of such basic quantities.

4

The method of determining prices for the Evansville, Indiana market (described in detail on page 5 of the February issue of the Fluid Milk Market Report) has been modified to the extent that, until further notice, prices will be determined at the beginning of the month instead of in the middle and at the end of each month. If by the use of the formula given in the February report, the price of 4% milk is 32 cents per hundredweight less than the estimated average production cost, then the prices to be paid will be the average of the accounts referred to. The cost of production is calculated on the basis of the following items of cost:-

20# corn + 20# of 4-2-1 mixture of corn, bran, and cottonseed meal +  
43# hay + 150# silage + 20# corn stover + 20# straw + 3 hrs. labor +  
10% for management.

5

For the first half of the month Dealers have agreed to pay producers 50 cents per gallon. F. O. B. Farm within a radius of 14 miles. On and after March 15 the price will be 40 cents per gallon.

6

Producers' Association agreement with dealers in Baltimore provides that dealers will pay to each patron the given in first column of table III for all milk not in excess of 110% of the average quantity delivered during the months of Sept., Nov., and Dec. 1919. Milk in excess of such basic quantities is to be paid for at a lower price which for the month of March is 4 cents per gallon less than the price applying to basic quantities (shown in the first columns of table)

7

For basis of price agreement in the Boston market see description, page 6, 7 February report. The method of determining prices of surplus milk has been changed from that described in that discussion. For the month of March, dealers will pay the average Chamber of Commerce price for creamery extra butter minus 5¢ for cost of manufacture, plus 20% for the butterfat in each cwt. of such milk plus 32-1/4¢ per cwt. for the skim milk in each cwt. of whole milk.

8

Producers in the Worcester market receive the price shown in the first column of table III for basic quantities determined by their deliveries during months of October, November, and December 1919. Milk in excess of such basic quantities is paid for at a reduced price which is 75% of the price applying to basic quantities. Some of the smaller "milk peddlers" who are short of an adequate supply, pay the full price for all milk purchased.

9

The price of \$4.05 applies to 85% of the milk supplied Detroit by indirect shippers; the balance is paid for at the rate of \$3.00 per hundredweight.

10

See February report, page 5, for the basis for determining the price to be paid producers for milk in the Minneapolis and St. Paul market. (For the month of March the differential is 50 cents). February retail route price, St. Paul should have been reported 13¢.

11

In previous months no butterfat allowances were reported for direct shipments to Trenton. This month an allowance of 4¢ per 1/10% of B. F. in a cwt. of whole milk is reported. Deducting the allowance for 5 points butterfat (20¢) gives a price of \$3.04. Thus the price for 4% milk is actually the same as it was last month.

12

In the Camden market the reduction in price given as compared with that of previous months is caused by an allowance of 20¢ per cwt. being made for 5 points butterfat. This allowance was not reported in previous months.

13

Prices to be paid producers in the Cincinnati market are established on a semi-monthly basis. The price for the first fifteen days is \$4.20 per cwt. For the latter half of the month a price of \$3.80 is to be paid.

14

In the San Antonio market surplus milk is paid for on a straight butterfat basis, a premium of 4 cents over the prevailing butterfat prices for sour cream being allowed. "Surplus milk" is defined as milk in excess of the basic quantities delivered on December 31.

15

The price of 12 cents per quart for milk sold at retail milk depots in Spokane applies only to goods returned from route wagons.

#### SPECIAL NOTICE

The following is a complete list of the different dairy, dressed poultry, and egg market reports issued regularly by the Bureau of Markets and sent free of charge to all persons who have made written request for them:-

- |                                      |  |
|--------------------------------------|--|
| *Daily Butter Market Report          | **Monthly Fluid Milk Market Report                   |
| *Daily Cheese Market Report          | # Monthly Condensed Milk Market Report               |
| *Daily Egg Market Report             | # Monthly Cold Storage Report                        |
| *Daily Dressed Poultry Market Report | # Quarterly Production Report                        |
| *Weekly Butter Market Review         | (Including all manufactured dairy products)          |
| *Weekly Cheese Market Review         | * Monthly Export Report (Butter, eggs, cheese, etc.) |

\*Issued from Washington and Branch Offices.

\*\*Issued from Washington Office.

#Issued from Washington in Market Reporter.

Branch offices from which certain reports are mailed are located in the following cities:- Boston, New York, Philadelphia, Chicago, Fond du Lac, Wis.; Minneapolis, and San Francisco.

Requests for any of the above reports should be addressed to the Chief of the Bureau of Markets, U. S. Department of Agriculture, Washington, D. C.

George Livingston,  
Chief of Bureau

UNITED STATES DEPARTMENT OF AGRICULTURE  
BUREAU OF MARKETS  
Washington, D. C.

April 20, 1920.

THE FLUID MILK MARKET REPORT FOR THE UNITED STATES.

(Copies of the monthly reports on fluid milk prices in the United States will be sent regularly free of charge to all persons requesting this service. Requests for these reports should be addressed to the Chief of the Bureau of Markets, U. S. Department of Agriculture, Washington, D. C.)

Table I- PRODUCERS' PRICES FOR STANDARD GRADE MILK.

The following table presents a comparison of the net prices received by producer for fresh milk delivered f.o.b. local shipping points or milk plants operated by fluid milk dealers, or concerns whose chief business is the distribution of natural milk. These prices apply to milk testing 3.5% butterfat and differ from the f.o.b. city prices given in Table III by the costs of transportation applicable to different shipping points.

Sections	Range of April Prices		Comparison of Prices for the Same Markets			
	Number	Prices	Number	1920	1920	1919
	Local Markets	per Hundredweight	Local Markets	Average for March	Average for April	Average for April
United States	3,139	\$2.05-\$6.11	3,069	\$3.58	\$3.25	\$3.00
New England	275	\$2.89-\$4.75	264	\$4.07	\$4.03	\$3.55
Middle Atlantic	1,238	\$2.42-\$4.04	1,238	\$3.56	\$2.90	\$2.94
E. North Central	584	\$2.40-\$3.83	569	\$3.20	\$3.10	\$2.76
W. North Central	329	\$2.52-\$3.96	325	\$3.44	\$3.33	\$2.91
South Atlantic	144	\$3.50-\$6.11	140	\$4.57	\$4.48	\$4.03
E. South Central	122	\$2.91-\$4.03	120	\$3.80	\$3.52	\$3.44
W. South Central	98	\$3.14-\$5.12	80	\$4.44	\$4.38	\$3.59
Mountain	126	\$2.71-\$4.40	110	\$3.08	\$3.01	\$2.80
Pacific	223	\$2.05-\$4.20	223	\$3.47	\$3.34	\$3.41

The states making up the geographic divisions are as follows: New England- Maine, N.H., Vt., Mass., R.I. and Conn.; Middle Atlantic- N.Y., N.J., and Pa.; East North Central- Ohio, Ind., Ill., Mich., and Wis.; West North Central- Minn., Iowa, Mo., N.D., S.D., Nebraska and Kansas; South Atlantic- Del., Md., D.C., Va., W. Va., N.C., S.C., Ga. and Florida; East South Central- Ky., Tenn., Ala., and Miss.; West South Central- Ark., La., Okla., and Texas; Mountain- Mont., Idaho, Wyo., Colo., N.M., Ariz., Utah and Nevada and Pacific- Wash., Ore., and California.

Table II- APRIL PRICES FOR SPECIAL GRADES OF MILK AND CERTAIN MILK PRODUCTS.

The following table shows the wholesale and retail prices reported for "special" and "certified" milk and certain other dairy products delivered at wholesale buyers' places of business and at the homes of retail consumers. Wholesale prices are reported on the basis of bulk goods sold to and delivered at establishments of large scale consumers or users. Quotations for wholesale milk and light cream have been reduced to a gallon basis. For heavy cream, the wholesale price is quoted per pound of butterfat. For prices of "standard milk", see Table III of this Report.

CITIES	Special Milk	Certi- fied Milk	Cultured Buttermilk		Cottage Cheese		Light Cream 13-20% B.F.		Heavy Cream 23-40% B.F.
	Retail Cts per Qt.	Retail Cts per Qt.	Whole- sale Cts per Gallon	Re- tail Cts per Quart	Whole- sale Cts per Lb.	Re- tail Cts per Lb.	Wholesale Dollars per Gallon	Re- tail Cts per 1/2pt.	Wholesale Price per Lb. Butterfat
	Boston	19	22-25	29	11	--	36	1.40-1.45	15-16
New York	18	25-26	24	11-12	7-8	10-15	1.68	20	.99-1.04
Buffalo	--	--	--	--	--	--	--	20	--
Philadelphia	16	28	36-48	10-13	7	10	1.60-2.20	16-18	.86
Pittsburgh	--	--	--	--	11	--	1.50-1.80	17	1.00
Cleveland	20	32	--	15	14	18	1.90	20	1.17
Chicago	22	25	--	12-pt.	--	19.2	1.75	16	.96
Milwaukee	18	25	24-26	8	8	12-16	1.60-1.80	15	.90
Detroit	22	25	--	11-pt.	9-11	16	1.80	16	1.08
Minneapolis	--	20	--	12	8	16	1.60-1.75	15	1.01
St. Louis	18	22	--	14	--	15	--	17	--
Des Moines	17	25	--	16	10	13-20	1.75-2.00	15	1.13
Washington	18	30	44-48	18	10	15	1.80-2.40	20	1.21-1.35
Richmond	17	--	--	16	--	--	1.70	16	--
Tampa	--	--	--	--	25	30	2.00	--	--
Baltimore	20	--	58-60	16	--	--	1.90-2.40	20	1.20
Louisville	--	28	--	--	--	--	1.44-1.60	16	.96
Memphis	--	25	--	20	--	--	1.70	20	--
New Orleans	21	--	50	17	--	--	1.80	16	.96
San Antonio	--	--	30	12	12-15	20	2.00-2.25	20	1.12
Colo. Springs	15-20	--	15	5	10	12	1.60	13	.97
Salt Lake City	15	--	20	7.5	10	20	1.75	15	1.00
Portland	--	21	45	13	10	15	1.80	17	1.20
Seattle	--	--	--	--	--	--	1.60	15	.96
San Francisco	--	23	--	16	--	15	1.80-1.88	15	.89-.95

TABLE III.- APRIL COST AND SELLING PRICES OF "STANDARD GRADE MILK"

The following table presents the prevailing prices of "standard grade milk" in various markets of the United States. The prices given herewith are those paid or charged by the larger fluid milk marketing concerns of each city. If different dealers report different prices the highest and lowest prices are given in this table rather than an average of the different prices reported. In markets where there are active producers' marketing associations with whom dealers negotiate for a considerable portion of the city's milk supply, the association's selling price is indicated by an asterisk (\*).

Unless the prices given in the first column of this table are followed by the letter "a" they apply to milk delivered to dealers at either city railroad terminals or at the dealers' distributing plant if deliveries are made direct from farms. When the price paid by dealers to producers applies to deliveries at country receiving stations and varies with different distance zones, the particular zone to which the given price applies is given in the foot note numbered to correspond to the number placed before the market in question.

The term "standard grade milk" is used to refer to that grade of milk which is most generally sold within the particular city for which prices are quoted. This grade of milk may be either raw or pasteurized but in case of most of the larger cities it is pasteurized. The "dealer's spread" or the difference between cost and selling prices for both wholesale and retail transactions, can be ascertained if the butterfat test of milk as delivered to different classes of trade is known. The prevailing butterfat test varies with different cities. In many cities it ranges from 3.5 to 3.7%, whereas in some cities it seldom ranges below 4.0%.

To reduce prices per hundredweight to either a gallon or a quart basis divide by 11.63 or 46.53 respectively. See footnotes for basis of quotations and exceptions to given prices or special contractual provisions relating to the prices to be paid producers in different markets.

MARKETS FOR WHICH PRICES ARE GIVEN	Producers' Selling Prices per Cwt. of Raw Milk Delivered in Bulk:- (Flat Prices or Reduced to 3.5% B.F. Basis)	Dealer's F.O.B. City Cost per Cwt. of 3.5% Milk Collected through Country Stations (a)	Allowances or Prices per 1/10% Butterfat in a Hundredweight of Milk	Dealers' Selling Prices*			Retail Stores' Selling Prices per Single Quart of Bottled Milk	Relation of Supply and Demand Conditions for April:- ** Estimated Surplus or Shortage	Increase or Decrease in % (+ or -) of March Sales over or under February's ***
				To Wholesale Trade Per Gallon (in lots of 5 to 20 Gallons) of Bulk Milk	Per Quart (in Cases of 12) Bottled Milk	Fami-ly Trade Per Single Quart of Bottled Milk			
Alabama:									
Birmingham	3.50	--	10.0	50	15	20	20-25	--	--
Mobile	--	--	--	45-60	--	18-25	18-25	--	--
Arizona:									
Phoenix	4.65	Flat Price		45	--	--	17	--	--
Tucson	No Reports	Received							
Arkansas:									
Little Rock	No Reports	Received							
California:									
San Francisco	4.04c	--	2.9	47.6	13-14	16	14-16	--	--
1. Los Angeles	4.03	--	11.5	55	15	16	16	Surplus	-15.0
2. San Diego	4.45*c	--	g	50	14.45	17	17	Surplus	--
Colorado:									
Colo. Springs	3.67-3.78	--	3.5	37.5-40	12	12.5-13	12.5*-14	Surplus	--
Denver	3.06	--	8.75	35	12	13	12	--	--
Pueblo	No Reports	Received							
Connecticut:	4.68-4.98b		4.0						
3. Hartford	2.89a	3.33	4.0	50-52	15	17	17	Surplus	--
4. Bridgeport	2.89a	3.32	4.0	44	13	15	15	Shortage	--
3. New Haven	4.55-4.75b	Flat Price							
	4.42a	4.77	4.0	50-52	14-14.5	16	16	Equal	--
Delaware:									
Wilmington	No reports	received							
Dist. of Col:	4.65-5.12		.46				*		
Washington	3.50a	4.58	.40	52-60	14-16	17-18	16-17	Shortage	--
Florida:									
Jacksonville	6.05	--	4.2	68	18	20	20	--	--
Miami	--	--	--	50-80	20	25	--	Surplus	--
Tampa	--	--	--	50-60	--	20-25	--	--	--
Georgia:									
5. Atlanta	5.81-6.10b	Flat Price		65	17.5	--	--	--	--
Augusta	4.07	--	11.63	55	14	20	22	--	--
Savannah	--	--	--	80	20-22	25-30	25-30	--	--
Idaho:									
Wallace	4.05	Flat Price		50	15	15	20	Equal	--
Illinois:									
Chicago	2.75a	3.80	4.0	42-44	13-14	14	13-14	Surplus	--
Peoria	No Reports	Received							

Page 3.-April Fluid Milk Market Report.

Fill this sheet on dotted line below in order to adjust the columns of this page to proper headings of Table III on page 2. (FOOT HERE)

State:	\$	\$	Cts	Cts	Cts	Cts	Cts		%
Indiana:									
Indianapolis	2.98		8.5						
	2.80a		8.0d	44	12	14	14	--	+13.3
Port Wayne	3.40	Flat	Price	45	13	15	15-16	surplus	--
South Bend	2.90		4.0	40	12	14	14	equal	--
Evansville	3.35		9.56g	49	14.5	16	16	--	--
Iowa:									
Des Moines	3.62		5.0	45	13	15	15	equal	--
Sioux City	4.10		6.0	50	14.5	16	16	shortage	--
Dubuque	3.11		3.0on 4.0off	40	12	14	14	--	--
Davenport	--		--	35	12	14	12*-13	--	--
Kansas:									
Topeka	3.25-3.45	3.45	3.0	35-45	13	15	--	surplus	--
Kansas City	3.70		2.9	--	13	15	--	surplus	--
Wichita	3.10-3.30	Flat	Price	38-40	10-12	13-15	--	surplus	--
Kentucky:									
Louisville	3.69-3.70		5.0	43	14	16	16	--	--
Lexington	No Reports	Received							
Louisiana:									
Baton Rouge	5.23		--	55	16	18	--	--	--
New Orleans	5.12b		4.5	46	17	19	19	surplus	--
Alexandria	4.65a	Flat	Price	60	--	--	--	--	--
Maine:									
Auburn	3.61		6.0h	52.5	14.5	15	14-15	equal	--
Portland	--		--	48	13	15	--	--	--
Maryland:									
Baltimore	4.13b		5.8						
Cumberland	3.50ab		5.8	58-60	15-16	16	16	surplus	--
	4.73		3.0	54	16	17	17	--	--
Massachusetts:									
Boston	4.53*		See						
	*3.82ab	footnote		52-53	15	17	16-17	surplus	--
Springfield	4.54b	Flat	Price	56	15	17	13*-17	surplus	+8.0
Fall River	5.00	Flat	Price	52	13-14	16-17	16*-17	equal	--
Worcester	4.54b		4.0	52.5	14.5	17	--	--	--
Pittsfield	4.30	Flat	Price	48	12-13	16	16	--	--
Michigan:									
Detroit	4.05b	4.80	4.0g	52	15	16	16	surplus	+2.3
Grand Rapids	3.36-3.48		4.0	40-42	12	14	14	surplus	--
Kalamazoo	4.00	Flat	Price	48	13	15	15	--	--
Bay City	No Reports	Received							
Minnesota:									
Minneapolis	3.20*-3.35		5.0						
	3.00a	3.35	5.0	42	11.5	13	13	equal	+8.7
St. Paul	3.20*-3.95		5.0						
	3.00a	--	5.0	44	11-12	13	13	--	--
Duluth	--		--	--	--	15	--	--	--
Winona	No Reports	Received							
Missouri:									
Kansas City	4.21		3.0						
	2.80a	--	8.0	45-50	14-15	16	16	surplus	--
St. Joseph	No Reports	Received							
St. Louis	3.59-3.72*	Flat	Price	--	--	15	14	--	--
	3.00a		3.0	--	--				
Montana:									
Butte	3.60	Flat	Price						
	3.29a		9.4	45	--	--	--	surplus	-5.0
Nebraska:									
Lincoln	3.32-3.49*		9.5						
	3.07a	3.67	6.5h	48-50	13.5	15	14-15	equal	--
	3.00-3.49*	Flat	Price						
	2.52a	--	5.6	36-42.5	12-14.5	16.6	--	equal	--
Omaha									
New Hampshire:									
Concord	--		--	--	12	14	--	--	--
Manchester	No Reports	Received							
New Jersey:									
Newark	3.20		4.0						
	2.75a	--	4.0	40-42	11	15	--	--	--
	3.04		4.0						
Trenton	2.88*a-3.33*ab		4.0	40-48	12-14	14	16-17	--	--
Camden	3.99		4.0	--	--	14	--	surplus	--
Atlantic City	No Reports	Received							
New York:									
Buffalo	3.33	Flat	Price						
	2.615a	--	4.0	--	12.5	14.5	15	surplus	--
New York	2.75a	3.63	4.0	37-40	15	15	15	surplus	--
Rochester	3.11-3.92	Flat	Price	40-44	11.5	13-15	--	surplus	--
Albany	3.04	Flat	Price	36	14	14-15	15	--	--
Syracuse	3.02	--	4.0	40-44	13	15	15	surplus	--
North Carolina:									
Asheville	4.46		4.0	55	14	17	17-19	surplus	-8.7
North Dakota:									
Fargo	3.49	Flat	Price	40	12	15	15	--	--
Oklahoma:									
Oklahoma City	3.50	--	10.0	50	15	18	17	surplus	--
Tulsa	4.07	--	11.63	55	16	--	20	shortage	--

Fold this sheet on the dotted line below in order to adjust the columns of this page to proper headings of Table III on page 2. (FOLD HERE) ✓

Ohio:	\$	Cts	Cts	Cts	Cts	Cts	Cts	%
18 Cincinnati	Undetermined	3.50	4.50	52	--	15	--	--
Toledo	3.60-3.65	Flat Price		44	13.5	15	--	equal
Columbus	3.75	--	5.0	43	12	14	14	surplus
Dayton	3.55-3.75	--	5.0	45	14	16	16	shortage
Oregon:								equal
Eugene	3.55	Flat Price		--	--	15	13	equal
Salem	No Reports Received							--
Portland	3.05b	--	5.0	45	12	13	--	--
Pennsylvania:								
Pittsburgh	3.95	--	5.8					
	3.10a	--	5.0	38-42	14.5	15	--	--
19 Philadelphia	3.99*b		4.0					+25.1
	3.41*ab	4.10	4.0	46-48	13	14	14	equal
Harrisburg	3.48*b	--	4.0	48	12	13	13	surplus
20 Wilkes-Barre	2.75a	--	4.0	44	--	13	13	surplus
Scranton	3.09	--	4.0	40	12	13	13	surplus
Rhode Island:								
Providence	4.53*b	--	4.0	54	14.5	17	--	--
Newport	4.41*b	Flat Price		52	13	15	15	--
South Carolina:								
Charleston	No Reports Received							
Greenville	5.81-6.40	Flat Price		--	--	25	25	--
South Dakota:								
Lead	--	--	--	--	--	15	--	--
Sioux Falls	3.75	Flat Price		45	14	14	--	surplus
Tennessee:								
Memphis	4.19	Flat Price		50	17	18	--	--
21 Nashville	d	--	d	50	16	17	17	surplus
Chattanooga	4.35-3.50	--	5.8	60	16	19	--	--
Texas:								
Dallas	3.85	--	11.0					
	3.32a	--	9.5	60	18	21	--	--
Fort Worth	3.85	--	11.0	55	18	20	--	--
Galveston	4.07-4.65	Flat Price		60-70	--	20	--	--
El Paso	No Reports Received							
22 San Antonio	3.66	--	10.46	45-50	17	18-19	19	surplus -7.3
Utah:								
Salt Lake City	3.49	Flat Price		35	11	12.5	13	equal
Vermont:								
Burlington	3.00	Flat Price		--	--	14	--	--
Virginia:								
Richmond	5.12-5.18	Flat Price		56	16	16	16	equal
Roanoke	4.65	--	8.00n	52	15	17	15	--
Norfolk	No Reports Received							
Washington:								
Seattle	2.60-3.15	--	5.0	33.3	9	12	--	--
23 Spokane	3.75*b	--	5.0	47.5	13-13.5	14.5-15.5	15-16	surplus
West Virginia:								
Wheeling	No Reports Received							
Clarksburg	4.64	Flat Price		50	16	17	18	surplus
Wisconsin:								
Milwaukee	3.16*	Flat Price		38	11	12	11-12	surplus
Beloit	2.75	--	4.0	--	12	13	12	--
Green Bay	2.71	--	4.0	38	10.5	12	12	surplus
La Crosse	--	--	--	--	--	--	14.5	--

Explanations Regarding Prices and Other Data Given in Table III.

\*Dealers' selling prices apply to milk delivered to homes of retail customers or to business establishments of wholesale customers. Retail store prices apply to systems of chain stores operated on the "cash and carry" basis and to independent groceries operating on a "credit and delivery" basis. In case "cash and carry" stores sell at reduced prices, this class of stores' selling prices are indicated by an asterisk (\*).

\*\*Estimated surpluses or shortages are based on the current receipts of milk from the regular patrons supplying the leading dealers, compared with their past month's sales and the prospective market demand conditions for the present month.

\*\*\*Comparisons of increases or decreases in monthly sales of market milk and the usual by-products handled by milk dealers are based on the sales records of same firms reporting for each month. It is important to note that the percentages given in the last column of this table are representative of sales conditions of only one or two of the larger dealers in each city and do not necessarily represent the actual condition for the market as a whole.

2 This price applies to milk delivered at dealers' country receiving stations or at producers' railway shipping points. In the second column of this table there is given the f.o.b. city cost of bulk milk purchased on this basis including both transportation costs and country station operating expenses of one or more of the larger milk marketing concerns operating in this market. See foot note corresponding



12. See February report, page 5, for the basis for determining the price to be paid producers for milk in the Minneapolis and St. Paul market. The following differentials have been agreed upon: April 45 cents, May 40 cents, June 40 cents, July 45 cents, August 55 cents, September 55 cents, October 60 cents, November 60 cents, and December 55 cents.

13. In Omaha a producers' cooperative plant is retailing some bottled milk at 12 cents per quart. This distribution is effected through the cooperation of the city fire department. The producers' association delivers the milk at fire stations and members of the force make cash sales to family consumers.

14. \$2.75 applies to shipments of milk received in Newark originating in the 200 mile zone for the New York market.

15. Two distinct country station price schedules apply to the Trenton market. \$2.83 is the Dairymen's League price applying to shipments originating in the 71-80 mile zone for the New York market. \$3.33 applies to shipments of milk originating in the 131-140 mile zone of the Interstate Milk Producers Association territory.

16. The "country station price" given for Buffalo applies to shipments of milk originating in the 400 mile zone for the New York market.

17. The "country station price" given for the New York market applies to the 200-210 mile zone. for Cincinnati

18. Up to date of this issue, no report of agreement in prices had been received by the Bureau of Markets. At the first of the month, the dealers offered \$3.80 per hundredweight for the first half of the month and \$3.50 for the last half, or \$3.65 per hundredweight for the whole month.

19. The "country station price" for the Philadelphia market given in table III applies to 51-60 mile zone of the Interstate Milk Producers' Association territory.

20. The "country station price" given for the Wilkes-Barre market applies to shipments of milk originating in the 210 mile zone of the New York regional market.

21. In the Nashville market the leading distributor purchases milk on a straight butterfat basis and has agreed to pay a premium of 30 cents per pound of butterfat over the semi-monthly averages of the Chicago butter market quotations for creamery extra butter.

22. Dealers' selling prices in the San Antonio market apply to milk testing 4% butterfat.

23. Producers in the Spokane market receive \$3.75 (shown in the first column of table III) for basic quantities determined by their deliveries during eight months dating from July to February inclusive. The price of all milk in excess of basic quantities is based on the market quotation for butterfat.

Philadelphia Milk Price Agreement.

The Interstate Milk Producers' Association - an organization whose members control considerable portions of the natural milk supply of Philadelphia, Harrisburg, Lancaster, York, Altoona, Allentown, Bethlehem, Easton, and Reading in Pennsylvania; Wilmington and Dover in Delaware; and Atlantic City and Trenton in New Jersey - has issued the following statement relative to an agreement effective between producers and dealers in its territory with the approval of Dr. Clyde L. King, milk arbitrator for Pennsylvania:-

Each producer shall be credited with the amount of milk delivered by him during October, November, and December, 1919. His average production of these three months shall be known as his basic quantity. These amounts will be posted at receiving station and duplicate copies sent to Inter-State Milk Producers' Association. During the following nine months he will receive a basic price (which will be determined by conference) for the following percentages of this amount of milk:

January	100%	April	100%	July	110%
February	100%	May	110%	August	105%
March	100%	June	110%	September	100%

Additional milk produced during these months, if any, to be paid thus:

A committee of three \*\*\* to check up each month the average price of New York 92 score solid packed butter as published by the United States Bureau of Markets for that month and to immediately inform all concerned what this may be. Payment for all additional milk above referred to, to be made at the rate of 120% of butter price, as thus established for each point of butter fat in the milk.

For example - Farmer "A" produced  
 2100 lbs. milk in October.  
 2000 " " " November  
 1900 " " " December  
 3)6000(2000 lbs. milk Basic Quantity

Average 2000 lbs. of milk during these months. If he produced 2500 lbs. milk in May, 2200 lbs. (110% of 2000 lbs.) would be paid for at that maximum price and 300 lbs. at the price for additional milk. Butter average 65¢ for January, therefore 120% of 65¢ or 78¢ for each point of fat or \$3.12 per 100 lbs. for 4% milk at receiving station door for this additional 300 lbs. of milk.

Prices on direct shipped milk to be calculated by paying for the surplus at a price proportionately lower than the maximum price as is the difference in the two prices at receiving stations in the 50-60 mile zone.

When tenants move, the average production of the farm for previous tenure to be used as a basis for computation. New shippers in business to be paid for 50% milk at maximum price and 50% at the computed price.

George Livingston,  
 Chief of Bureau.

to number preceding the name of the city or market in order to ascertain the particular zone rate to which prices given in first column apply.

b The price given for this market in the first column of the table is applicable only to that portion of the dealers' supply that is resold in the form of fluid milk and cream or to such a portion of each individual producer's supply as comes within the limits of variation in production that is permitted by the terms of his contract with the dealer.

c In this market a producers' marketing agency, or association, arranges for the disposition of all surplus milk at whatever prices it is able to obtain, either by selling it to concerns which buy the milk for purposes of converting it into manufactured dairy products or by manufacturing the surplus in factories operated by the association or agency itself.

d In this market the price of milk is based on some accepted wholesale market quotation for butter or for American cheese. In case no prices are given it is because they are dependent upon the average of the quotations for the current month.

g Fat in excess of 4% is paid for on basis of current prices paid by creameries for cream used in making butter or on the basis of some accepted wholesale butter market quotations. In San Diego a premium of 14 cents over the San Francisco market is paid per pound of "excess fat".

h In this market the price to be paid to each producer is determined by multiplying the price allowed per pound of butterfat by the average number of pounds of butterfat contained in the milk delivered and adding an extra allowance for the non-fat content of whole milk. In those markets where the allowance per pound butterfat is agreed upon in advance, the amount of such an allowance per point or 1/10 pound butterfat (in a hundredweight of milk) is given in the third column of the table.

1. See note on page 5 of March report for explanation regarding Los Angeles prices.

2. For the San Diego system of determining milk prices see page 5 of the February milk market report.

3. The Connecticut Milk Producers' Association reports various provisions relative to surplus milk for the New Haven, Waterbury, and Hartford markets, some of which are the cause for the range of prices reported for those markets. Some producers agree to take care of whatever milk they produce in excess of certain stipulated quantities. Other producers sell entire production for 1/4 to 1/2 cent per quart less than the prevailing price the year around. In other instances, a variation of from 10 to 15% above or below the basic quantities is allowed, with 2 cents per quart penalty on milk in excess of or below those limits.

In New Haven one dealer's country stations are located in the 21 - 30 mile zone of the New York market and the New York Dairymen's League prices apply to milk purchased there. In the Hartford market the Dairymen's League prices apply to milk delivered at country stations located beyond the 50 mile zone.

4. In the Bridgeport market, one dealer's country stations are located in the 60-70 mile zone of the New York market and the New York Dairymen's League prices apply to milk purchased there.

5. In the Atlanta Market 50 cents is reported to be the prevailing price per gallon paid by dealers. Some dealers report 45 cents as the price of a gallon of surplus milk.

6. For the first half of the month dealers of Des Moines have agreed to pay producers \$3.75 per hundredweight, f.o.b. city. After April 15 the price will be \$3.50 per hundredweight.

7. In the New Orleans market the price of \$5.34 per hundredweight of 4% milk applies to basic quantities which are determined by the 'winter months' production. The price of surplus milk is based on butter market quotations.

8. See March report, page 6, for description of producers' association agreement with dealers, regarding "surplus" milk. The price of such milk, for the month of April is 6 cents per gallon less than the price applying to basic quantities (shown in the first column of table.)

9. The "country station price" given for the Boston market applies to the 201-220 mile zone. The New England Milk Producers' price schedule for milk delivered during April is based on \$4.53 per hundredweight f.o.b. Boston. Where milk is bought by weight and test, the dealer will make allowances for variations in butterfat test on the basis of the average monthly quotations of the Boston Chamber of Commerce for creamery extra butter per pound. This price per pound or per point, shall be added to each 0.1 of 1% above 3.7% and deducted for each 0.1 of 1% below 3.7% for each hundredweight of milk so purchased. The association further offers to accept the loss arising from surplus production of their members for the month of April according to terms and conditions of the surplus plan of the Federal Milk Commission for New England as it applied and was administered during the month of October 1919. The plan will be administered by Dr. A. W. Gilbert at a cost to be equally borne by producers and dealers. for March

10. Owing to indistinct figures on reports received by the Bureau of Markets the dealer's selling price in Pittsfield, Mass. of bulk milk was given as 40 cents per gallon whereas from later reports the actual price appears to have been 48 cents.

11. A committee representing the producers association for the Detroit market will meet on April 25 to visit plants and determine the proportion of surplus milk to total receipts; and at that time the price for surplus milk is to be determined.

UNITED STATES DEPARTMENT OF AGRICULTURE  
BUREAU OF MARKETS  
Washington, D. C.

May 20, 1920.

THE FLUID MILK MARKET REPORT FOR THE UNITED STATES.

(Copies of the monthly reports on fluid milk prices in the United States will be sent regularly free of charge to all persons requesting this service. Requests for these reports should be addressed to the Chief of the Bureau of Markets, U. S. Department of Agriculture, Washington, D. C.)

Table I- PRODUCERS' PRICES FOR STANDARD GRADE MILK.

The following table presents a comparison of the net prices received by producers for fresh milk delivered f.o.b. local shipping points or milk plants operated by fluid milk dealers, or concerns whose chief business is the distribution of natural milk. These prices apply to milk testing 3.5% butterfat and differ from the f.o.b. city prices given in Table III by the costs of transportation applicable to different shipping points.

Sections	Range of May Prices		Comparison of Prices for the Same Markets			
	Number Local Markets	Prices per Hundredweight	Number Local Markets	1920	1920	1919
				Average for April	Average for May	Average for May
United States	3266	\$2.15-\$6.11	3069	\$3.27	\$3.17	\$2.99
New England	280	\$2.89-\$4.75	265	\$4.04	\$3.77	\$3.42
Middle Atlantic	1219	\$2.62-\$4.04	1219	\$2.89	\$2.89	\$3.15
E. North Central	729	\$2.15-\$3.83	584	\$3.10	\$3.01	\$2.61
W. North Central	340	\$2.52-\$3.90	329	\$3.39	\$3.29	\$2.72
South Atlantic	152	\$2.80-\$6.11	144	\$4.55	\$4.30	\$3.91
E. South Central	128	\$2.76-\$4.45	120	\$3.52	\$3.17	\$2.87
W. South Central	81	\$3.50-\$4.65	74	\$4.54	\$3.87	\$4.02
Mountain	124	\$2.63-\$3.47	121	\$3.21	\$2.98	\$3.11
Pacific	213	\$2.71-\$4.20	213	\$3.40	\$3.43	\$3.25

The states making up the geographic divisions are as follows: New England- Maine, N.H., Vt., Mass., R.I. and Conn.; Middle Atlantic- N.Y., N.J., and Pa.; East North Central- Ohio, Ind., Ill., Mich., and Wis.; West North Central- Minn., Iowa, Mo., N.D., S.D., Nebraska and Kansas; South Atlantic- Del., Md., D.C., Va., W.Va., N.C., S.C., Ga. and Florida; East South Central- Ky., Tenn., Ala., and Miss.; West South Central- Ark., La., Okla., and Texas; Mountain- Mont., Idaho, Wyo., Colo., N.M., Ariz., Utah and Nevada and Pacific- Wash. Ore., and California.

Table II- MAY PRICES FOR SPECIAL GRADES OF MILK AND CERTAIN MILK PRODUCTS.

The following table shows the wholesale and retail prices reported for "special" and "certified" milk and certain other dairy products delivered at wholesale buyers' places of business and at the homes of retail consumers. Wholesale prices are reported on the basis of bulk goods sold to and delivered at establishments of large scale consumers or users. Quotations for wholesale milk and "light cream" have been reduced to a gallon basis. For "heavy cream", the wholesale price is quoted per pound of butterfat. For prices of "standard milk", see Table III of this Report.

CITIES	Special Milk	Certified Milk	Cultured Buttermilk		Cottage Cheese		Light Cream 18-20% B.F.		Heavy Cream 23-40% B.F.
	Retail Cts per Qt.	Retail Cts per Qt.	Whole-sale Cts per Gallon	Re-tail Cts per Quart	Whole-sale Cts per Lb.	Re-tail Cts per Lb.	Wholesale Dollars per Gallon	Re-tail Cts per 1/2 pt.	Wholesale Price per Lb. Butterfat
Boston	19	25	26	10	--	26	1.45-1.56	16	\$ .91
New York	18	25-26	36	11	7-8	10	1.68	20	.99
Buffalo	--	--	--	--	--	--	--	20	--
Philadelphia	16	28	--	--	--	--	1.60	16	--
Pittsburgh	--	--	--	--	11	--	1.50-1.70	18	1.00
Cleveland	20	32	--	15	14	18	1.90	20	1.17
Chicago	22	25	--	12 pt.	--	19.2	1.75	16	.98
Milwaukee	14	25	24-26	8	8	16	1.60	15	.90
Detroit	22	25	28	10 pt.	10	16	1.80	15-16	1.07
Minneapolis	--	20	--	12	8	16	1.60-1.75	15	.90
St. Louis	18	22	--	14	--	15	--	17	--
Des Moines	17	25	28	10-16	10-11	13-20	1.60-2.00	15	1.08-1.15
Washington	16	30	44-52	14-20	8	15	1.85-2.20	17-19	1.06-1.27
Richmond	17	--	--	16	--	--	1.70	16	--
Jacksonville	25	--	--	--	30	--	2.60	--	1.27
Baltimore	20	--	58-60	16	--	--	1.80-1.90	20	1.08-1.27
Louisville	--	--	--	18	--	--	1.60	16	.96
Memphis	--	25	--	20	--	--	1.70	20	--
New Orleans	19	25	45-50	15	--	--	1.80-1.85	15-16	.96-.98
San Antonio	--	--	--	--	15	20	2.00	18	1.10
Colo. Springs	15-20	--	15	5	10	12	1.60	13	.97
Salt Lake City	15	--	20	7.5-8	10-15	20	1.75	15	.94
Portland	--	21	--	13	7-10	15	1.80	17	--
Spokane	--	--	24	10	--	--	1.80	14.5-20	1.09
San Francisco	--	23	--	16	--	15	1.80	15	.80

TABLE III.- MAY COST AND SELLING PRICES OF "STANDARD GRADE MILK".

The following table presents the prevailing prices of "standard grade milk" in various markets of the United States. The prices given herewith are those paid or charged by the larger fluid milk marketing concerns of each city. If different dealers report different prices the highest and lowest prices are given in this table rather than an average of the different prices reported. In markets where there are active producers' marketing associations with whom dealers negotiate for a considerable portion of the city's milk supply, the association's selling price is indicated by an asterisk (\*).

Unless the prices given in the first column of this table are followed by the letter "a" they apply to milk delivered to dealers at either city railroad terminals or at the dealers' distributing plant if deliveries are made direct from farms. When the price paid by dealers to producers applies to deliveries at country receiving stations and varies with different distance zones, the particular zone to which the given price applies is given in the foot note numbered to correspond to the number placed before the market in question.

The term "standard grade milk" is used to refer to that grade of milk which is most generally sold within the particular city for which prices are quoted. This grade of milk may be either raw or pasteurized but in case of most of the larger cities it is pasteurized. The "dealer's spread" or the difference between cost and selling prices for both wholesale and retail transactions, can be ascertained if the butterfat test of milk as delivered to different classes of trade is known. The prevailing butterfat test varies with different cities. In many cities it ranges from 3.5 to 3.7%, whereas in some cities it seldom ranges below 4.0%.

To reduce prices per hundredweight to either a gallon or a quart basis divide by 11.63 or 46.53 respectively. See footnotes for basis of quotations and exceptions to given prices or special contractual provisions relating to the prices to be paid producers in different markets.

MARKETS FOR WHICH PRICES ARE GIVEN	Producers' Selling Prices per Cwt. of Raw Milk Delivered in Bulk.- (Flat Prices or Reduced to 3.5% B.F. Basis)	Dealer's F.O.B. City Cost per Cwt. of 3.5% Milk Collected through Country Stations (a)	Allowances or Prices per 1/10% Butterfat in a Hundredweight of Milk	Dealers' Selling Prices*			Retail Stores' Selling Prices per Single Quart of Bottled Milk *	Relation of Supply and Demand Conditions for April:- ** Estimated Surplus or Shortage	Increase or Decrease in % (+ or -) of April Sales over or under March Sales ***
				To Wholesale Trade		To Family Trade			
				Per Gallon (in lots of 5 to 20 Gallons) of Bulk Milk	Per quart (in Cases of 12) Bottled Milk	Per Single Quart of Bottled Milk			
Alabama:	\$	\$	Cts	Cts	Cts	Cts	Cts		
Birmingham	3.50*	-	10.0	60-64	15	20	20*-26	--	
Mobile	--	-	--	45-60	--	18-25	18-25	--	
Arizona:									
Phoenix	--	-	--	45	--	17	--	--	
Tucson	No Reports Received								
Arkansas:									
Little Rock	No Reports Received								
California:									
San Francisco	4.04c	-	2.9	45.6	14	16	--	--	
Los Angeles	4.03	-	11.5	55	15	16	--	surplus	
1. San Diego	4.45*c	-	g	50	14.45	17	17	--	
Colorado:									
Colo. Springs	3.67	-	3.5	37.5-40	12	12.5-13	12*-14	surplus	
Denver	2.98*	-	8.5	35	--	--	--	+13.8	
Pueblo	No Reports Received								
Connecticut:									
2 Hartford	4.68-4.98*f	3.33	4.0	50-52	15	17	17	surplus	
3. Bridgeport	2.89a	3.32	4.0	44	13	15	15	shortage	
2. New Haven	4.42-4.75*b	Flat Price	4.0	42-50	14-14.5	16	16	shortage	
2.94a	-								
Delaware:									
Wilmington	No Reports Received								
Dist. of Col:	4.07-4.30	-	4.6						
4. Washington	2.80a	-	4.0	50-52	13-14	16	1+-16	surplus	
Florida:									
Jacksonville	5.23*-6.05	-	5.0	55-68	18	20	20	equal	
Miami	--	-	--	50-80	20	25	25	surplus	
Tampa	--	-	--	50	16	20	--	--	
Georgia:									
Atlanta	5.82	Flat Price	65	--	--	25	--	surplus	
Augusta	4.07	-	11.63	--	13.5	--	20	--	
Savannah	No Reports Received							- 1 9	
Idaho:									
Wallace	No Reports Received								

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	\$	Flat Price	Cts	Cts	Cts	Cts		%
Illinois:	3.20							
Chicago	2.70a	3.75	4.0	41-44	13-14	14	13-14	surplus --
Pecunia	2.75	--	4.0	--	--	--	--	shortage --
Rockford	2.70	--	3.0	36	11	12	--	surplus - 7.7
Indiana:								
Indianapolis	2.80*-2.98		8.5					
Fort Wayne	2.45*-2.52a	Flat Price	7.2d	42-44	12-12.5	14	14	surplus - 0.4
South Bend	3.40		4.0	40	13	15	15	surplus --
5 Evansville	3.00	--	4.0	40	11-12	14	14	surplus --
Iowa:								
6 Des Moines	3.33	--	9.5g	43-49	14.5	16	16	surplus --
Sioux City	3.50*b	--	5.0	40-45	13	15	15	equal --
Dubuque	3.90	--	6.0	50	14.5/	16	16	equal --
Davenport	2.16	--	3.0 on 4.0 off	40	11	13	13	-- --
Kansas:								
Topeka	No Reports Received							
Kansas City	3.20-3.50	--	3.0	45	12-13	15	15	-- --
Wichita	3.34-3.45	--	2.9	--	13	15	15	surplus --
Kentucky:								
Louisville	2.90	Flat Price		40	10-12	13-15	--	-- --
Lexington	3.11-3.25d	--	5.0	38-40	14	16	16	surplus --
Louisiana:								
Baton Rouge	4.19-4.65	Flat Price		50-55	15	20	18	surplus --
New Orleans	4.42	--	4.0	--	--	--	--	-- --
Alexandria	4.16-4.42b	--	5.0	46-50	15	17	17	surplus --
Maine:								
Auburn	4.65a	Flat Price		50	16	20	20	-- --
Portland	No Reports Received							
Maryland:								
7 Baltimore	3.72	Flat Price		48	13	15	15	surplus --
Cumberland	4.01*b		5.8					
Massachusetts:								
8 Boston	3.26*ab		5.8	53-60	15-16	16	16	surplus --
Springfield	4.73	--	3.0	54	16	17	17	surplus --
Fall River	4.19*b	See						
Worcester	*3.47ab	Footnote		50	14.25	16.25	16.25	surplus --
Fittsfield	4.42b	Flat Price		56	15	17	17	surplus - 4.5
Michigan:								
Detroit	5.00	Flat Price		52	14	16-17	16*-17	surplus --
Grand Rapids	4.43b	--	4.0	--	--	--	--	-- --
Kalamazoo	4.30	Flat Price		48	12-13	16	16	-- --
Bay City	4.05		4.0					
Minnesota:								
9 Minneapolis	4.05		4.0					
9 St. Paul	3.89a	--	4.0g	50-52	14-15	15-16	15-16	surplus -11.0
Duluth	--	--	--	40-42	12	14	14	-- --
Winona	4.00b	Flat Price		48	13	15	15	-- --
Missouri:								
Kansas City	3.30	Flat Price		--	--	14	12	equal --
St. Joseph	3.10*-3.20d	--	5.0	42	11.5	13	13	-- --
10 St. Louis	3.10*-3.95d	--	5.0	44	11-12	13	13	shortage --
Montana:								
Butte	3.35	--	5.0	44	13	15	15	surplus - 6.8
Nebraska:								
Lincoln	3.88	Flat Price		46	12	13	--	-- --
Omaha	3.31-4.15		3.0					
Nevada:								
Carson City	2.80a	3.47	8.0	40-50	13-15	15-16	14-16	surplus - 1.0
New Hampshire:								
Concord	3.15	Flat Price		45	13	17	15	equal --
Manchester	3.60	Flat Price		--	14	15	--	equal --
New Jersey:								
11 Newark	3.00*a	--	3.0	--	--	--	--	-- --
Trenton	3.60	Flat Price						
Camden	3.29a	--	9.4	45	--	15	12.5	surplus - 7.0
Atlantic City	3.32-3.49*		9.5					
New York:								
13 Buffalo	2.98a	--	8.5	48-50	12.5-13.5	15	13-15	surplus --
14 New York	3.00-3.49*	Flat Price		42-42.5	12-14.5	16.6	--	-- --
Rochester	2.91	Flat Price		35	12	12	--	surplus --
Albany	No Reports Received							
Syracuse	4.04	Flat Price		46	13	15	15	equal neither
12 Trenton	3.00-3.20		4.0					
Camden	2.75a	--	4.0	40-42	11	12-15	--	-- --
Atlantic City	3.94		4.0					
New York:								
13 Buffalo	2.83*a-3.33ab		4.0	40-48	12-14	14	16-17	-- --
14 New York	3.99	--	4.0	--	--	14	--	surplus --
Rochester	2.62a	--	4.0	--	12.5	15	15	-- --
Albany	2.75a	5.63	4.0	40	15	15	15	surplus --
Syracuse	3.11	Flat Price		40-42	11-11.5	13	13	shortage --
11 Newark	2.84a	Flat Price		14	14	16	--	-- --
12 Trenton	2.90-2.95	--	4.0	36-44	11-13	15	15	surplus --

Fold this sheet on the dotted line below in order to adjust the columns of this page to proper headings of Table III on page 2. (FOLD HERE)

	\$		Cts	Cts	Cts	Cts	Cts		%
North Carolina:									
Ashville	4.30b	--	4.0	50	13	16	--	--	--
North Dakota:									
Fargo	3.49	Flat	Price	40	12	15	15	--	--
Jamestown	--	--	--	40	10	12.5	--	equal	--
Ohio:									
Cleveland	3.55*		5.8						
15 Cincinnati	3.00a	3.69	5.0	45	13.5	15	15	surplus	--
Toledo	3.80*b		3.5 off						
	*2.92ab	--	4.5 on	48-52	14	15	15	surplus	--
16 Columbus:									
Dayton	3.60-3.75	Flat	Price	44	13.5	15	15	--	--
	3.25	--	5.0	43	12	14	14	surplus	--
Oklahoma:									
Oklahoma City	3.25-3.75	--	5.0	45	14	16	16	surplus	--
Tulsa	3.50	--	10.0	50	14-15	18-20	18-20	--	--
Oregon:									
Eugene	No Reports Received								
Salem	3.55	Flat	Price	45	13	15	--	surplus	--
Portland	No Reports Received								
Pennsylvania:									
Pittsburgh	3.05b	--	5.0	45	12-13	13-14	15	surplus	--
17 Philadelphia:									
Harrisburg	3.66		5.8						
18 Wilkes-Barre	2.9Ca	--	5.0	38-42	14.5	15	--	--	- 0.45
19 Scranton	3.99*b		4.0						
	3.41*ab	3.94	4.0	46-48	13	14	14	--	--
20 Rhode Island:									
Providence	3.48*b	--	4.0	48	12	13	14	--	--
Newport	2.75a	3.30	4.0	44	--	13	13	surplus	--
21 South Carolina:									
Charleston	3.10								
Greenville	2.79a	3.41	4.0	--	12	13	13	--	--
22 South Dakota:									
Lead	4.18*b	--	4.0	54	14.5	16.5	--	--	--
Sioux Falls	4.41*b	Flat	Price	52	13	15	15	--	--
Tennessee:									
Memphis	6.40	Flat	Price	70	--	25	25*-30	surplus	--
23 Texas:									
Dallas	No Reports Received								
Fort Worth	--	--	--	80	20	--	25	--	--
Galveston	3.75-4.00	Flat	Price	45	14	14	14-17	surplus	--
El Paso	3.75	Flat	Price	50	17	18	--	--	--
San Antonio	4.19	Flat	Price	50	17	18	--	--	--
Utah:									
Salt Lake City	db	--	a	50	16	17	17	surplus	--
24 Vermont:									
Burlington	3.50	--	10.0	60	16	19	--	--	--
Virginia:									
Richmond	4.19	Flat	Price	50	17	18	--	--	--
Roanoke	4.19	Flat	Price	50	17	18	--	--	--
Norfolk	4.65	--	7.0 on	52	14-15	17	15	--	--
Washington:									
See	4.65	--	4.0	45-50	15-18	18	18	equal	--
25 Washington:									
Seattle	No Reports Received								
26 Spokane	3.20	Foot note	--	--	--	--	--	--	--
27 West Virginia:									
Wheeling	3.25*-3.75b		5.0	44-47.5	12.5-13	14.5-15	15	surplus	--
Clarksborg	No Reports Received								
28 Wisconsin:									
Milwaukee	3.32	--	8.0	35	14	15	16	surplus	--
Beloit	3.16*	Flat	Price						
Green Bay	2.92a	Flat	Price	38	11	12	12	--	--
La Crosse	2.70	--	4.0	40	12	13	13	--	--
29 Wyoming:									
Cheyenne	2.71	--	4.0	38	10.5	12	12	surplus	--
	No Reports Received								
	3.15	--	9.0	50	--	15	15	surplus	--

Explanations Regarding Prices and Other Data Given in Table III.

\*Dealers' selling prices apply to milk delivered to homes of retail customers or to business establishments of wholesale customers. Retail store prices apply to systems of chain stores operated on the "cash and carry" basis and to independent groceries operating on a "credit and delivery" basis. In case "cash and carry" stores sell at reduced prices, this class of stores' selling prices are indicated by an asterisk (\*).

\*\*Estimated surpluses or shortages are based on the current receipts of milk from the regular patrons supplying the leading dealers, compared with their past month's sales and the prospective market demand conditions for the present month.

\*\*\*Comparisons of increases or decreases in monthly sales of market milk and the usual by-products handled by milk dealers are based on the sales records of same firms reporting for each month. It is important to note that the percentages given in the last column of this table are representative of sales conditions of only one or two of the larger dealers in each city and do not necessarily represent the actual condition for the market as a whole.

a This price applies to milk delivered at dealers' country receiving stations or at producers' railway shipping points. In the second column of this table there is given the f.o.b. city cost of bulk milk purchased on this basis including both transportation costs and country station operating expenses of one or more of the larger milk marketing concerns operating in this market. See foot note corresponding to number preceding the name of the city or market in order to ascertain the particular zone rate to which prices given in first column apply.

b The price given for this market in the first column of the table is applicable only to that portion of the dealers' supply that is resold in the form of fluid milk and cream or to such a portion of each individual producer's supply as comes within the limits of variation in production that is permitted by the terms of his contract with the dealer.

c In this market a producers' marketing agency, or association, arranges for the disposition of all surplus milk at whatever prices it is able to obtain, either by selling it to concerns which buy the milk for purposes of converting it into manufactured dairy products or by manufacturing the surplus in factories operated by the association or agency itself.

d In this market the price of milk is based on some accepted wholesale market quotation for butter or for American cheese. In case no prices are given it is because they are dependent upon the average of the quotations for the current month.

e Fat in excess of 4% is paid for on the basis of current prices paid by creameries for cream used in making butter or on the basis of some accepted wholesale butter market quotations. In San Diego a premium of 14 cents over the San Francisco market is paid per pound of "excess fat".

f In this market the price to be paid to each producer is determined by multiplying the price allowed per pound of butterfat by the average number of pounds of butterfat contained in the milk delivered and adding an extra allowance for the non-fat content of whole milk. In those markets where the allowance per pound butterfat is agreed upon in advance, the amount of such an allowance per point or 1/10 pound butterfat (in a hundredweight of milk) is given in the third column of the table.

1. For the San Diego method of determining milk prices see page 5 of the February report.

2. For basis of producers' prices and surplus plan in the New Haven, Waterbury and Hartford markets, see note 3 page 5 of the April report.

3. See note 4 page 5 of the April report for explanation regarding prices paid producers supplying the Bridgeport market.

4. The price of \$2.80 paid by a Washington dealer applies to 3.5% milk produced on farms scoring 70 or over delivered to a country receiving plant. A deduction of 10¢ per hundredweight is made in the price of milk produced on farms which score less than 70.

5. For detailed description of method of determining prices for the Evansville, Indiana market see page 6 of the February report. For later modification of this method see note 4 page 5 of the March report.

6. In the Des Moines market the price of \$3.50 per hundredweight for 3.5% milk applies to basic quantities which are determined for each producer by his average monthly shipments during an eight month period dating from August 15, 1919 to April 15, 1920. The price of surplus milk will be \$2.50 per hundredweight.

7. See March report, page 6 for description of producers' association agreement with dealers regarding "surplus milk". The price of such milk for the month of May is 6 cents per gallon less than the regular price to direct shippers.

8. The "country station price" given for the Boston market applies to the 201 - 220 mile zone. The price schedule for milk delivered during May is based on \$4.19 per hundredweight f.o.b. Boston. When milk is bought by weight and test the dealer will make allowances for variations in butterfat test on the basis of the average monthly quotations of the Boston Chamber of Commerce for creamery extra butter per pound. This price per pound or per point shall be added to each 0.1 of 1% above 3.7% and deducted for each 0.1 of 1% below 3.7% for each hundredweight of milk. The association further accepts the loss arising from surplus production by their members according to terms and conditions of the surplus plan of the Federal Milk Commission for New England.

9. See February report, page 5 for the basis for determining the price to be paid producers for milk in the Minneapolis and St. Paul market. The following allowances per hundredweight have been agreed upon: May- 40 cents; June- 40 cents; July- 45 cents; August- 55 cents; September- 55 cents; October- 60 cents; November- 60 cents; and December- 55 cents.

10. In the St. Louis market the price of \$3.60 per hundredweight of milk is to be paid for the first 15 days of May only. At date of issue of this report no agreement had been reached regarding price to be paid for the latter half of month.

The freight on milk shipped into St. Louis is paid by dealers when it does not exceed 24 cents per 10 gallon can of milk. Any freight in excess of this amount is paid by the producer.

11. \$2.75 applies to shipments of milk received in Newark originating in the 200 mile zone for the New York market.

12. For basis of producers prices in the Trenton market see foot note 15 page 6 of the April report.

13. The "country station price" for Buffalo is the price applying to shipments of milk originating in the 400 mile zone for the New York market.

14. The price of milk for New York City for some months past has been based upon a plan which used 92 score butter and current make average quality cheese quotation as the basis. At present the price of milk on the New York regional market is based upon the Warren formula. In arriving at the price by means of this formula a differential is agreed upon monthly which takes into consideration market supply and demand conditions.

The "country station price" given for the New York City market applies to the 200 - 210 mile zone.

15. In the Cincinnati market the price of \$3.80 per hundredweight is to be paid for basic quantities of milk containing from 3.5 to 4.0% butterfat. Basic quantities are determined by the production during November and December 1919, and January and February 1920. Any amount delivered during May which is above the averages for these months is considered surplus and will be paid for on a basis of \$3.25 per hundredweight with premiums and deduction on quality.

16. In the Columbus market the price to be paid for shipments of milk delivered at "country stations" during May is 70¢ per hundredweight plus 6¢ above the current month's average Chicago 92 score butter quotation for each pound of butterfat contained in 100 pounds of milk.

17. For basis of producers prices in the Philadelphia market see "Philadelphia Milk Price Agreement" on page 6 of April report. The "country station price" for the Philadelphia market given in table III of this report applies to the 51-60 mile zone.

18. In the Harrisburg market the price of \$3.68 given in the first column of table III is paid for basic quantities which are determined by the production during the months of October, November and December. The price of all milk in excess of basic quantities is based on New York butter market quotations.

19. The "country station price" given for the Wilkes-Barre market applies to shipments of milk originating in the 210 mile zone of the New York regional market.

20. The "country station price" given for Scranton applies to shipments of milk originating in the 160 mile zone of the New York regional market.

21. In the Nashville market the leading distributor purchases milk on a straight butterfat basis and has agreed to pay for basic quantities, a premium of 30 cents per pound of butterfat over the semi-monthly averages of the Chicago butter market quotations for creamery extra butter. This premium is not allowed for "surplus milk," the price of such milk being determined by the Chicago butter market.

22. The price of \$3.20 per hundredweight for 3.5% milk in the Seattle market was recommended by a milk commission, appointed by the Mayor, to continue to July 1, 1920. The commission also recommended that for every point variation from the 3.5% test, an allowance be made equalling 1/10 of the semi-monthly average price of butterfat on the Seattle market.

23. See note 23 page 6 of the April report for explanation regarding "surplus milk" for the Spokane market.

George Livingston,  
Chief of Bureau.



United States Department of Agriculture  
Bureau of Markets  
Washington, D. C.

SPECIAL ARTICLE NUMBER 9, issued as SUPPLEMENT to the  
Report on Milk Prices in the United States in May 1920.

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ADVERTISING,- A FACTOR IN MERCHANDISING DAIRY PRODUCTS.

(This article relates especially to market milk but is quite applicable to such manufactured dairy products as butter, cheese, ice cream and condensed and evaporated milk)

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The need of increased advertising of dairy products is a much talked about subject. Nutrition and food experts point to certain nutritional properties common to milk and dairy products and emphasize their value as a food particularly from the standpoint of healthfulness, economy of use and growth promoting qualities. They argue that a larger consumption of these products would result in producing a healthier, stronger, better, more intelligent and efficient people. Commercial dairymen see in the statements of the food experts great opportunities for effective advertising. They also sense the effect of such advertising on the dairy industry and generally agree that it offers a partial solution for some of their marketing problems. Producers recognize in such advertising, possibilities of a much larger profitable production of milk and dairy products and a more extensive and permanent development of the dairy industry. Obviously, producers, manufacturers and dealers or distributors have much that is of mutual or common interest in the subject of advertising dairy products.

Four Features of Merchandising.

In the merchandising of dairy products, particularly fluid milk and cream in cities, four factors are especially to be noted:-

1. The procurement of adequate supplies of goods of satisfactory quality for sale at reasonable prices.
2. Advertising of the goods.
3. Salesmanship.
4. Service.

The first factor is no small part of successful merchandising. Goods to be sold must be available and with an increasing demand, they must be available to meet that demand, else the demand will seek goods elsewhere and the prospective trade may be lost. The goods must be of satisfactory quality or the consumer or customer will not be pleased and again he will seek another supply. Furthermore, the supplies must be so procured, and so handled at a minimum of expense that they can be sold profitably at a reasonable price. These conditions fulfilled, a dealer or distributor has a well laid basis for the use of advertising.

Advertising consists of the use of publicity methods for the purpose of bringing goods favorably to the attention of prospective buyers. It perhaps consists of even more than that. Every satisfied customer may in some degree be a publicity agent and thereby do actual advertising. The greatest advertising asset of a business is the "good-will" of its satisfied customers. Since satisfactory quality and a reasonable price are so essential to the obtaining of satisfied customers, their relation to the advertising gained through "good will" is clearly evident.

There are various methods and kinds of advertising. The use of the direct method in which the advertiser by printed word or illustration seeks to bring the attention of customers to his goods is increasing. This kind of advertising may have as its object one or more of the following: (1) attract attention; (2) develop interest; (3) stimulate desire; and (4) produce action. In the preparation of copy for advertisements, these objects should be kept in mind and every effort made to have the copy productive of the desired result.

Salesmanship naturally follows publicity or advertising. It is the effort made to consummate the sale after the prospective customers attention has been attracted to the product. It is the salesman's duty, when necessary, to develop interest, stimulate a desire and bring conviction resulting in a sale. Until the sale is consummated his functions are essentially those of personal advertising the psychology of which is much the same as that of direct advertising.

In the merchandising of dairy products, service is very important, especially in the case of distribution of milk and cream on retail routes. Like the factors of quality and price, service also must be satisfactory. In fact many sales organizations emphasize in their advertising the three factors; SERVICE, QUALITY and PRICE, putting service first of the three. In the planning of an advertising campaign it is quite as important that these three factors be provided as it is

that the advertising copy be properly prepared. In fact, the whole advertising campaign is likely to be a failure unless the service, quality and price are satisfactory to the customers.

### Advertising Costs and Methods.

A recent survey of the field of advertising employed by market milk distributors showed that most distributors were fully appreciative of the value of advertising, and desired to employ advertising more extensively. There was no general agreement in regard to the kind or type which was most effective. A comparison of the expenditures for advertising in 1915, 1917 and 1919 showed that from 1915 to 1917 there was quite an increase and the 1919 expenditures represented about a 30% increase over 1917. In percentage of gross sales the 1917 expenditures, not including donations to charities or bonuses paid to employees, were about 3/100 of 1% and in 1919 about 4/100 of 1%. Compared with the advertising expenditures of most other marketing organizations, these percentage costs are quite insignificant.

According to the reports received, over one-fourth of the total expenditures in 1919 was for advertisements in local news papers. The advertisements by the smaller firms were mostly two columns of 4 to 6 inches while larger firms used 2, 3 or 4 columns of 6 to 12 inches according to the announcement. The larger firms made more general use of the services of advertising agencies which included the preparation of copy, cuts, booklets, etc. An apparent handicap on small firms was the difficulty of preparing or obtaining suitable and proper copy for advertisements. Quite an extensive part of the advertising expenditure of very large firms was for bill-boards. Street car cards were frequently used by medium and large sized firms. Booklets, display posters, hand bills, circulars and novelties were used by many firms but represented only a small part of their total expenditures.

Educational campaigns of a welfare character devoted to the food value and use of milk and dairy products were reported in a number of cities to have been very effective in stimulating an increased demand resulting in larger gross sales. In most instances these campaigns were conducted jointly by state and federal food experts in cooperation with the local health authorities and other organized agencies. These campaigns were financed in part by contributions of individual firms or by distributors' organization. A large milk distributing firm in a mid-western city reported that it found one of the most effective methods of advertising to be an educational campaign which it conducted at its plant for one month each year during the past three years. The campaign is announced as a "School on Motherhood" and in cooperation with womens clubs, societies, nurses associations, school organizations and the like, daily programs, excepting Sunday, consisting of a tour through the plant, lectures and a dairy lunch are arranged. The programs are directed by a "food and health expert" who lectures on such subjects as, - "Should we trifle with babies dinner", and "The problem of the undernourished child". Commenting on the subject of dairy advertising, the manager of this firm says; "Advertising that is of any value to the dairy business must be of a nature that appeals to the housewife direct. To get the housewife to use two quarts of milk where one formerly sufficed must be a matter which interests her directly".

### Dairy Advertising Suggestions.

Advertising may be defined as the "Art of Publicity". It is an appeal to the human mind, the psychology of which must be considered in the preparation of the Ad-copy. Since advertising seeks to establish or increase confidence, the copy should be based on facts and be positive in nature rather than negative. If it can't be constructive, it had better not be prepared. It should be clear, concise and brief.

Never crowd the space used. Blank space around the advertisement is advantageous. Use leader headings or feature statements with contrasting type. Do not use small type where important statements are made. The reader won't take time to read very small type when there is any large amount of it. The "Ad" should be frank, cordial and convincing. It will win confidence and make for larger sales. Larger sales are the result of an educated and confident public.

Sample advertisements  
(Space required- two columns of 4 inches)

GAMBLING IS DANGEROUS  
 BABY'S HEALTH IS PRECIOUS  
 UNLESS YOU ARE USING SAFE MILK  
 YOU ARE GAMBLING WITH BABY'S HEALTH

It is our duty to make milk safe. Leading authorities on infant feeding declare that properly pasteurized milk is safe milk. "ALL-GOOD" milk is properly pasteurized to make it safe for your baby and your entire family. "Baby First" should be your watchword as it is ours. Buy safe milk from,-  
 "All-Good" Milk Company.  
 Phone your order to Main 4444.  
 Our service will please you.

An "Ad" emphasizing pasteurized milk as safe milk for babies.

DON'T HANDICAP YOUR CHILDREN  
 UNDERNOURISHMENT CAUSES STUNTED GROWTH  
 IT CHECKS MENTAL AND PHYSICAL DEVELOPMENT

Milk is a perfect food. It contains all the food elements necessary to produce growth - growth of both mind and body. For your children's sake give them plenty of milk - the perfect food. Every child should have a quart and every adult a pint of "ALL-GOOD" milk daily. Phone your order today and we will serve you tomorrow.

The "ALL-GOOD" Milk Company.  
 Phone Main 4444.

An "Ad" emphasizing use of milk in promoting childrens' growth.

UNITED STATES DEPARTMENT OF AGRICULTURE  
BUREAU OF MARKETS  
Washington, D. C.

June 21, 1920.

THE FLUID MILK MARKET REPORT FOR THE UNITED STATES.

(Copies of the monthly reports on fluid milk prices in the United States will be sent regularly free of charge to all persons requesting this service. Requests for these reports should be addressed to the Chief of the Bureau of Markets, U. S. Department of Agriculture, Washington, D. C.)

Table I - PRODUCERS' PRICES FOR STANDARD GRADE MILK.

The following table presents a comparison of the net prices received by producer for fresh milk delivered f.o.b. local shipping points or milk plants operated by fluid milk dealers, or concerns whose chief business is the distribution of natural milk. These prices apply to milk testing 3.5% butterfat and differ from the f.o.b. city prices given in Table III by the costs of transportation applicable to different shipping points.

Sections	Range of June Prices		Comparison of Prices for the Same Markets			
	Number	Prices	Number	1920	1920	1919
	Local Markets	per Hundredweight	Local Markets	Average for May	Average for June	Average for June
United States	3152	\$2.14 - \$6.16	3089	\$3.17	\$3.21	\$3.00
New England	265	\$2.75 - \$4.75	265	\$3.77	\$3.71	\$3.41
Middle Atlantic	1213	\$2.90 - \$3.76	1213	\$2.83	\$3.11	\$3.01
E. North Central	627	\$2.23 - \$3.33	626	\$3.00	\$3.00	\$2.66
W. North Central	339	\$2.14 - \$3.75	323	\$3.31	\$3.02	\$2.89
South Atlantic	158	\$2.80 - \$6.16	140	\$4.27	\$4.25	\$3.44
E. South Central	128	\$2.66 - \$3.77	128	\$3.20	\$3.11	\$2.98
W. South Central	87	\$2.91 - \$4.65	69	\$3.86	\$3.82	\$4.02
Mountain	117	\$2.63 - \$3.47	112	\$3.04	\$3.04	\$3.05
Pacific	218	\$2.71 - \$4.20	213	\$3.43	\$3.42	\$3.18

The states making up the geographic divisions are as follows: New England - Maine, N.H., Vt., Mass., R.I., and Conn.; Middle Atlantic - N.Y., N.J., and Pa.; East North Central - Ohio, Ind., Ill., Mich., and Wis.; West North Central - Minn., Iowa, Mo., N.D., S.D., Nebraska and Kansas; South Atlantic - Del., Md., D.C., Va., W.Va., N.C., S.C., Ga and Florida; East South Central - Ky., Tenn., Ala., and Miss.; West South Central - Ark., La., Okla., and Texas; Mountain - Mont., Idaho, Wyo., Colo., N.M., Ariz., Utah and Nevada and Pacific - Wash., Ore., and California.

Table II - JUNE PRICES FOR SPECIAL GRADES OF MILK AND CERTAIN MILK PRODUCTS.

The following table shows the wholesale and retail prices reported for "special" and "certified" milk and certain other dairy products delivered at wholesale buyers places of business and at the homes of retail consumers. Wholesale prices are reported on the basis of bulk goods sold to and delivered at establishments of large scale consumers or users. Quotations for wholesale milk and light cream have been reduced to a gallon basis. For heavy cream, the wholesale price is quoted per pound of butterfat. For prices of "standard milk", see Table III of this Report.

CITIES	Special Milk	Certi- fied Milk	Cultured Buttermilk	Cottage Cheese	Light Cream 18-20% B.F.	Heavy Cream 28-40% B.F.
	Retail Cts per Qt.	Retail Cts per Qt.	Wholesale Cts per Gallon	Re- tail Cts per Quart	Whole- sale Cts per Lb.	Re- tail Cts per Lb.
Boston	19	25	26	10-11	26	1.32-1.47
New York	18	25-26	24	11	10	1.68
Buffalo	--	--	--	--	--	20
Philadelphia	16	28-30	--	--	--	1.60
Pittsburgh	--	22	25-30	11	7-10	1.50-1.70
Cleveland	20	32	--	15	14	13
Chicago	22	25	38	12 pt.	--	19.2
Milwaukee	14-18	25	26	8	8	16
Detroit	22	25	--	--	--	16
Minneapolis	--	20	--	12	8	16
St. Louis	18	22	--	14	--	15
Des Moines	17	25	28	10-16	10-11	13-20
Washington	16	30	48	14	5	15
Richmond	17	--	--	16	--	--
Tampa	--	--	40	15	--	--
Baltimore	20	--	58	16	--	--
Louisville	--	28	--	--	--	--
Memphis	--	25	--	20	--	--
New Orleans	19	25	45	15	--	--
Dallas	26	--	35	15	--	--
Colo. Springs	15-12	--	15	5	10	12
Salt Lake City	15	--	20	7.5	--	20
Portland	--	21	--	13	10	15
Spokane	--	--	24	10	10	15
San Francisco	--	23	--	15	--	15

TABLE III.- ~~UNIT~~ COST AND SELLING PRICES OF "STANDARD GRADE MILK".

The following table presents the prevailing prices of "standard grade milk" in various markets of the United States. The prices given herewith are those paid or charged by the larger fluid milk marketing concerns of each city. If different dealers report different prices the highest and lowest prices are given in this table rather than an average of the different prices reported. In markets where there are active producers' marketing associations with whom dealers negotiate for a considerable portion of the city's milk supply, the association's selling price is indicated by an asterisk (\*).

Unless the prices given in the first column of this table are followed by the letter "a" they apply to milk delivered to dealers at either city railroad terminals or at the dealers' distributing plant if deliveries are made direct from farms. When the price paid by dealers to producers applies to deliveries at country receiving stations and varies with different distance zones, the particular zone to which the given price applies is given in the foot note numbered to correspond to the number placed before the market in question.

The term "standard grade milk" is used to refer to that grade of milk which is most generally sold within the particular city for which prices are quoted. This grade of milk may be either raw or pasteurized but in case of most of the larger cities it is pasteurized. The "dealer's spread" or the difference between cost and selling prices for both wholesale and retail transactions, can be ascertained if the butterfat test of milk as delivered to different classes of trade is known. The prevailing butterfat test varies with different cities. In many cities it ranges from 3.5 to 3.7%, whereas in some cities it seldom ranges below 4.0%.

To reduce prices per hundredweight to either a gallon or a quart basis divide by 11.63 or 46.53 respectively. See footnotes for basis of quotations and exceptions to given prices or special contractual provisions relating to the prices to be paid producers in different markets.

MARKETS FOR WHICH PRICES ARE GIVEN	Producers' Selling Prices per Cwt. of Raw Milk Delivered in Bulk:— (Flat Prices or Reduced to 3.5% B.F. Basis)	Dealers' F.O.B. City Cost per Cwt. of 3.5% Milk Collected through Country Stations (a)	Dealers' Selling Prices*			Retail Stores' Selling Prices per Single Quart of Bottled Milk	Relation of Supply and Demand Conditions for June:— ** Estimated Surplus or Shortage	Increase or Decrease in % + or - of May Sales over or Under April Sales ***	
			Wholesale Trade Per Gallon (in lots of 5 to 20 Gallons) of Milk Milk	To Wholesale Trade Per Quart (in cases of 12) Bottled Milk	Fami-Trade Per Single Quart of Bottled Milk				
Alabama:			Cts	Cts	Cts	Cts			
Birmingham	3.26*4.07*	--	10.0	60	18	20	equal	--	
Mobile	--	--	--	--	--	18-25	--	--	
Arizona:									
Phoenix	No Reports Received								
Tucson	No Reports Received								
Arkansas:									
Little Rock	3.56	--	10.18	50	16	20	shortage	- 4.7	
California:									
San Francisco	4.04 c	--	2.9	45.6	14	16	--	--	
Los Angeles	4.03	--	11.5	55	15	16	shortage	--	
San Diego	4.45*c	--	8	--	--	--	--	--	
Colorado: *									
Colo. Springs	3.67	--	3.5	37.5-40	12	12.5-13	12*-14	surplus	--
Denver	2.98*	--	8.5	35	11	13	12*-13	surplus	--
Connecticut:									
2.Hartford	3.17a	3.61	4.0	50-52	15	17	17	surplus	--
3.Bridgeport	3.14a	3.70	4.0	44	13	15	15	surplus	--
4.New Haven	3.42-4.75 3.22a	bFlat Price	4.0	42-52	14-14.5	16	16	shortage	--
Delaware									
Wilmington	No Reports Received								
Dist. of Col.	4.07-4.19*		2.3						
Washington	2.80-3.49*a		4.0	50-52	13-14	16	14	surplus	--
Florida:									
4.Jacksonville	See foot note								
Miami	--	--	--	50-20	20	25	--	surplus	- 3.4
Tampa	--	--	--	45	--	20	25	--	--
Georgia:									
Atlanta	5.82b Flat Price			65	--	25	--	equal	--
Augusta	4.07	--	11.63	55	14	--	--	--	--
5.Savannah	5.82	--	--	50-70	18-20	22-30	25	--	--
Idaho:									
Wallace	No Reports Received								
*Pueblo, Colo.	3.72	--	12.0	42.5	12	15	12	surplus	--

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	\$	\$	Cts	Cts	Cts	Cts	Cts		%
North Carolina:									
Ashville	4.30	--	4.0	52	14	--	17	surplus	+0.5
Charlotte	4.65-5.23	Flat Price		60	16	20	20	--	--
North Dakota:									
Fargo	3.26	Flat Price		40	12	15	--	--	--
Jamestown	3.25	Flat Price		40	10	12.5	--	surplus	-3.3
Ohio:									
Akron	3.50	--	5.0	46	13	15	15	surplus	--
	3.55*		5.8						
Cleveland	3.00a	3.69	5.0	45	13.5	15	15	surplus	+3.65
	3.60*b		3.5						
15. Cincinnati	2.75*ab	--	4.5	off on 48	44	15	15	--	--
Toledo	3.60-3.70	Flat Price		44	13-13.5	15	13.5-15	--	--
Columbus	3.25	--	5.0	45	12	14	14	surplus	--
Dayton	3.20-3.75	--	5.0	45	14	16	16	surplus	--
Oklahoma:									
Oklahoma City	3.50	--	10.0	50	14-15	16-18	15*-17	--	--
Tulsa	--	--	--	55	16	20	--	surplus	--
Oregon:									
Eugene	3.55	Flat Price		50	--	15	13	surplus	-10.0
Salem	No Reports Received								
Portland	3.05*c	--	5.0	45	12	13	15	equal	--
Pennsylvania:	3.66-3.72*		5.8						
Pittsburgh	2.90*a	--	5.0	38-42	14.5	15	--	--	+25.3
	3.94*b		4.0						
16 Philadelphia	3.41*ab	--	4.0	46-48	13	14	14	--	--
Harrisburg	3.25-3.48b	--	4.0	48	12	13	13	--	--
17 Wilkes-Barre	3.03a	--	4.0	44	--	14	14	surplus	--
Scranton	3.37	--	4.0	--	13	14	14	--	--
Rhode Island:									
Providence	4.18*b	--	4.0	54	14.5	16.5	--	--	--
Newport	3.72	Flat Price		48	13	15	15	--	--
South Carolina:									
Charleston	--	--	--	80	--	25	--	--	--
Greenville	6.40	Flat Price		70	20	25	--	shortage	--
South Dakota:									
Lead	--	--	--	--	--	15	--	--	--
Sioux Falls	3.75	Flat Price		45-50	14	14	14-17	surplus	neither
Tennessee:									
Memphis	4.19	Flat Price		50	17	18	--	equal	-8.4
18 Nashville	db	--	d	45	16	17	17	surplus	--
Chatanooga	2.98	--	8.5	60	16	19	--	--	--
Texas:									
Dallas	3.35	--	11.0	60	--	21	18	surplus	--
Fort Worth	3.50	--	10.0	55	--	20	18	surplus	--
Galveston	No Reports Received								
El Paso	" "	" "	" "						
San Antonio	" "	" "	" "						
Utah:									
Salt Lake City	3.49	Flat Price		35	11	12.5	13	surplus	neither
Vermont:									
Burlington	--	--	--	--	10	14	14	--	--
Virginia:									
Richmond	5.06-5.18b	Flat Price		56	16	16	16	--	--
Roanoke	4.65b	--	7.0	on 52	15	17	15	--	--
Norfolk	No Reports Received								
Washington:									
19 Seattle	3.20*b	foot note		38	10	13	--	--	--
Spokane	3.25*	--	5.0	44	12-12.5	13.5-15	14-15	surplus	--
West Virginia:									
Wheeling	3.90	--	5.0	48	14	16	16	--	--
Clarksburg	3.32	--	8.0	35	14	15	16	--	--
Wisconsin:									
Milwaukee	3.16*	Flat Price		38	11	12	12	surplus	--
Beloit	2.75	--	4.0	40	12	13	--	--	--
Green Bay	2.56	--	4.0	38	10.5	12	12	surplus	--
La Crosse	--	--	--	--	--	--	10-bulk	--	--
Wyoming:									
Cheyenne	No Reports Received								

Explanations Regarding Prices and Other Data Given in Table III.

\*Dealers' selling prices apply to milk delivered to homes of retail customers or to business establishments of wholesale customers. Retail store prices apply to systems of chain stores operated on the "cash and carry" basis and to independent groceries operating on a "credit and delivery" basis. In case "cash and carry" stores sell at reduced prices, this class of stores selling prices are indicated by an asterisk (\*).

\*\*Estimated surpluses or shortages are based on the current receipts of milk from the regular patrons supplying the leading dealers, compared with their past month's sales and the prospective market demand conditions for the present month.

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			Cts	Cts	Cts	Cts	Cts		
Illinois:	3.30	Flat	Price						
Chicago	2.75a	3.80	4.0	41-44	13-14	14	13 - 14	surplus	--
Peoria	3.00*	--	6.0	--	--	--	--	--	--
Rockford	2.75*	--	4.0	36	11	12	12	surplus	+ 1.9
Indiana:	2.80-2.98		8.0-8.5						
Indianapolis	d	--	d	42-44	10-12	14	14	surplus	--
Fort Wayne	2.90	--	--	--	--	13 - 15	--	--	--
South Bend	2.70-2.90	--	4.0	40	12	14	--	surplus	--
Evansville	3.35	--	9.56g	--	14.5	16	16	--	--
Iowa:									
Des Moines	3.50*b	--	5.0	40-45	13	15	15	surplus	--
Sioux City	3.45	--	6.0	45	13.5	15	15	surplus	--
Dubuque	No Reports Received								
Davenport	3.49	Flat Price		38	10	13	12*-13	--	--
Kansas:									
Topeka	3.20-3.50	--	3.0	30-45	12-13	15	15	--	--
Kansas City	3.49	--	--	--	14	--	--	--	--
Wichita	2.96-3.00	Flat Price		40	11	13-15	14*-15	shortage	--
Kentucky:									
Louisville	3.11d	--	5.0g	38	14	16	16	surplus	+ 5.0
Lexington	3.49	Flat Price		55	15	--	18	--	--
Louisiana:									
Baton Rouge	4.19-4.42*	--	4.0	50	16	18	19	equal	--
New Orleans	4.16-4.42*b	--	5.0	50	15	17	17	surplus	--
Alexandria	4.07a	--	11.6	38-50	15-16	--	20	--	--
Maine:									
Auburn	No Reports Received								
Portland	Undetermined			48	13	15	15	surplus	--
Maryland:									
Baltimore	4.01*b	--	5.8						
Cumberland	3.26ab	--	5.8	53	16	16	16	surplus	--
Massachusetts:									
Boston	4.80	--	3.0	54	16	17	17	--	--
Springfield	4.19*b	See							
Fall River	3.47*ab	foot note		54	14.25	16.25	16.25	surplus	--
Worcester	4.19*b	Flat Price		56	15	17	--	surplus	--
Pittsfield	5.00	Flat Price		52	14	16-17	15*-17	--	--
Michigan:									
Detroit	4.38*b	--	4.0	--	--	--	--	--	--
Grand Rapids	3.40	Flat Price		44	12	14	14	surplus	--
Kalamazoo	3.48	Flat Price		43	13	15	15	--	+ 8.3
Bay City	4.00*b	Flat Price		44	--	14	12	surplus	--
Minnesota:									
Minneapolis	3.30	Flat Price		44	--	14	12	surplus	--
St. Paul	3.05*-3.11d	--	5.0	42	11.5	13	13	surplus	--
Duluth	3.05*d	--	5.0	44	--	13	13	--	--
Winona	2.90	--	5.0	44	13	14-15	15	surplus	--
Missouri:									
Kansas City	3.25	Flat Price		46	12	13	13	equal	--
St. Joseph	2.73-3.80		3.0						
St. Louis	2.16-2.80a	3.41	8.0	40-50	13-14	15-16	14-16	surplus	--
Montana:									
Butte	No Reports Received								
Nebraska:									
Lincoln	3.60	Flat Price							
Omaha	3.29a	--	9.4	45	12.5	15	--	surplus	--
Nevada:									
Carson City	2.63		7.5		12-	12.5-			
New Hampshire:									
Concord	2.32a	3.35	6.63	45	12.5	14	12 - 14	surplus	--
Manchester	2.79*	Flat Price		42	12	--	12	--	--
New Jersey:									
Newark	2.91	Flat Price		35	12	12	--	surplus	--
Trenton	--	--	--	--	13	15-16	--	--	--
Camden	No Reports Received								
New York:									
Buffalo	3.48		4.0						
New York	3.03a	--	4.0	40	--	15	--	--	--
Rochester	3.91	Flat Price		40					
Syracuse	3.16*a-3.33*ab	--	4.0	40-48	12-14	14	16	--	--
Albany	3.99	--	4.0	--	14	14	--	surplus	--
Syracuse	3.39	Flat Price							
Albany	2.90a	--	4.0	37-40	13	15	15	surplus	--
Syracuse	3.03a	--	4.0						
Albany	3.39	Flat Price							
Syracuse	2.91a	--	4.0	42	12	13.5	13.5	surplus	--
Albany	3.12a	Flat Price				14-15	16	--	--
Syracuse	3.18	--	4.0	--	--	--	--	--	--

\*\*\*Comparisons of increases or decreases in monthly sales of market milk and the usual by-products handled by milk dealers are based on the sales records of some firms reporting for each month. It is important to note that the percentages given in the last column of this table are representative of sales conditions of only one or two of the larger dealers in each city and do not necessarily represent the actual condition for the market as a whole.

a This price applies to milk delivered at dealers' country receiving stations or at producers' railway shipping points. In the second column of this table there is given the f.o.b. city cost of bulk milk purchased on this basis including both transportation costs and country station operating expenses of one or more of the larger milk marketing concerns operating in this market. See foot note corresponding to number preceding the name of the city or market in order to ascertain the particular zone rate to which prices given in first column apply.

b The price given for this market in the first column of the table is applicable only to that portion of the dealers' supply that is resold in the form of fluid milk and cream or to such a portion of each individual producer's supply as comes within the limits of variation in production that is permitted by the terms of his contract with the dealer.

c In this market a producers' marketing agency, or association, arranges for the disposition of all surplus milk at whatever prices it is able to obtain, either by selling it to concerns which buy the milk for purposes of converting it into manufactured dairy products or by manufacturing the surplus in factories operated by the association or agency itself.

d In this market the price of milk is based on some accepted wholesale market quotation for butter or for American cheese. In case no prices are given it is because they are dependent upon the average of the quotations for the current month.

e Fat in excess of 4% is paid for on the basis of current prices paid by creameries for cream used in making butter or on the basis of some accepted wholesale butter market quotations. In San Diego a premium of 14 cents over the San Francisco market is paid per pound of "excess fat".

f In this market the price to be paid to each producer is determined by multiplying the price allowed per pound of butterfat by the average number of pounds of butterfat contained in the milk delivered and adding an extra allowance for the non-fat content of whole milk. In those markets where the allowance per pound butterfat is agreed upon in advance, the amount of such an allowance per point or 1/10 pound butterfat (in a hundredweight of milk) is given in the third column of the table.

1. For the San Diego method of determining milk prices see page 5 of the February report.

2. For basis of producers' prices and surplus plan in the New Haven, Waterbury and Hartford markets, see note 3 page 5 of the April report.

In New Haven one dealer's country stations are located in the 21-30 mile zone of the New York regional market and the New York Dairymen's League prices apply to milk purchased there. In the Hartford market the Dairymen's League prices apply to milk delivered at country stations located in the 61/70 mile zone of the New York regional market.

3. The "country station price" given for the Bridgeport market applies to shipments of milk originating in the 81-90 mile zone for the New York regional market.

4. A producers' association supplying milk to the Jacksonville market reports that there is no market for fluid milk at this season, the producers selling their product in the form of sour cream or butter.

5. The city of Savannah in cooperation with a charity organization sells 25 gallons of milk per day at 10 cents per quart.

6. See page 5, note 6 of the May report for explanation regarding surplus milk for the Des Moines market.

7. See March report, page 6 for description of agreement regarding surplus milk for the Baltimore market. The price of such milk for the month of June is 6 cents per gallon less than the regular price to direct shippers.

8. The "country station price" given for the Boston market applies to the 20-200 mile zone. The price schedule for milk delivered during June is based on \$4.19 per hundredweight f.o.b. Boston. When milk is bought by weight and test the dealer will make allowances for variations in butterfat test on the basis of the average monthly quotations of the Boston Chamber of Commerce for creamery extra butter per pound. This price per pound or per point shall be added to each 0.1 of 1% above 3.7% and deducted for each 0.1 of 1% below 3.7% for each hundredweight of milk. The association further accepts the loss arising from surplus production by their members according to terms and conditions of the surplus plan previously adopted by the Federal Milk Commission for New England.

9. See February report, page 5 for the basis for determining the price to be paid producers for milk in the Minneapolis and St. Paul market. The following allowances per hundredweight have been agreed upon: June-40cents; July-45cents; August-55cents; September-55cents; October-60cents; November-60cents; and December-55cents.

10. \$3.03 applies to shipments of milk received in Newark originating in the 200 mile zone for the New York regional market.

11. Two distinct "country station" price schedules apply to the Trenton market. \$3.16 is the Dairymen's League price applying to shipments of milk originating in the 71-80 mile zone for the New York market. \$3.33 applies to shipments originating in the 131-140 mile zone of the Philadelphia market.

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12. The "country station price" for Buffalo is the price applying to shipments of milk originating in the 390-400 mile freight zone from New York City.

13. For basis of producers' prices in the New York market see note 14, page 6 of the May report. The "country station price" given for the New York City market applies to the 200-210 mile zone.

14. The "country station price" for the Rochester market is the price applying to shipments of milk originating in the 370-380 mile freight zone from New York City.

15. In the Cincinnati market the price of \$3.60 per hundredweight is to be paid for basic quantities of milk containing from 3.5 to 4.0% butterfat. Basic quantities are determined by the production during November and December 1919, and January and February 1920. Any amount delivered during June which is above the averages for these months is considered surplus and will be paid for at \$2.35 per hundredweight.

16. For basis of producers' prices in the Philadelphia market see "Philadelphia Milk Price Agreement" on page 6 of the April report. The "country station" price for the Philadelphia market given in table III of this report applies to the 51-60 mile freight zone.

17. The "country station price" given for the Wilkes-Barre market applies to shipments of milk originating in the 201-210 mile zone of the New York regional market.

18. See footnote 21, page 6 of the May report for basis of producers' prices and surplus plan for the Nashville market.

19. See note 22, page 6 of the May report for explanation regarding producers' prices for the Seattle market. The price of \$3.20 applies to basic quantities of 3.6% milk, which are determined by averaging total shipments from August 1st to April 1st inclusive. The price of surplus milk is based on current market quotations for butterfat.

George Livingston,  
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