

The Dairy Situation

Number 1 of a Series

The Dairy Industry

The Dairy Industry has been called by our Secretary of Agriculture the largest industry in the nation. In dollars and cents it exceeds both the steel industry and the automobile industry. It accounts for an annual turnover of four billion dollars, out of which the American farmer receives three billion dollars, and it constitutes twenty-five per cent of the entire farm income.

A comparison with other industries discloses even more important and more impressive facts. The dairy industry produces a daily cash income for the farmer. It sustains him on a cash basis while he is producing seasonal crops of grain, beef, fruit, cattle and hogs. So it is something more than a money industry. It is a sustaining industry by which millions of farm homes have been supported through years of adversity.

WHY

Has The

Price of Butter Dropped?

Because of

Accumulated Surpluses of all DAIRY PRODUCTS

Due In Part To:

1. Failure of Use of Dairy Products to Keep Pace With Increase in Production.
2. Increase in Use of Butter Substitutes.

Government Statistics Show

That the National Consumption of Butter is Five Pounds to One of Oleomargarine

Here in Roseburg in the center of a dairy and farm community—actual store records show that we are using butter and substitutes almost **Pound for Pound**

YOU CAN HELP THE SITUATION

If every family, in every community, will increase its use of butter not over a pound of butter a month the butter surplus will be wiped out and the industry restored to a normal and profitable basis.

Farmers and Businessmen!

Attend Dairy Meeting, K. P. Hall, Roseburg
TUESDAY, APRIL 8, 2 P. M.

Also Kiwanis Club Luncheon Umpqua Hotel
TUESDAY NOON, APRIL 8

P. M. Brandt, Chief in Dairying, O. S. C. who is State Chairman, "Use Dairy Products," Committee will be Chief Speaker at Both Events.

For the Sake of the Health of Your Family—

For the Future Prosperity of the Dairy Industry and Your Community—

USE MORE BUTTER AND MILK PRODUCTS

The above advertisement, the first of a series in behalf of the dairy industry was made possible through the cooperation of the following firms:

DOUGLAS COUNTY CREAMERY
UMPQUA VALLEY BANK
ROSEBURG NATIONAL BANK
DOUGLAS COUNTY FLOUR MILLS
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