

Dairy Farming That Is Success

THE selling of cream is the ideal of dairy farming. It is true that many farmers are situated so that selling milk is the most profitable branch of the dairy business, but this does not alter the fact that such a condition is unfortunate. The selling of milk removes from the farm approximately \$2 worth of fertility with each ton of milk; besides it precludes the feeding of calves and pigs and tends to narrow down the farming to growing only roughage and buying grain feeds. While such a system of farming may pay greater returns for one or two years, the farmer who raises his best heifer calves, and conditions for market a few good hogs, will usually come out best at the end of a term of years. The building up of a herd of choice dairy cattle and the development of a permanently profitable system of crop growing seldom succeeds nearby the milk-shipping station. A visit to some of the dairy regions where whole milk is sold from the farm will show that it is an undesirable practice.

One of the most encouraging features of the present day dairy situation is the large and increasing demand for cream from large hotels, ice cream manufacturers and private families. This particular outlet for dairy products is broadening more rapidly than any other. The increasing demand for ice cream and the more general use of cream on the bills-of-fare of hotels and restaurants has stimulated a lively demand for choice cream.

Cream Is Now a Necessity.

Cream is considered a necessity in many hotels, restaurants and private families, where 20 years ago it was classed among the luxuries. Cereals and fresh fruits served with cream and cream for coffee afford very palatable and nourishing foods. Ice cream eating is also possessed of much merit. Ice cream is not only a popular confection and dessert, but it is a highly nutritious food, containing, as it does, three times as much solids as milk, a quart of which is rated as being equivalent to a pound of beefsteak.

Many physicians recommend ice cream in certain forms of illness, and by such means ice cream finds yearly a widening field of usefulness. As a dessert, it is one of the most appreciated that can be served, and also one of the most economical, for where can you get so much in the shape of dessert for the money? The cost of materials in the common dessert, that requires an hour or more to prepare, is generally more than the ice cream that comes ready to serve.

In many parts of the country farmers here and there are going into the production of market cream as a special line of production. The business is especially valuable for those dairymen who breed and rear registered animals, because it leaves the skim milk on the farm to feed to the calves. This is of great importance to the breeder of purebred cattle, for no substitute has been found for skim milk as a food for calves during the first six months of their lives. Those who have no facilities for raising calves may profitably utilize the skim milk for feeding pigs and poultry.

Standard Cream.

The Babcock test has introduced many possibilities into the production of cream. It has made it possible to standardize and grade cream according to its value. Years ago much of the cream sold was little better than ordinary market milk. Even today there is no fixed standard for cream; however, by the use of the Babcock test one can know what grade of cream he is buying and pay according to the amount of butterfat it contains. In general, market cream is classified as "light" and "heavy." The so-called light cream contains about 20 per cent of butterfat, while the heavy runs about 40 per cent. The light cream is usually preferable for table use, although many prefer to buy the heavy cream and use it for whipped cream or reduce it by the use of milk to any richness desired. The light cream cannot be whipped.

The same general methods of sanitation should be employed in producing cream—perhaps even greater care, because cream is generally more susceptible to the surroundings than milk. It is a mistake for the dairyman to become careless in his stable and milkroom and depend upon the separator to take out all the visible dirt, and leave the bad odors and bacteria which cause the souring.

Cooling Milk.

The milk should be separated at once after milking and the cream cooled in large cans by heavy icing.

By properly adjusting the cream separator the percentage of butterfat in the cream can be regulated to within 1 or 2 per cent of the required grade. Cream should be held at a temperature of about 42 degrees until ready for shipment. Heavy cans, protected with thick, padded jackets should be used to hold down the temperature when shipping. The bulk of the cream used in large cities is shipped by creamery companies, condensary plants and powdered milk factories a long distance from the cities. Such cream does not always meet the requirements of a fancy trade because it must be pasteurized before it is shipped. Pasteurizing means the heating for 20 to 30 minutes to a temperature of from 140 to 160 degrees, and immediately cooling to below 50 degrees. Such cream will keep sweet a long time, but it loses its viscosity, or thickness, and cannot be whipped like cream that has not been pasteurized. In many cases pasteurization is used to cover up bad odors and flavors. In some instances the writer has seen rather poor milk taken in a skimming station 500 miles from large cities and by being skillfully manipulated reach its destination in the shape of cream that was considered of very good quality.

"After seeing the conditions under which a large part of this pasteurized cream is produced," says C. B. Ford, in Successful Farming, "I would be willing to pay one-half more for cream fresh from the farm where the milk was produced and that had not been manipulated by skillful manufacturers through whose hands it has passed. Some will claim that pasteurizing cream cannot kill bad odors and flavors, but those who have had experience know better."

Finding a Market.

Providing one can find a suitable market the selling of cream is the ideal of dairy farming. Finding a suitable market is less easy than finding a market for milk and butter, principally because the demand for cream fluctuates more from week to week than the demand for milk and butter. Then, many of the largest dealers and ice cream manufacturers will not deal direct with the producer. It is their business policy to buy milk, separate the surplus in their own plants and turn it into butter or cream as may be needed; however, it is possible to go into cities and find hotels, candy manufacturers and restaurants willing to buy your cream according to their needs, which vary from two to 20 gallons a day.

To some extent the selling of cream is a special problem. On the other hand, if a good market can be found it will pay better to sell cream than butter. On the whole, therefore, the selling of cream is a more specialized type of dairying than selling milk and butter and, properly conducted, it can be made very satisfactory to the dairyman who values the young stock of the farm.

A Successful Breeder.

One successful breeder of registered Guernsey cattle supplies a large Eastern hotel with cream and on the menu cards are pictures of his farm buildings and cattle with the information that the cream used at this hotel comes from his farm, where visitors are always welcome and where the best stock in the country is for sale. He was asked if he found that kind of advertising a benefit to his business. He said that next to one or two farm papers it brought better returns than any advertising he had ever done. He said: "You see it catches a lot of men who are stopping over in the city for a few days on business, and having the extra time some of them call me up on the phone from the hotel and come out and visit my farm. As a rule, the men who stop at the very best hotels have money and I have made several very satisfactory sales. The hotel owner likes the covers for the menu cards and it helps to bring customers to my farm. I could mention several instances where men from a long distance who have come East to buy stock from other herds have been attracted by my hotel advertisement and visited my herd and made liberal purchases. My cream helps advertise my breeding stock."

That Should Settle Him.

The new haystacker who had been working in the coal mines all his life did not like the blaze of the noonday sun and said: "Dangit boss! It's not much fun workin' with the thermometer one hundred and two in the shade!" Farmer Haystack—Well, yer dern fool! What's that to you? You're not hired to work in the shade!



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