

Establishing First Class Dairy Booths Will Advertise Dairy Products

DAIRY INDUSTRY MUST COOPERATE IN ADVERTISING

By Roy C. Stewart

"Specialize, then advertise," is the slogan that should be followed in many more of the industries today. It describes the manner in which many of the big industries have been developed.

Each individual dairyman has specialized, but due to lack of unity their advertising has thus far been used almost entirely for purposes of competition against others in the same business.

Milk producers and milk by-products manufacturers must get together to put the dairy industry of the Northwest where it should be—that is, leading the world.

ADVERTISING OVERLOOKED

A big opportunity for advertising milk and its by-products is overlooked in every town and city. In the markets of the larger cities a booth could be established selling only A-1 milk and milk products and in the smaller towns some store should be induced to make a specialty of selling milk and its by-products. If such a dairy booth or store was established, selling only the best and making specialties of cold milk drinks in the summer and hot milk drinks in the winter as well as retailing the best dairy products it would go a long way towards combating the advertising schemes of the dairy product substitute manufacturers.

BUTTER SUBSTITUTE POPULAR

At a small booth in the Portland Central market last Saturday afternoon, the dairy booth was the center of attraction. The girl at the booth stated that the total sale of butter substitute in Portland runs into thousands of dollars each day.

Investigations indicate that it is not the poor man who is buying this substitute. It is the man of moderate means and sometimes even the well-to-do. The explanation is that the best solution for purchasing this substitute is that it is always of uniform grade. When buying butter they get as many as eight grades.

Standardization of milk and milk by-products seems to be the best solution for the dairyman's trouble. This would give him a steady home market and gradually broaden his market to include many sections in the East.

DAIRY LAWS INADEQUATE

The state dairy laws have proved inadequate to handle the situation. The only remaining method left to try out is the organization of the dairymen into one body so that they can work out their own grading system and work together to advertise their products.

In the past few weeks a series of meetings have been held by the Oregon Dairyman's league. Much enthusiasm has been displayed and at least two creameries seem to be on the verge of being organized. The dairyman's league has shown that they were unanimously in favor of the reorganization plan in order to take up the manufacturing of the surplus milk into by-products. In this way the market for milk will be stabilized.

When the new plan is fully worked out cheaper methods of handling and delivering milk and its by-products will be developed. At present some sections of the larger cities are covered by as many as eight to ten different milk routes besides the other routes necessary to handle the distribution of butter and other milk by-products. Through cooperation and with standardized products one route would be sufficient and eliminate much of the present expense of delivery.

The best solution for the dairyman's problem seems to be—specialize, standardize and then advertise.

Holstein Breeders Of Clatsop County In New Association

The Clatsop County Holstein-Friesian Breeders' association is a new organization just completed at Astoria by H. J. Lechner, county agent, and Professor E. L. Westover, of the Oregon Agricultural college.

Frank Wilkinson of Seaside was elected president, Ben Rakkola, vice president, and G. Bates, secretary and treasurer. Other directors are Arthur Tucker and Will Reith. Each man there pledged his support by taking out a share of stock in the Pacific International Livestock show, which was held last year's subscription to the Holstein-Friesian World, a magazine published every week.

A talk on community breeding and the merits of the Holstein breed was given by Professor Westover, O. M. Plummer, manager of the Pacific International Livestock show, explained the ways in which this show is a benefit to the Pacific Northwest, one of the greatest livestock centers in North America.

Farm Bureau Meeting

Boardman, March 27.—At a local farm bureau meeting topics discussed were: Bringing a trainload of corn next fall for sheep feeding; getting together committees from Boardman, Irigoin, Alpine, Well's Springs, Lexington and Heppner for final agreement on a road to Heppner; farm cost accounting; and the necessity of keeping accurate records.

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DAIRYMEN'S FRIENDS



J. F. Langner, Aaron Sapiro, J. D. Mickle and Alma D. Katz, who have been largely instrumental in forming the dairymen into a purely co-operative association.

OREGON COOPERATIVE CREAMERIES INCREASE PRICE OF BUTTERFAT

One effect of the organization of co-operative creameries in Oregon has been a greater increase in the average price of butterfat since 1913 than in the price of butter prints or cubes.

The average price of prints in 1915 was 102.7 per cent of the price of fat, while in 1918 it had fallen to 95.1 per cent. That is, measured in terms of fat prices, the price of prints fell 6.6 per cent.

The average price of cubes in 1915 was 84.1 per cent of the price of fat, but by 1918 had fallen to 83.3 per cent—a loss of 0.8 per cent.

A proper ratio between the price of butterfat and butter was one of the things sought by the Oregon farmers in establishing co-operative creameries, as outlined in the survey of typical Oregon farmers' creameries, written by Eric Englund, field agent in dairy marketing, published by the agricultural college.

FARMERS ORGANIZE

"The prices paid for butterfat were in some cases lower than the prices paid for butter," says the report, and it was held that the big creameries controlled both the price of butterfat and butter. The farmers believed that the best way to compete with the centralizers would be to organize co-operative creameries.

They frequently asserted that the big creameries were paying low prices for fat, and giving low tests and inaccurate weights.

It is difficult, Mr. Englund believes, to determine exactly the part played by the co-operative creameries in bringing the price of fat above that of butter, but asserts that the gain was more rapid after the farmers put creameries into operation.

Not all creameries organized either under corporation or cooperative laws of Oregon succeeded. In order of importance, the following are given as the reasons for failure:

REASONS GIVEN FOR FAILURE.

Small volume of business.
Inefficient management.
Severe competition.
Poor system of accounting.
Lack of loyalty among farmers—in some cases farmers jumped to a commercial creamery for an additional 1 cent a pound for fat.

Insufficient credit.
Extension of too much credit.
"Investigations do not show that farmers' creameries have generally been unsuccessful," concludes the report. "Experiences of the 17 studied seem to indicate that co-operative creameries have in most cases succeeded."

The entire survey is well explained in the bulletin, "Survey of Typical Oregon Farmers' Creameries," issued by the experimental station. Copies free on request to O. A. C.

Canning Company Meets

Chehalis, Wash.—The South Bend Canning company, at its annual meeting, reported that a total of \$46,000 was paid out by the company last year. No dividend was declared. Ben Armstrong was re-elected president; A. P. Pederson, vice president; E. Pederson, secretary; Theodore Myers and F. A. Hazeltine, trustees.

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JERSEY JUBILEE IS SCHEDULED FOR OREGON FARMERS MAY FOURTH

By D. Brooks Hogan

A year ago a group of Oregon Jersey breeders met in Salem with the hope that some appropriate celebration could be planned whereby we could draw the attention of the Jersey world to the fact that Oregon had bred and tested a cow that had outlasted all Jerseys with an individual year's record and also had performed several feats no other cow any breed had ever or has yet accomplished. The jubilee, as it was called, was "pulled off." You who took it in know what a great event it proved to be; a pleasure trip unequalled in any line, and a source of education undreamed of.

The sentiment for a repetition, or nearly so, has grown to such an extent that it has been decided to hold the second annual Oregon Jersey Jubilee May 4, 5 and 6. More particulars will be published later.

HOLD WORLD RECORD

We will see again this great Viva La France, who still holds two world records and has been to two fairs since freshening in 1913. Grand champion at the Pacific International, calving in the heat of summer, has been moved to a new home, experienced 20 degrees below zero weather in a box barn, being milked once a day less than last year when she made her big record, no green feed, no silage, and still bids fair without mishap to raise the highest Jersey record again.

Silver Chimes Gwendola, who at the time of the last jubilee was whispered about as a possible world record cow, has since captured the world's championship as a senior yearling. She held the record but a few months only to have it raised by over 150 pounds fat by another Oregon bred, and tested heifer, Lulu Alpha of Ashburn. Lulu made her record for a breeder that never had tested before. Gwendola made her record for a man that had been a breeder less than four years. What these new breeders have done with Oregon bred cows others can do in any state. The records of Oregon bred cows now owned in the East prove this. What Oregon has gained fame she has raised and in most cases bred and raised several generations back.

Now reports are out of another breeder that has never had any world record cows in his herd who has a cow about nine months along on test with which he expects to beat Viva La France and thus the Jersey continues in Oregon. Oregon Jerseys hold five of the eight world records of the breed. All these great cows and hundreds of others we will see on this jubilee trip.

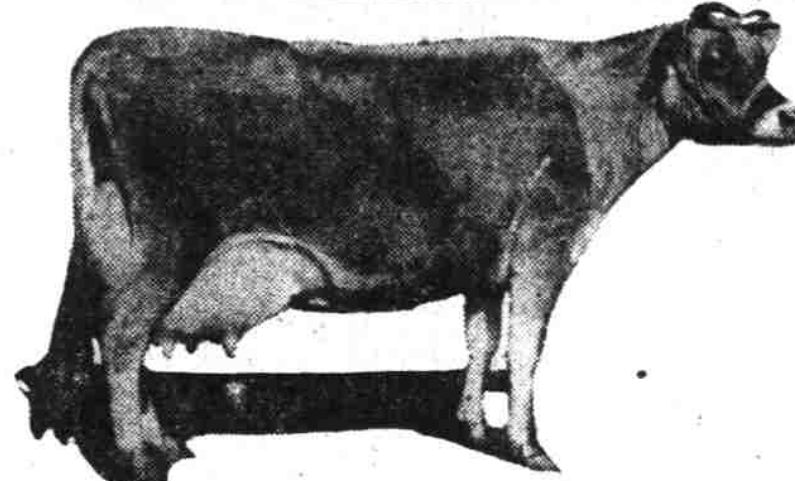
SALE SCHEDULED HERE

Then, we have had a record sale in Oregon this year, where a breeder has tried practically every animal in his herd and sold a portion at public auction at a higher average figure than any other sale of Jerseys in the world. We could tell you volumes more but will save it until later. Watch for announcements between now and May 4 regarding the jubilee.

Brink your neighbors, friends, everybody that loves a Jersey cow, and deny them not. You all will be more than welcome, more than well paid for your time spent, as we intend that every minute be used to your benefit. You will return home a tired, but a wiser and happier man or woman, because you will be proud you have affiliated yourself in one way or another with the noblest of all domestic animals—The Oregon Jersey.

It is useless to buy good blood and then think the ancestors have endowed them with the wherewithal to become great cows if neglected or allowed to shift for themselves.

REGISTERED JERSEY



Her record for one year is over 900 pounds butterfat. She is one of the good ones that will feature a sale to be held at the sale pavilion, North Portland, about the time of the Jersey Jubilee.

IDAHO COWS PRODUCING 40 POUNDS OF BUTTER A MONTH REGISTERED

Moscow, Idaho, March 27.—A registry of Idaho dairy cows that are making 40 pounds or more of butter per month is being kept by Professor H. B. Davis, head of the dairy department of the University of Idaho, and already he has 90 cows in this state registered and receives monthly reports from their owners. This is a part of the yearly test that is being made in this state and in which it is planned to get as many dairymen as possible interested.

Last July the Jersey dairymen of this state set a mark of 60 Jersey cows for registry and are nearing the mark as the last report shows 51 are registered. Beginning next month, Professor Davis will publish the names of all cows on advanced registry, or "registry of merit," which means cows that are making better than 40 pounds of butter per month.

There are 30 Holstein cows entered in the registry from only two herds, and there are nine Guernsey registered up to this time.

The Jersey breeders testing in February were P. S. Dille & Son, Caldwell; J. F. Bruns, C. Y. Cannon, S. E. Gearhart and B. B. Bailey, Boise; G. W. Haynes, Eagle; Carl Irwin, Kimberley; S. H. Taylor, Twin Falls, and the University of Idaho, Moscow.

The Holstein breeders who tested in February are: F. W. Hastings, Wendell; F. O. Johnson, Meridian; Inter-Mountain Institute, Weiser, and the University of Idaho, Moscow.

The Guernsey breeders who tested last month were: Henry Schick, Buhl, and L. G. Perry, Wendell.

R. H. Musser, formerly assistant state leader of county agents, has been designated assistant director of extension work in the state. He will be chief assistant to L. W. Fluharty, head of the extension department of the university.

The farm crops department of the university working in cooperation with the office of forage crops of the United States department of agriculture, has begun a series of tests of clover adaptable to Northern Idaho soils and climatic conditions. Clover seeds and plants from all sections of the world are being secured for this experimental work.

BREEDERS INSIST ON JUDGES SHOWING UP AS THEY AGREED TO

Failure of Judges to Be on Hand Causes Much Annoyance to Cattle Exhibitors.

The management of the Pacific International Livestock exposition was greatly handicapped this year in securing the proper judges to judge the livestock exhibited.

A number of judges who were secured, later backed out, with little or no excuse. The main reason for a change of mind of most of these judges was that the stock shown in this part of the country is in a class by itself. In order to judge here they would either have to underestimate the value of the animals shown or reverse themselves on previous placings.

All this action on the part of the judges greatly inconvenienced the management of the show and put breeders of all classes of livestock in a rather uncertain position.

This subject was discussed at the Oregon Jersey Cattle club meeting during farmers' week with the result that the following resolution was adopted:

"Whereas, The Oregon Jersey Cattle club realizes the importance of careful selection of judges for our various county, state and fat stock shows, and whereas it sometimes happens that judges of national reputation accept judgeships, and that for one reason or another at the last moment advise of their inability to act, causing much disappointment and sometimes great annoyance;

"Therefore, be it resolved by this association that any judge recommended by a national association who shall accept a judgeship do so only after most careful consideration, that once he has made his acceptance it be considered a very serious moral obligation, and that a reputation of this obligation be sufficient ground for the National association to cancel his standing as a judge of the breed; and that copies of this resolution be sent to secretaries of all other breed associations with request that they take similar action.

O. A. C. Man Gives Lincoln County Aid On Dairy Teaching

Professor E. B. Fitts of the dairy department of the college has been in Lincoln county to assist in a series of dairy schools in cooperation with J. C. Coater, the county agent.

A school at Boardman in Morrow county, March 4-5, was attended by W. S. Carpenter of the farm crops department, Miss Lassie Lane of the home economics service, Professor Fitts, dairy specialist, and Professor R. V. Gunn of the farm management department.

A similar school in Canyonville, Douglas county, on March 11 and 12 will be attended by Professors Fitts and Gunn.

Professor P. M. Brandt of the dairy department was at Sherwood, February 19, where he gave the work of dairy school, under the auspices of N. C. Jamison, county agent of Washington county. The same work was given by Professor L. W. Wing, also of the dairy department, at Hoskins, Benton county, February 20 and 21. This was in cooperation with G. W. Kable, county agent of Benton county.

An animal skinned from improper feed or other abuse can never make up entirely what was lost.

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