

Our Farmers Must Raise More Horses and Cattle, Even the Beef Breeds, and There Must Always Be Live Stock on the Farms for the Best Results

OUR FARMERS MUST RAISE MORE HORSES AND CATTLE

Yes; Even the Beef Breeds of Cattle; and They Must Increase Their Breeding of All Other Kinds of Live Stock, for the Greatest Prosperity of Both City and Country

The Salem Slogan subject for the Statesman of this issue is Live Stock.

In former issues of this series, running through a full year, the dairy breeds of cattle have been explained twice, and there was an issue devoted to goats, one to hogs and one to sheep, as the reader will recall, and may find by referring to the list of articles printed in this issue.

So horses and the beef breeds of cattle are all that remain in this connection.

As the thousands of readers who have followed this series of special Salem Slogans already know, the idea running through the whole campaign is to impress the people of this city and this section with the 52 most important basic industries and interests; with the outstanding fruits and vegetables and other farm products that are best adapted to our climate and soil and natural conditions—in short, to get all of our people to following the lines of least resistance, to doing the things we can do best and most profitably, and to co-operating to the fullest extent in all their endeavors, in the way of manufacturing and marketing and lending to each other to the fullest extent the mutual help which will work for the best advantage to each one of us, and therefore to the whole city and the whole central Willamette valley section, of which Salem is the natural manufacturing and marketing and shipping and banking and social and educational center.

We can most profitably do the things and produce the things we can do and produce better than any other city or section.

We can most profitably market

the fruits and vegetables, and the varieties thereof, and all other things raised or made here, if we will specialize on the things that are adapted to our soil and climate and conditions.

This will make for a Gibraltar prosperity.

If our people will continue along these lines, Salem will never cease to grow and prosper, and the country will never cease to grow and prosper with the city.

The more we grow along these lines, the more strength and prestige and momentum we will gain to grow still more.

The better we do the things we can do best, the better we will be able to do them still better.

We learn by doing.

Live stock goes with the best farming methods. Live stock breeding is necessary to the continued building up and enriching of the soil.

We must always have horses and cattle and hogs and sheep and goats and poultry, as long as we have farms and gardens, and we must have all these, and also bees, as long as we raise fruit.

That is, we must always have all these if we are to look to the highest success, measured by the largest crops year after year, sold at the highest prices; and produced at the smallest outlay.

So our farmers must still raise horses; and they must still raise cattle; even the beef breeds. There are some suggestions in this line, in this issue, for the raising of "baby beef" on our farms, along with dairying. No farmer in this section should miss this important suggestion, made by F. W. Steusloff.

HORSES WILL BE HIGH, SAYS A. L. CLEARWATER OF SALEM

Very Few Colts Are Now Seen on the Farms of This Section, and It Would Pay Any Farmer to Give Careful Attention to This Branch of the Live Stock Industry

"The breeding and raising of draft horses should receive far more attention by the farmer than is now given to the industry," said A. L. Clearwater of this city, who has handled thousands of horses in these parts during the past 20 years and is better acquainted with the conditions surrounding the horse business than any other man in Salem.

"There have been more people talking about horse raising of late than for some years past," said Mr. Clearwater, "and the necessity for the horse in the rural industries is coming to be recognized again as it was a few years ago and the demand for them will increase with the years. There are fewer horses in use now than there were some years back, but the breeding of them has almost ceased. In traveling over this valley during the spring months I don't think I saw over a dozen suckling colts, consequently the supply is running low and I look to see good horses commanding \$700 a span before four years roll around. In fact, they are probably near that now."

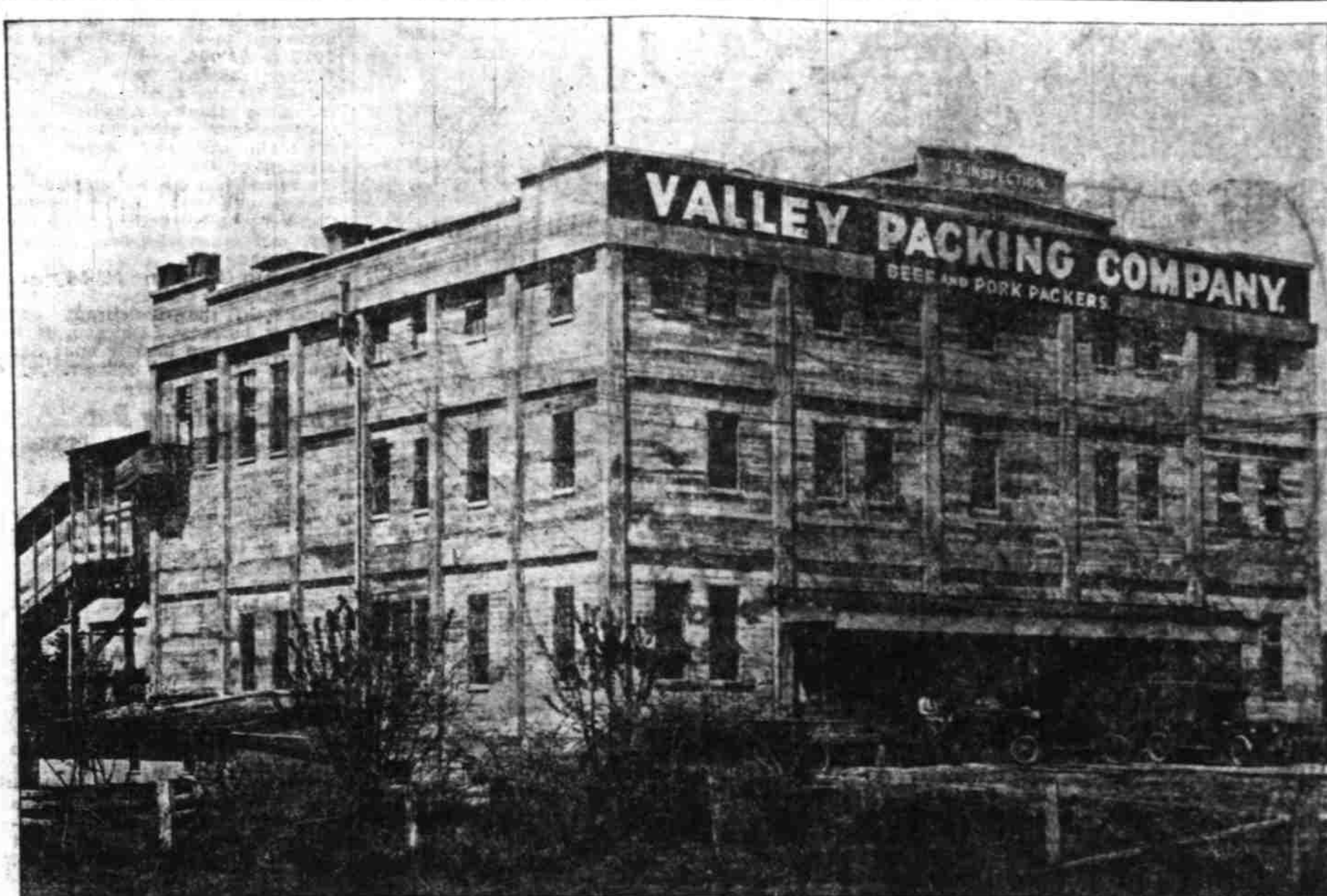
"Last year they brought \$200 to \$300 a head. We shipped 380 head to Northern Idaho that averaged \$250 a head here in the barn and as many more were shipped by us from Albany. The expression is heard that horses are cheap, but that refers only to little, old, worn-out animals and has no reference to heavy work stock. I traveled two days recently to buy a team and paid \$350

for just an ordinary span. The solid work horse is coming back.

"Motor machines on the farms are not all they were expected to be and many farmers realize that for the most complete and satisfactory work they need the horses. I would not minimize the value or importance of the motor machine. It is all right for some things and it is here to stay, but for some other things it does not entirely fill the bill and therefore on the farm there will be always a place and a use for the horse. There are many other places also where the draft horse will be needed, and, as I see it, a man who is properly situated could make no mistake in breeding and raising good draft horses."

"The present stock of marketable horses is very limited; very few young colts are to be seen and there are very few sires to be found in this part of Oregon. As it takes five years to have a four-year-old horse ready for market it can be readily seen that the prospect for big prices in the next three or four years is exceedingly good."

"As to the best breeds, my first choice is the Belgian. He is a blocky, hardy animal and is easily kept. He is of gentle disposition, intelligent and responds readily to training. My next choice would be the Percheron, which has been a favorite here for many years. The Clyde and the Shire are somewhat nervous and do not have as good feet as the others."



A View of the Main Building of the Valley Packing Company

THE VALLEY PACKING COMPANY IS A GREAT HELP TO OUR LIVE STOCK INTERESTS

One of the Most Complete Meat Handling Plants in the World Started Business with the Beginning of This Year, and Is in Active Operation with Double the Force Employed at the Start—It Stabilizes the Market for Our Breeders and Makes Sure the Highest Prices

It would be difficult to find a more complete meat handling plant than that of the Valley Packing company at the northern boundary of the city of Salem, which is owned and operated by Salem capital and Salem men, the stockholders being W. H. Steusloff, F. W. Steusloff, Curtis B. Cross, A. N. Bush and W. S. Walton, all well known in business circles and enjoying the confidence of the community. Mr. Cross is the third generation of his family to be engaged in the meat business in Salem without a break in the succession.

The plant of the Valley Packing company was built in 1919, being finished about December. The main building is 82½ by 32½ feet, with four floors; is of reinforced concrete throughout, with modern sewer system, an independent water system and also connected with the Salem city water as an auxiliary. There is a tank house and boiler room 24 by 36 feet, with three floors; a hide and tallow house 24 by 60 feet, and a fertilizer room 24 by 40 feet. There are modern stock corrals all paved and connected with sewer, and the entire yard surface of the plant is paved and is perfectly sanitary.

It is supplied with the most modern, up-to-date sanitary equipment in all departments. There are two automatic ice machines, five large refrigerators, containing in their interior construction \$10,000 worth of cork board insulation. The machinery includes the latest up-to-date hog-debarring machine and all machinery and equipment in the latest refined type and patterns. The capacity of the plant is 150 head of hogs and 25 head of cattle per day.

The plant is under the supervision of two United States government inspectors, maintained by the United States bureau of animal husbandry, so that the products manufactured here can be shipped to any part of the world as a result of this inspection, which means the O. K. of this government to the other governments of the world.

Heretofore, the sale of hogs raised in this parts was an uncertain matter as to demand and price, and the farmer was at the mercy of the Portland buyers, each man doing the best he could with his shipment of a few hogs, but since the completion of this plant with the beginning of 1920, every hog offered for sale in this field has been purchased by the Valley packing company, whose buyers have met the breeders more than half way and have frequently sent their trucks many miles into the country to bring the animals in.

This concern stands ready to purchase all the hogs that can be raised within its reach at the best market prices, and when the supply shall exceed the present capacity of buildings and equipment, the company is prepared and willing to increase the capacity as fast as the demands may require it. The institution is permanent; it is here to serve this field and it proposes to keep fully abreast of the times and requirements in all features.

The plant employs at present 40 men and women, having started with 20, and its payroll now amounts to over \$1300 a week. There is a total investment there of \$250,000.

Notwithstanding its recent en-

trance into the large handling of meat products, this company has already gone into the Portland market and competed with the big eastern packers, with the result that it has created a strong demand for the "Cascade" brand of hams, bacon and lard, that being the name chosen for its products.

The Valley Packing company is already a big institution and is doing much to make Salem favorably known abroad, but it is only

in its infancy, in its age and its efforts, and it will continue to grow in magnitude and importance with the years, so that it will in time become as noted and as helpful to its field as the big packing houses are to their respective localities. The active management of the Valley Packing company plant is in the hands of Fred W. Steusloff and Curtis B. Cross, with William H. Steusloff as principal "scout" and buyer.



By La Von Coppock

REV. JOHN WOODFIN, who was recently appointed pastor of the Canby Methodist Episcopal church, returned to Salem yesterday after visiting among his parishioners. On Monday evening 40 young people attended the musicale given by Rev. Mr. Woodfin and Rev. Alfred Bates. An interesting program of games was arranged, followed by refreshments.

College songs sung with typical Willamette spirit, tales of undergraduate caprices and class room whimsicalities, reminiscences of Bearcat achievements, were rehearsed by about 30 Willamette undergraduates and "old grads" around a bonfire on the Willamette campus east of the gymnasium Tuesday night. The gathering was a typical college group imbued with the spirit of fun, an occasion for laughing to a glow the ardor for the old historic college. Refreshments for the picnic were provided by Mr. and Mrs. Alpheus Gillette, with each person at the alfresco party contributing towards the expenses of the picnic.

The following were present: Mr. and Mrs. Alpheus Gillette, Vera Wise, Agnes Grigson, Fay Wells, Fern Wells, Mary Paragon, Esther Paragon, Marion Linn, Gretchen Brown, Maxine Buren, Gladys Crozier, Faye Bolin, Mary Heist, Emma Wilson, Averil Harris, Lucile Jaskoski, Helen Rose, Edna Gilbert, Glyde Ausman, Henry Speiss, Paul Wise, Paul Wapato, Floyd Wilkinson, Bern and Morse, Jack Bartlett, Paul Sherwood, William Sherwood, Tinkham Gilbert, Harold Miller, Percival Austin, Athill Irvine, Rein Jackson, Prof. Florian von Eschen.

At the country home of Mr. and Mrs. Frank Riket, on the Garden road Thursday evening, 91 friends and neighbors gathered for a community dinner and get-together meeting. An evening of music and games followed an elaborate dinner on the lawn.

Miss Charlotte Zieher and her cousin, Miss Vainier, returned Monday from their lodge near Detroit, where they have been enjoying an outing for the past three weeks.

Mr. and Mrs. H. V. Compton have as their guest for the week Mrs. Compton's brother, Harry Witham of Everett, Wash.

Mr. and Mrs. Gerald Warrington, en route to their home in Pasadena, Cal., from Seattle, where they have been the guests

of Mrs. Warrington's parents, Mr. and Mrs. Jerome Vance, stopped off in Salem to spend Wednesday with a school friend of Mr. Warrington, F. G. Connant.

Miss Hermine Clouse returned early in the week from Macley where she was the guest of Miss Lois Fellows.

Miss Golda Rader went to Portland yesterday to make her home there for the winter.

Miss Mary Findley, accompanied by her brother, Bayard Findley, left yesterday for New York where she will enter Columbia university, expecting to take up social service work.

Mrs. O. F. Victor and her daughter, Elsie, have returned from a visit with relatives in Portland.

Mr. and Mrs. Pat O'Hara of The Dalles are guests at the home of Mrs. O'Hara's mother, Mrs. J. D. Ferguson. Mrs. Ferguson also has as her guest her small niece, Miss Anna Murray of Enterprise.

Mr. and Mrs. Rex A. Turner returned to Seattle Wednesday after a few weeks visit at the home of Mr. Turner's father, Frank A. Turner.

The O. A. C. club will enjoy a picnic this evening at the George A. Weeks ranch.

Mrs. J. W. Pratt and her daughter, Miss Marie Pratt, have returned from a fortnight at Medford, Crater lake, Portland and other places.

Mr. and Mrs. P. J. Boleaby and their daughter of Des Moines, Ia., are the guests of Mr. and Mrs. F. L. Danison.

Mrs. R. D. Barton and Miss Lucile Barton left yesterday for a week's vacation at Newport.

Mrs. Laban Steeves of Portland is a guest at the home of Dr. and Mrs. B. L. Steeves.

Miss Eleanor Hucklestein, who has been the guest of her parents during the past fortnight, returned Monday to Shaniko.

Miss Della Aumslar has gone to Yakima, Wash., for an extended visit with relatives and friends.

Miss Bertha Sroat of Pasadena, Cal., is the guest of Mrs. George E. Waters for a week.

Mrs. R. Monroe Gilbert left on Wednesday for Minneapolis where

she will visit with her parents, Mr. and Mrs. S. W. Wilcox. Mrs. Gilbert will be gone about two months.

Mrs. Frank Towner and her daughter Florence have returned from a visit with friends in Tacoma. While there they made the trip to Rainier National park and other interesting places.

Mrs. C. L. Kurth has returned to Salem after a vacation trip to Los Angeles and other California cities. She was away three weeks.

Superfluous Hair Roots Now Removed at Home

(A Wonderful New Method) Glorious news for women troubled with disfiguring hairy growths! By means of an entirely new and very simple method you can now remove not only the surface hair, but the roots as well. Just get a stick of pholacine from your druggist, follow the easy instructions—see the hair roots come out before your very eyes! Yes, you can hardly believe your eyes, the work is done so quickly, completely, harmlessly.

Pholacine is non-irritating, non-dorous, non-poisonous—couldn't hurt a child to eat it.

Many people imagine they are weary of the world when, as a matter of fact, they are merely mentally muscle-bound. They've got into a rut and refuse to make an effort to get out onto the big road. What they need is new interests, new thoughts, new actions. All of life is not contained in an office, nor in a church nor on a farm, nor in a factory—any more than all of a man is to be seen "between his hat and his boots."

Hair Grown on Bald Head

After being almost totally bald, a New Yorker recently found something which brought out a new growth of hair of which he is so proud that he will send the information free to anyone who asks for it. Write John H. Britton, 400 E. New York, N. Y. Many women and men have grown hair after all else failed. Cut the top, show others that it grows.

"BABY BEEF" IS RECOMMENDED BY FRED W. STEUSLOFF, PACKER

This Branch of Live Stock Breeding Will Work in with Dairying on Our High Priced Land—Pork Prices Here in the Willamette Valley Are Higher than in the Eastern Markets

The following facts relative to hogs and cattle for meat production and packing purposes were obtained from Fred W. Steusloff and Curtis B. Cross, managers of the Valley Packing company:

The best breeds of hogs are the Duroc reds, the Yorkshires (white), and the Poland China and Berkshire crossed (black).

The most desirable weights for packing are 180 to 220 pounds of well-finished hogs, fattened by grain. For the best results, the pig should have some grain during its natural growth and during the last six weeks he should have all he can eat. A hog should be finished ready for market at the age of six to eight months to insure the best profit. The old theory of keeping hogs two years or more and trying to make them weigh 400 pounds and over is played out, discredited and unprofitable. It may not be generally known that pork prices are much better in this state than in the east, but such is the case. The average price in Portland and Salem for the past two years has been about two cents a pound above all the eastern markets.

Cattle.

The best beef breeds of cattle are the Herefords, the Shorthorns and the Polled Angus. There are scarcely any cattle finished for beef with grain on this coast, and the consequence is there is what is termed an inferior article of beef and the price is from two to five cents a pound less than is commanded by the grain-finished cattle in eastern markets. Eastern corn-fed cattle will dress on an average of 62 per cent of live weight, as against these western cattle dressing about 48 per cent. This discrepancy can be overcome by proper breeding and proper feeding.

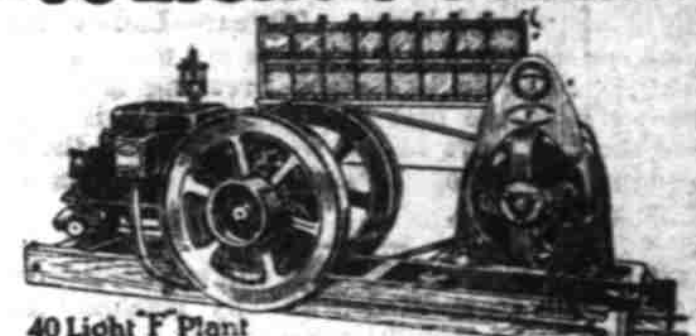
A large percentage of the eastern breeders and feeders are marketing their cattle today at the

age of from 9 to 12 months, making what is known as "baby beef," and that class of beef commands the highest price in the markets. To get such beef ready for the market, the animals must be fed from the time they are taken away from the cow; they must be put in the feed-lot and fed grain until they are ready for the slaughter pen.

"We have handled one carload of that kind of animals," said Mr. Fred Steusloff. "They were raised in Southern Oregon and at 11 months old were brought to the Portland market, where we outbid all competitors and secured them. They were the best beef we have ever cut. The man who raised them went home determined to take the same course this year and we believe it it were to be adopted generally it would prove profitable. It enables a man to turn his money within a year and saves time, labor and interest."

There is an insufficient supply of beef cattle raised in the territory tributary to Salem. This is because of the limited cheap grazing range and the farmers who are in the stock business at all are carrying the dairy breeds, which bring better profits on the high priced lands, but under a system that would finish the animals for market in 9 to 12 months there is a possibility of combining the best strains with the milk breeds and making a success of both. Persons who have cows of the milk strains, especially the larger breeds, can buy a thoroughbred male of the Hereford or Shorthorn breed and produce a good calf for beef and by following the process of intensive feeding above mentioned they can turn off a few head of "baby beef" every year at a neat little sum, and Mr. Steusloff thinks that in the near future there will be a good many farmers taking advantage of that method.

Light Your Farm Buildings with the Fairbanks Morse 40 LIGHT F PLANT



40 Light F Plant
Lot L. Pearce & Son
236 North Commercial Street

Women's Serviceable Walking Shoes

in Brown and Black Ked with military and Cuban heels, very dressy for every day wear, attractively priced from

\$9.00

Hop Pickers Shoes—This is headquarters for serviceable footwear.

Buster Brown Shoe Store

125 North Commercial Street



DATES OF SLOGANS IN DAILY STATESMAN (In Twice-a-Week Statesman Following Day)

- Loganberries, Oct. 9.
- Prunes, Oct. 16.
- Dairying October 23.
- Flax, October 30.
- Filberts, Nov. 6.
- Walnuts, Nov. 13.
- Strawberries, Nov. 20.
- Apples, November 27.
- Raspberries, December 4.
- Mint, December 11.
- Great Cows, December 18.
- Blackberries, December 25.
- Cherries, January 1, 1920.
- Pears, January 8, 1920.
- Gooseberries, January 15, 1920.
- Corn, January 22, 1920.
- Celery, January 29.
- Spinach, February 5, 1920.
- Onions, February 12, 1920.
- Potatoes, February 19, 1920.
- Bees, February 26, 1920.
- Mining, March 4, 1920.
- Goats, March 11, 1920.
- Beans, March 18, 1920.
- Paved highways, March 25, 1920.
- Broccoli, April 1, 1920.
- Silos, April 8.
- Legumes, April 15.
- Asparagus, April 22.
- Grapes, April 29.
- Drug Garden, May 6.
- Sugar beets, May 13.
- Sorghum, May 20.
- Cabbage, May 27.
- Poultry and Pet Stock, June 3.
- Land, June 10.
- Dehydration, June 17.
- Hops, June 24.
- Wholesale and Jobbing, July 1.
- Cucumbers, July 8.
- Hogs, July 15.
- City Beautiful, flowers and bulbs, July 22.
- Schools, July 29.
- Sheep, August 5.
- National Advertising, Aug. 12.
- Seeds, August 19.
- Live Stock, August 26.
- Automotive Industry, Sept. 2.
- Grains and Grain Products, Sept. 9.
- Paper Mill, Sept. 16.
- Manufacturing, Sept. 23.
- Woodworking, Sept. 30.

(Back copies of Salem Slogan editions of The Daily Oregon Statesman are on hand. They are for sale at 5c each, mailed to any address, if ALL are taken; price for first 20 copies, 10c each.)

(It will interest some people to know that these back copies are selling fast—that, nearly every day, orders are received from near and distant points for the whole series. They will be sold out before the fifty-two Slogans are completed, without doubt.—Ed.)