

# Salem Was a Great Dairy Center Last Year, But in One Year This City Has Doubled Its Importance in This Field, and There is Vast Room for Growth

## A DAIRY COUNTRY IS A PROSPEROUS COUNTRY

And Western Oregon is the Best Dairy Country in the Wide World, for Reasons Which Ought to be Better Known Everywhere

(By JESSE HUBER)

A dairy country is a prosperous country. The reasons for this are apparent.

The cow gathers her food during the summer months from pastures, turning forage having a low market value, into highly prized dairy products.

The cow may be wintered on silage, hay and a ration of grain, during which time she will reward her keeper with a full flow of nutritious milk—a product now in demand in our cities at high prices.

The fertility from the dairy barn will greatly increase the production of the fields, insuring larger and more profitable returns from the land.

In the Willamette valley a good dairy country may be given with an emphatic "Yes."

There are good reasons for this claim. Because of the cool summers and mild winters here the energy of cows is directed almost entirely toward the production of milk. No scorching summer heat to endure. No icy, chilling blasts during long winters to exhaust her vitality.

Here, in western Oregon, the dairy cow may be kept in uniform comfort during all months of the year.

In the Willamette valley a plentiful supply of dairy feed may be produced. About all of the principal grain and forage crops can be grown here. Barley, wheat, oats, corn, clover, vetch and mixed grasses yield good crops. From these the dairyman may select those best suited to his type of soil and particular needs.

Clover hay and good corn silage

are unexcelled as a combination feed for the dairy cow. A portion of homegrown grain chopped and fed with the clover and silage, supplies the dairy herd with a balanced ration that will insure the dairyman a large return in milk and butterfat.

This is a good country in which to grow corn for silage.

If the ground is fertile and well prepared and the corn planted early in May a large yield of corn may be expected. The bulk of corn, to be cut into the silo, may be greatly increased by planting the tall leaming variety of corn. Ten to twenty tons of green corn can be taken from a single acre of silage corn under favorable conditions.

The supply of dairy products is not nearly equal to the demand. The creameries, cheese factories and milk condensaries in western Oregon are calling for more and more milk. Our towns and cities are reporting a shortage in the milk supply for household use.

Prices for dairy products have been going up for a number of years. Now they are so high that a good many homes are unable to buy more than a limited supply of milk and butter.

Under these conditions, any one inclined toward the occupation of dairying is confronted by every encouragement. The field in Marion and adjoining counties is wide open for the intelligent and energetic man who is willing to give to the business of dairying proper attention.

Several large creameries in Salem are in full operation throughout the year. These are in the market at all times for any quantity of fresh milk for which they pay the highest market quotations.

As all well posted dairymen and most newspaper readers know, Marion, Marion county, Oregon, has the best Jersey cow in the world; the writer was about to say, the best living Jersey cow in the world. But the world best needs no qualifications. The best Jersey cow in the world is VIVE LA FRANCE 319616, shown in the above cut. Last winter, Plain Mary, a Maine Jer-



World's best Jersey cow, bred, owned and developed by Pickard Bros., Marion, Oregon.

## VIVE LA FRANCE, BEST JERSEY COW IN WORLD, LIVING OR DEAD

Oregon Holds Five of the Eight World Records on Jerseys, and She is Going to Capture Them All, and Future Competition in this Field Will be Between Oregon Jerseys

several pounds than did Plain Mary during her test of twelve months. But Plain Mary is dead. So our Marion, Marion county cow is both the greatest and the greatest living Jersey cow in the world. By other tests, she is a greater cow than any other Jersey cow, living or dead. When she became the greatest Jersey cow in the world she also became in the same test the greatest 4-year-old Jersey cow in the world, by a long lead. She had made high records as a 2-year-old and a 3-year-old. By the test of continuous performance, she is the greatest Jersey cow in the world. By cumulative test, she is the greatest.

The fact is, Oregon is the greatest Jersey state, as well as the greatest dairy state, potentially, in the Union—because we have here the best natural conditions in the world for the production of the best cows of all dairy breeds. We have the climate and the soil and the things that grow

on the soil that combine to make this the greatest section of the world for the production of the best dairy cows.

Oregon holds five of the eight records in the Jersey world—And she is going to capture them all.

Vive La France can beat her own record, and there are other Oregon Jerseys that can beat the Plain Mary record.

Very soon, the contest for Jersey world records will be between Oregon Jerseys; they will be competing with one another, for they will outdistance the Jerseys of all other parts of the world.

The 1200-pound Jersey cow is coming in Oregon. Vive La France could have made this, starting soon after completing the record earning for herself the premier place among all Jersey cows.

(Note—This is probably the first newspaper mention of the fact that Plain Mary is dead.—Ed.)

The most important of these are lime, phosphorus, iron, potash and magnesium. The fluids of the body that bathe the organs, flowing back and forth, carrying food and waste material, have dissolved in them certain minerals. It is almost exactly the same mixture of lime, potash, magnesium, etc., we find in the ash of milk.

What, bone in milk? Yes, milk has bone in it. It is in solution, and we do not throw it away, as we do with the bone of meat. We eat it. It is the lime and phosphorus we find in the ash. The hardness and strength of bones and teeth are due to lime and phosphorus. Once formed, they are not necessarily permanent. A cow at the University of Wisconsin was placed on a lime-free diet. She gave up the lime of her bone for her calf until she became greatly emaciated. Milk is a lime food. IT CONTAINS MORE LIME THAN DOES WATER. To keep her own teeth and bones hard and to make teeth and bones for the baby, the mother should have one quart of milk per day.

Iron in the Blood. The body holds no reserve of iron. Iron is being eliminated from the body daily. The rate of elimination is such that we should lose all our blood in about 500 days. For this reason it is NECESSARY that our food contain organic iron. While milk does not contain so much iron as spin-

nerf matter. Since milk is the ONLY NATURAL FOOD specifically provided to nourish the growing animal, it furnishes an interesting object for study.

Butterfat in Nutrition. Nature did not give us a substitute for butterfat. Parents should pause to consider—the butter on the child's bread is worth more to the child than is the bread.

Making Muscle. Milk stands at the head of the list of protein foods. It furnishes the substance for new flesh as the body grows. If the athlete would increase his muscle he should use a liberal amount of milk. Good body protein is one of the imperative reasons why the child must have milk to grow rapidly.

Building Up the Brain. We can get at the value of milk sugar as a food by comparing it with ordinary table sugar, which comes from the cane or the sugar beet. Cane sugar splits into two particles of glucose when digested. But milk sugar splits into glucose and galactose when digested. Now galactose has been called the "sugar of the brain," because it is used to make brain and nerve tissue. Again we find in milk nutrient material for the brain. So none of the starches or sugars can take the place of milk sugar in this regard.

Minerals in Milk. When milk is burned, the fat, protein and sugar are completely incinerated. The remaining ash is composed of mineral substances.

## SCIENCE SHOWS THERE IS NO SUBSTITUTE FOR MILK

A Virile Race of People Cannot be Maintained Without the Cow, and the United States is Dependent Upon the Dairy Industry for Continued Prosperity

There is no substitute for the products of the dairy cow. A virile race of people cannot be maintained without the cow. Startling statements, you will say.

That absolutely true. And backed up by science.

In conclusive nutrition experiments at the Wisconsin experiment station, Dr. E. V. McCollum, now of the Johns Hopkins university, has recently made a notable contribution to the animal industry of America.

Through his studies the knowledge of scientific feeding has been advanced a decade.

Dr. McCollum made thousands of experiments. He did not jump at conclusions. A summary of all this experimentation would occupy many pages of a newspaper.

It is sufficient for the purposes of this article, to print some of the concluding paragraphs, as follows:

"Those in the tropics who live on the most simple diet are the very poor who subsist on rice and fish or almost the only food. These people suffer from beriberi, a disease characterized by general paralysis. This is the direct result of the lack of water-soluble, an unknown dietary essential which is found in abundance in practically all natural foodstuffs with the exception of polished rice, sugar, starch and fats from both animal and vegetable sources. There is no danger in this country that we shall suffer from this disease, because we shall not be limited to this particular diet."

Value of Butterfat in Ration. "There is, however, a serious form of malnutrition which has not until recently been recognized in its true relation to diet. In our studies with diets which were lacking the peculiar growth-promotion substance WHICH IS FOUND ABUNDANTLY IN MILK FAT BUT NOT IN VEGETABLE FATS, we invariably observed that the animals showed, after a period of five to seven weeks, a swelling of the eyelids, and a marked inflammation of the eye. If the faulty diet was persisted in, the animals always went blind, and death followed a period of loss of weight in case the missing dietary essential was not supplied. A SMALL SUPPLY OF BUTTERFAT WORKS LIKE MAGIC IN RAISING THE RECOVERY OF EYES IN SUCH ANIMALS, PROVIDED THEY HAVE NOT GONE TOO FAR, AND WHERE THE EYES GET WELL, GROWTH IN THE YOUNG IS RESUMED."

"Since it is not feasible at the present time to attempt to plan a diet for man which will contain both the seed and leaf of the plant in such proportions as will make the diet complete, THERE IS BUT A SINGLE METHOD OF PROCEDURE BY MENAS OF WHICH WE CAN BE CERTAIN THAT THE NUTRITION OF OUR

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## ONE OF LARGEST AND BEST JERSEY SHOWS EVER HELD

This Will be Seen at the Pacific International at Portland in November, and the Other Great Dairy Breeds Will be Represented by Wonderful Exhibits

Unquestionably the most outstanding division of the approaching Pacific International Livestock Exposition, to be held at North Portland November 13-20, will be the big dairy section, in which there will be nearly a thousand blue-ribbon animals in the various dairy breeds, on view.

Definite assurance that the coming stock show, in its entirety, will be the largest and most important event of its kind ever staged west of Chicago, are given by the official entry books, which closed last Friday (October 15), with an average of 60 per cent increase over last year in all the breeding classes. In the dairy division the increase runs even higher.

The leading section of the dairy division will be that of the Jersey classes, in which more than 300 head of blue-ribbon Jerseys from the finest herds throughout western Canada and from the Pacific slope and intermountain states have been listed. Few fairs or shows anywhere, not even excepting the great national events, have been able to report Jersey sections of this size, and the Pacific International's showing will probably be one of the largest ever assembled anywhere in the States. Among the exhibits will be many famous blue-ribbon Jerseys, including several world champions. Local Jersey men are unanimous in the statement that the Pacific International's Jersey division will maintain a standard of excellence ranking with those of the best

and most important shows of the country.

The Holstein breed will have almost equally as large a showing as the Jerseys, 250 animals in this class having been entered, including a goodly number of the world champions and entries from Holstein herds nationally famous. The Northwestern states will make a strong showing in this breed, although there will be close competition from California and British Columbia.

The increasing popularity of the Guernsey breed in the West is indicated by the substantial showing of entries in this breed, totaling 152. Washington and California will give Oregon strong competition in the Guernsey section.

The Ayrshire breed which was represented by only three or four animals last year, has come to the front with 45 exhibits, and this section will include some very fine blue-ribbon entries. In addition to the purely dairy breeds there will be upward of 60 Milk- ing Shorthorns and a considerable number of Red Polls, these dual purpose breeds, however, being properly listed with the beef breeds.

"We are going to have a notable dairy department this year," said Superintendent Plummer the other day "the dairy division will really be a show within a show. Taken in its entirety, the tenth annual Pacific International will be a record breaker, and in each section of it there has been a remarkable growth since

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## SALEM HAS A COOPERATIVE CREAMERY DOING VERY WELL

It is Backed by 150 Dairymen and is Patronized by a Number of Others Who Are Not Members, and the Business is Growing and Flourishing

The Capital City Co-operative creamery, with offices at 137 South Commercial street, is one of the outstanding institutions of its kind in Marion county.

Established about seven years ago, this institution has enjoyed a very flattering growth. Its present output being approximately 175,000 pounds of butter annually.

It is a co-operative enterprise in the true sense of the word, as all of its stockholders, about 150 in number, are dairymen of Polk and Marion counties.

The stockholders supply about 50 per cent of the dairy products handled.

Speaking of the creamery, Otto N. Hoppes, the manager, said:

"Our growth has been very gratifying, and indications are that our operations will cover a larger and larger field each year; also that our butter sales will expand from now on."

The officers are: R. N. Magness, president; C. F. Bates, vice president; W. B. Allen, secretary-treasurer; Otto N. Hoppes, manager. Directors: F. J. Von Behren and J. P. Zielenksi.

## SALEM'S BIG CREAMERY HAS DOUBLED IN A YEAR

The Marion Creamery and Produce Company is Now Paying to the Dairymen of This Section Between Three-quarters of a Million and a Million a Year

It is no doubt gratifying to F. G. Deckebach, principal owner of Salem's big creamery, to take stock and look back and realize that the business of that concern has doubled in a year—

And it is equally gratifying to all the people of Salem and the Salem district to know that the dairying industry of this district has about doubled in the same time.

The Marion Creamery and Produce company, referred to above, has been in business in Salem for about six years.

At this time last year, it was paying money to the dairymen at the rate of about \$400,000 a

year, and at the present time the checks to the producers of milk are running at the rate of between three-quarters of a million and a round million dollars a year.

And going on high towards the two million mark.

There are now about 700 patrons, and they are practically all in the Salem district—in Marion

## THE COW IS THE FOSTER MOTHER OF THE HUMAN RACE

Milk is a Food, and it Makes Muscle, Bone, Brain Tissue, Puts Iron in the Blood, and Builds Up a Virile and Conquering Race of People

Edward C. Callaway has written a booklet, that is being circulated by the Oregon Dairy Council, 1006 Broadway building, Portland, that ought to be committed to memory by a great many Oregon people. Mr. Callaway was formerly milk chemist for the city of Portland. Following are a number of excerpts from this great little book:

Milk as a Food. In spite of the fact that the use of milk as a food is as old as the record of things, we are just discovering milk. In this white mixture are concealed some of the secrets of living material made from

## WILLAMETTE VALLEY TRANSFER CO.

Corner High and Ferry Sts., SALEM

We move anything. Also making through trips to Portland and return. We also do local hauling.

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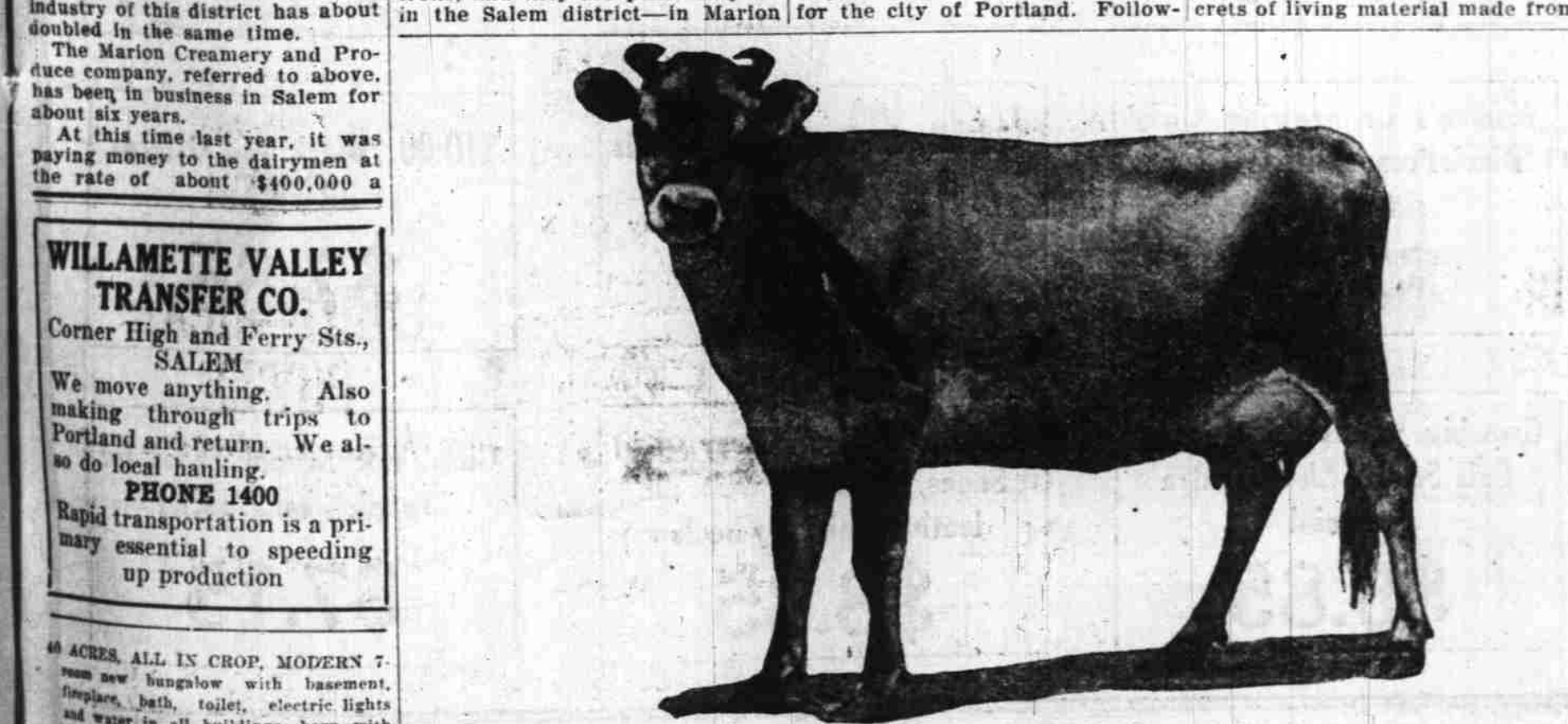
Rapid transportation is a primary essential to speeding up production

40 ACRES, ALL IN CROP. MODERN 7-room new bungalow with basement, fireplace, bath, toilet, electric lights and water in all buildings, born with 20 cow stanchions, two silos, all wire fenced, lays well on gravel road, close to paved road, walking distance of Oregon state normal school well located and a fine home for sale. Price for equipment, furniture and building, \$7500. Terms can be arranged. See Sociolofsky, 341 State street, Salem. Phone 970.

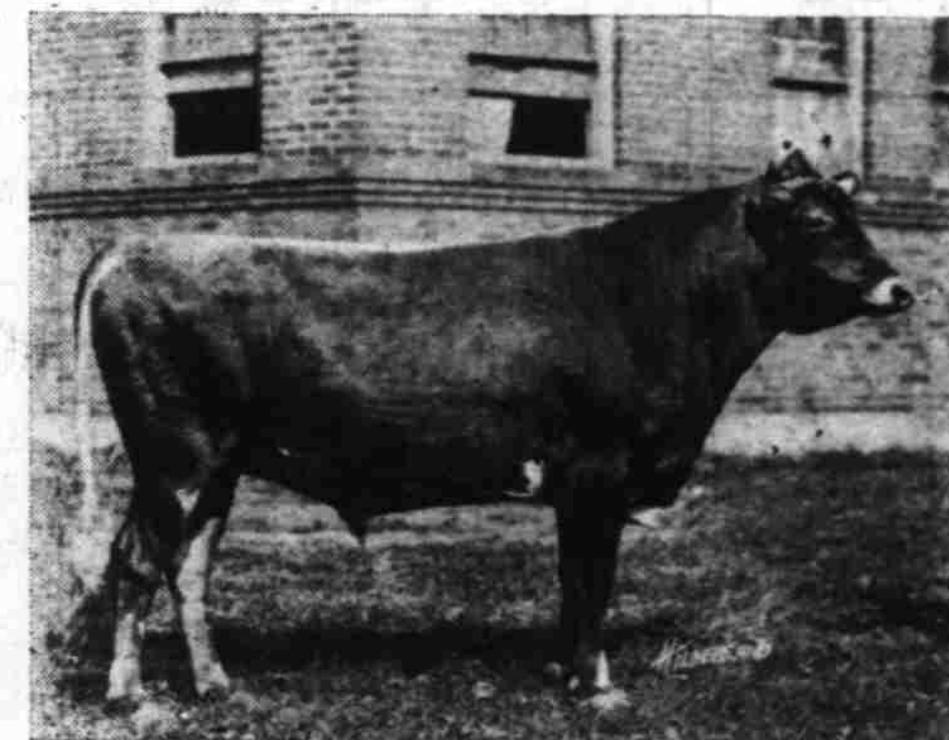
The American Jersey Cattle club sets the standard for a gold medal cow at 700 pounds of butterfat in one year. In addition to producing that amount she must carry a calf a given number of days. There are really comparatively few cows in the world that have produced this amount.

but right here in Oregon we have a heifer, "Birdie Owl of M. L. P." whose picture is shown above, that will easily reach this mark as a two-year-old with her first calf. Up to October 19 she had produced 685 pounds of fat and will not complete her year's work until November 1, and at the present time is producing approximately two pounds of butterfat per day, so it will be seen that, barring accidents, she will easily exceed the 700-pound mark. She was bred and owned by Robert Burkhardt, Albany, Or., and was sold at auction on October 13 for \$2125, going to William M. Ladd, Portland, Or., the well known Jersey fancier and banker.

Birdie's Owl of M. L. P.



## Prize-Winning Jersey Sire to be Shown at Pacific International Stock Show



Pogis Ninety-ninth of Hood Farm Thirty-ninth, owned by McArthur & Stauff, of Rickreath, Oregon.

Among the extensive entries of parbred Jerseys, numbering upward of 300, entered for exhibition at the approaching Pacific International Livestock Exposition, is the 4-year-old bull, Pogis 99th of Hood Farm 39th. This bull is owned by McArthur & Stauff of Rickreath, Oregon. He was bred by C. I. Hood of Lowell, Mass., and is a grandson of Sophia 19th of Hood Farm, the champion

"long distance" dairy cow. He has won prizes in the show rings of the Eastern States Exposition, the National Dairy Show, and the Oregon State Fair, and his offspring won several premiums at the Oregon State Fair this year. McArthur & Stauff have made 25 entries for the coming Pacific International stock show, among them being five sons and five daughters of the blue ribbon Jersey sire shown above.

## MILK, BUTTER, ICE CREAM AND CHEESE MAKE STRONG MEN

There Are No Substitutes in the Human Dietary, and Children Cannot Grow Normally and Men Cannot Achieve Their Best Without Milk and Milk Products

The National Dairy council, with headquarters at Chicago, issues millions of copies of an attractive card, the front side of which contains the picture of a milk bottle and keeping: of ice cream and butter and cheese, and a smiling and robust boy and girl, and a table showing that 20 per cent of the expenditures of each family for food ought to be for milk and its products, and the following sentences:

"The most beautiful nation is one whose children have plenty of milk."

"The healthy child is the cream line of a nation."

"The most efficient nation is one whose people use plenty of milk and eat freely of butter, ice cream and cheese."

"The greatest nation must be built on these."

"There are no substitutes for dairy products—and healthy children."

On the reverse side are the following paragraphs:

"Milk and its products, butter, ice cream and cheese are the most nourishing of all foods for people of all ages. They are likewise the most healthful of all foods."

"Milk, butter, ice cream and

cheese are superior to all other foods because they contain, in addition to the elements of other foods, a certain substance indispensable to the growth and health of the child and the efficiency of the adult. The presence of this essential substance in milk and its products, places these foods in a class by themselves as the most important of all foods in promoting growth and health and in the development of a class of people superior in all respects to those not using these vital foods."

"Dr. McCollum of Johns Hopkins university, one of the foremost authorities on food, has demonstrated that there are no substitutes for milk, butter, ice cream and cheese in the human dietary. Other leading food scientists have reached this same conclusion."

"These authorities have found that the people who use milk and its products liberally are the people who achieve, who become large, strong and vigorous people, who reduce their infant mortality, and who are progressive in science and in every activity of the human intellect."

"Milk and its products should be used freely in every American home in every possible way."