

The Greatest Dairy Cow of Any Breed, Any Age, Is in the Salem District and This Is the Best Dairy Country in All the Lands Bordering on the Seven Seas

GREATEST COWS IN THE GREATEST COW COUNTRY

The Salem District Has the Greatest Dairy Cow of Any Breed Living or Dead, and We Have Also Five More of the World's Record Jersey Cows, and Five of the Twelve Jersey Gold Medal Bulls of the World; and We Will Increase Our Lead

The Salem district has the greatest dairy cow on earth, having produced more butterfat in four consecutive test years as a two, three, four and five-year-old than any cow, any breed, living or dead, during a similar test—

Also the highest record 13-year-old Jersey cow (666.24 pounds)—

Also the highest record four-year-old Jersey cow (983.68 pounds)—

Also the highest record three-year-old Jersey cow (994.6 pounds)—

Also the highest record two-year-old Jersey cow (816.1 pounds)—

Also the highest record senior yearling (freshened at less than two years of age) Jersey cow (800.08 pounds.)

There are twelve Gold Medal Jersey bulls in all the world. Of these the Salem district has five, as follows: Golden Glow's Chief, St. Mawes, Rosaire Olga Lad, Silver Chimes of S. B., and Poppy's St. Mawes (recently qualified.)

A Jersey Gold Medal bull is one that has sired three or more Gold Medal daughters.

A Gold Medal Jersey cow is one that has produced 700 pounds or more of butterfat in a year and carried a living calf at least 155 days.

Oregon is a great Jersey state, in proportion to number of cows to population; but she is a still greater Jersey state—she is far and away the leading state in number of Gold Medal cows in proportion to the whole number of cows—

And the same thing is true as to the Register of Merit class of Jersey cows; which means Jersey cows with exceptional productions of butterfat.

What is of still more importance, the Salem district is growing fast in this respect; and in all

the above respects. Marion, Marion county, Oregon, produced Vive La France, the greatest dairy cow on earth; she produced more butterfat during her combined records as a two, three, four and five-year-old than any cow of any breed, living or dead, during a corresponding test, as stated in the opening paragraph of this article. Today she is the highest record one-year-old living Jersey cow in the world, having a record of 1039.2 pounds; which number of pounds she is capable of exceeding—and which she did actually exceed in the test named—but that is another story; a long story; and that is the official figure. Vive La France was bred and developed and is owned by Pickard Bros., of Marion, Marion county, Oregon.

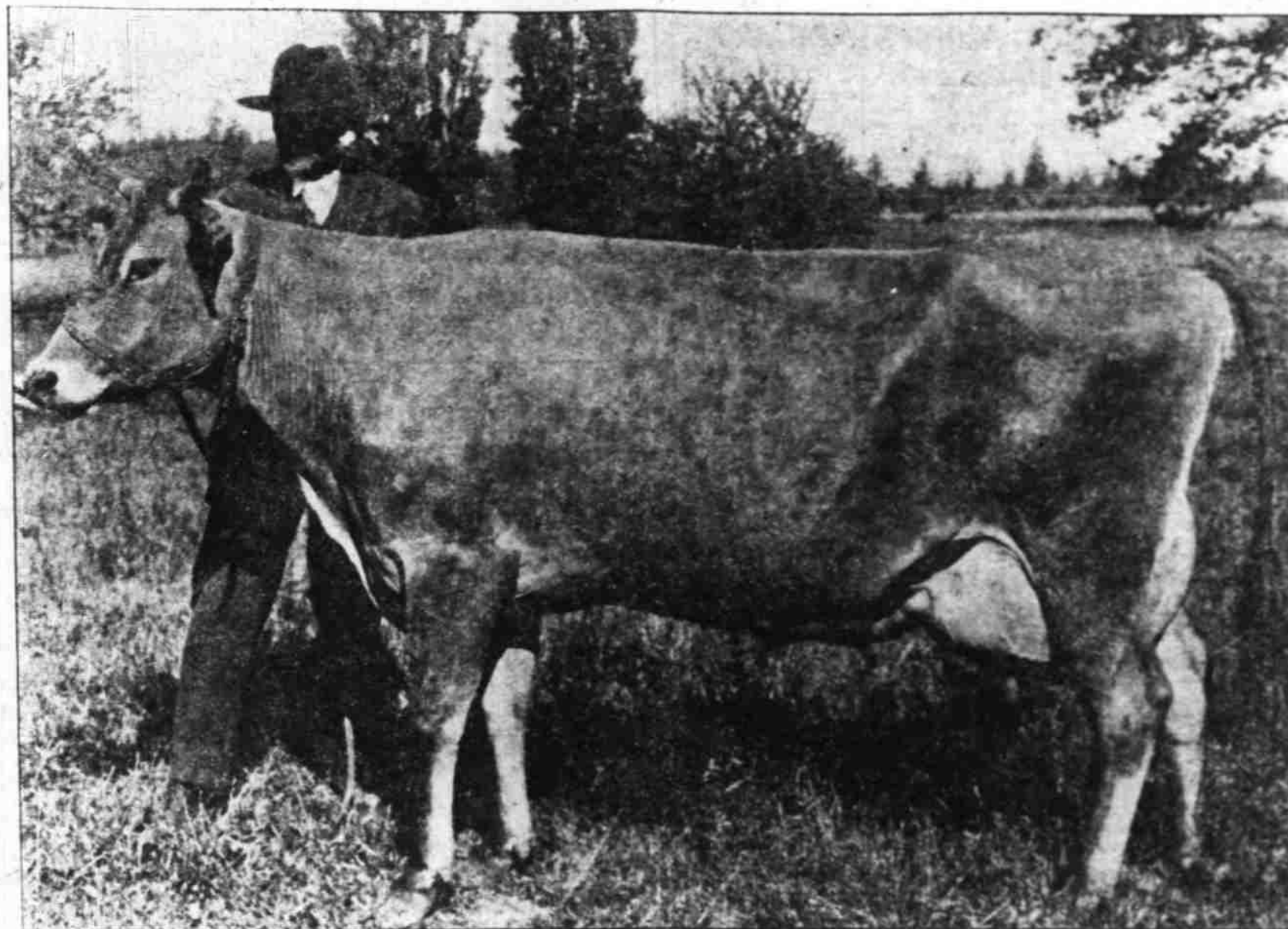
As The Statesman has said and repeated many times, the future world records for production of Jersey cows will be made by Salem district cows; it will be a contest between Oregon Jerseys; and the 1200 pound Jersey cow is coming; is already on the way; and, as a matter of fact, Vive La France is really a 1200 pound Jersey cow; the first in the world; and she has been for two or three years.

But there will be others, and they will be in the Salem district.

Why? Because western Oregon is the best dairying country in the world; because we have the feed and the climate and the natural conditions that conserve the highest qualities and make for the highest production in the domain of dairying.

And we have the dairy brains—

For it takes more than soil and climate to make a good Jersey cow—it takes also a good Jersey



POPPY'S DORTHA

Poppy's Dortha is a Salem district cow. Her record is 994.6 pounds of butterfat in one year; entering her test as a three year old.

She is the highest record three-year-old in the world, living or dead.

She is owned and was bred and developed by Frank Lynn, Perrydale, Oregon.

Her sire is St. Mawes' Golden Poppy.

cow man; and this is true of all the dairy breeds.

Worth Millions

The fact that the cows in the country surrounding Salem are going steadily forward breaking performance production records against the competition of all cowdom is bound to be worth millions to our valley.

Instead of going to the Isle of Jersey for the greatest producers,

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MILK IS AS NECESSARY AS AIR AND SUNSHINE

We Cannot Have Healthy Children Without Milk, and Cannot be Either a Virile Race or Expect to Grow Old Without This Essential Food

(Following is the language of a leaflet of the Oregon Dairy Council, edited for The Statesman by Edith Knight Hill, secretary of that organization.)

Dr. E. V. McCollum of Johns Hopkins university, says: "The degree of a nation's civilization is proportionate to the amount of milk its people use." Let us be civilized.

Milk is a Natural Food.—The growing animal must have material for bones, flesh, blood, brain and nerves. Nature provided it in milk.

Milk is an Economical Food.—Milk is still cheaper than other foods. What can we buy for 16

cents to take the place of a quart of milk?

Now the body can get from a quart of milk enough lime for bone and teeth repair for one day. Also enough first class protein for muscle and blood, enough mineral, other material for brain and nerve repair. We search in vain for some other food that will fill all these requirements.

Milk is a Safety Food.—Dr. McCollum calls milk a protective food because it makes up for the deficiencies in other foods. Deficient food from day to day causes lack of nutrition. Food that does not furnish what the body needs will ultimately cause

disease and shorten the life. That is why every mother and every child should drink a quart of milk a day, and every person not less than a pint.

Milk is Solid Food in Solution.—It is saturated with different kinds of nourishment. Drink it slowly.

E. C. Callaway, milk chemist, says:

Milk, or the products of milk, butter, cheese, cottage cheese, buttermilk and ice cream are necessary foods. Bread has been called the "staff of life," but almost any preparation made from starch foods may take the place of bread in our diet. Meal, potatoes, carrots, beets, onions, apples, pears and so on are not essential as foods.

We can substitute one for the other, but not so with milk. Milk has no substitute.

Attention Boys.—Would you excel in athletics? Would you be healthy, happy, bright in your studies, able to think fast and accomplish your work well? Then drink milk, eat bread and butter, cottage cheese and—but there's

(Continued on page 4)

TWO SONS OF VIVE LA FRANCE SOLD FOR \$15,000

These Youngsters With the Greatest Dairy Cow in the World of Any Breed, Living or Dead, Will Go to Maryland, but They Are Owned by Oregon Men

(The following information is taken from this week's issue of the Pacific Homestead, the farm paper published from The Statesman building; the first publication of this very important transaction in the world of Jersey-dom.)

It has been generally known for the past few weeks that the two sons of Vive La France had been sold, but the details of the transaction have just been made public.

Vive La France has three sons and two daughters. The oldest son has been at the head of the Jersey herd on the Iron Mine farm, Oswego, Or., owned by Wm. Ladd of Portland, Or. His daughters, while young, are most promising.

The two daughters are both owned by Pickard Bros., one a baby calf, the other now in milk.

The other two sons have been on the Pickard farm almost without use. One is approximately two and a half years old; the other, a year younger.

A short time ago they were purchased from the Pickard Bros. by William Ladd and Isaac D. Hunt (president and vice, president of the Ladd & Tilton bank), and they, calling themselves the "Golden Glow Jersey Co.," will ship the two bulls to Bethesda, Maryland, and offer at public service.

These bulls are sons of Vive La France, the world's greatest dairy cow of any age, any breed.

Vive La France is being tested this year to allow a continuous record, but is not being crowded, and it is planned to give her a rest for two or three months this year and then next season go after a new world's record with her.

She now holds a higher average as a two, three, four and five-year-old than any cow living or dead of any breed for a corresponding test, the total for four years being 3596.84 pounds fat.

She was not dry at all before her last freshening.

There has been a demand on the Pickard Bros. to breed cows for others. This, they have refused to do. Now that the bulls are offered for public service, it will afford an opportunity to the owners of valuable cows to secure the blood of this great cow. It is expected that many of the leading breeders will send some of their best cows, and if a bull calf is the result, they will have a herd bull of their own breeding.

It is to be regretted that these bulls are leaving the west. The prices paid by Messrs. Ladd & Hunt was \$15,000 for the two. Both are excellent individuals and there is really but little or no difference in their value.

DAIRYING HAS DOUBLED IN SALEM DISTRICT IN A YEAR

But There Is Room for it to Double Several Times More, and Salem's Creameries Are Ready to Handle All the Business.

As was stated in the Salem slogan issue of The Statesman of October 21, the dairying industry in the Salem district has doubled in a year—

But there is room for it to double several times more; and the faster it increases in volume the better for the whole district—the better for the fertility of the soil for the production of all crops; the better for the monthly incomes of the producers of this district; the better for all concerned.

And Salem can handle all the increase.

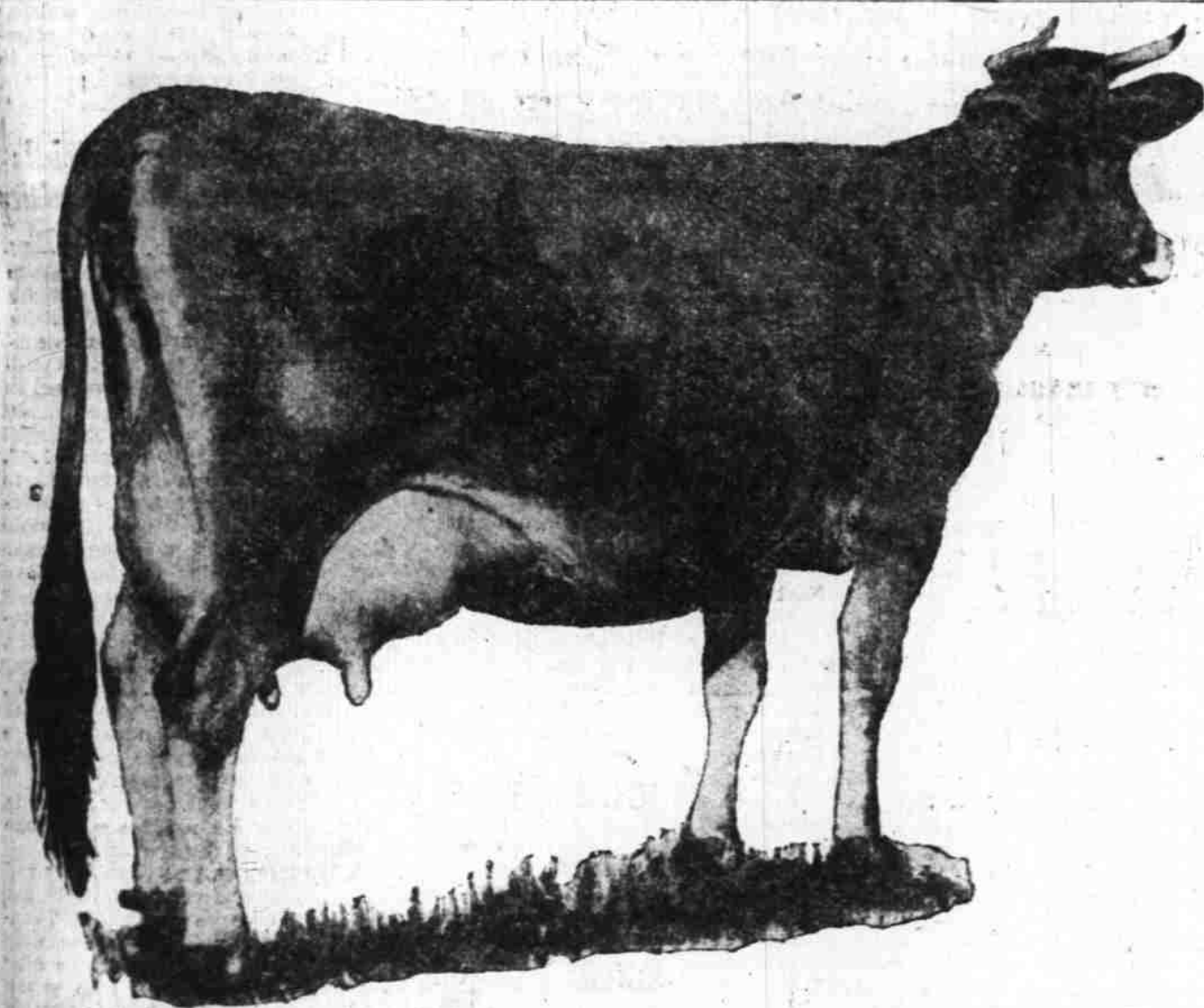
Salem has two splendid and progressive concerns for the marketing and handling of all the dairy products that this section

can furnish now or in the future.

The Marion Creamery and Produce Co. is now moving out at the rate of close to \$1,000,000 a year to the dairymen of the country surrounding Salem; and they have facilities for making it more than a million; including the condensing of the milk, the making of the cream into butter, and even the making of cheese.

The Capital City Co-operative Creamery is owned by dairymen and managed by dairymen, and it has facilities to handle all the offerings, and to make the highest possible returns.

Both of these Salem institutions are prepared to lend every sort of help and encouragement for the increase of the milk supply of this section.



OLD MAN'S DARLING 2ND

Old Man's Darling 2nd is the world's record junior four year old; 983.68 pounds of butterfat, 144.631 pounds of milk.

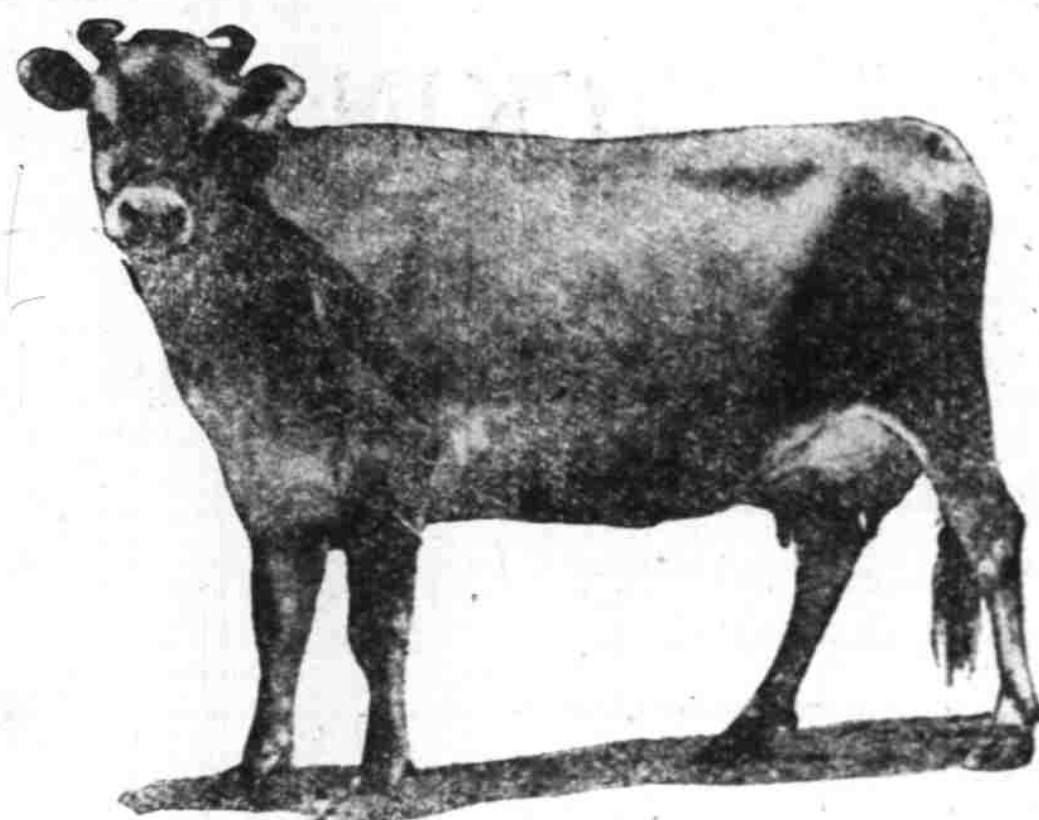
She was the first prize senior and grand champion at the Oregon state fair of 1916.

She was the highest scoring Jersey cow at the Oregon state fair of 1919.

She is undefeated in the show ring and unequalled for her age as a producer.

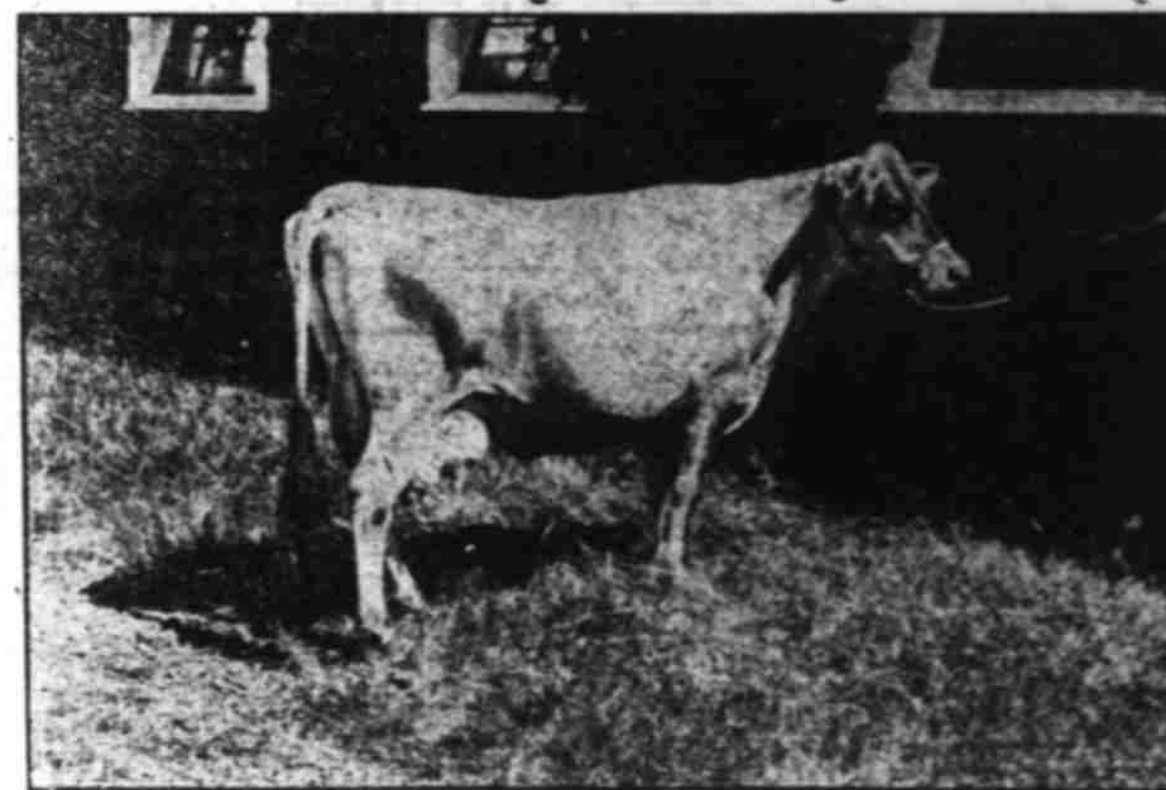
She was bred and developed by Pickard Bros., Marion, Marion county, Oregon, and is owned by them.

As is well known in the dairy world, they are also owners of Vive La France, the greatest Jersey cow in the world and, by performance, the greatest dairy cow on earth, living or dead.



BIRDIE OWL OF M. L. P.

Birdie Owl of M. L. P. is one of the few gold medal two year olds (producing 700 pounds of butterfat or over within one year). She has just finished her yearly test and produced 11,570 pounds of milk and 717.31 pounds of butterfat, beginning test at two years three months of age. She was bred and developed by Robert L. Burkhardt, Albany, Oregon, but was sold by him at auction, October 13 to Wm. M. Ladd, Portland, Oregon, for \$2125. She is now on the Iron Mine Farm, near Oswego, Oregon; the well known Jersey herd farm of Mr. Ladd.



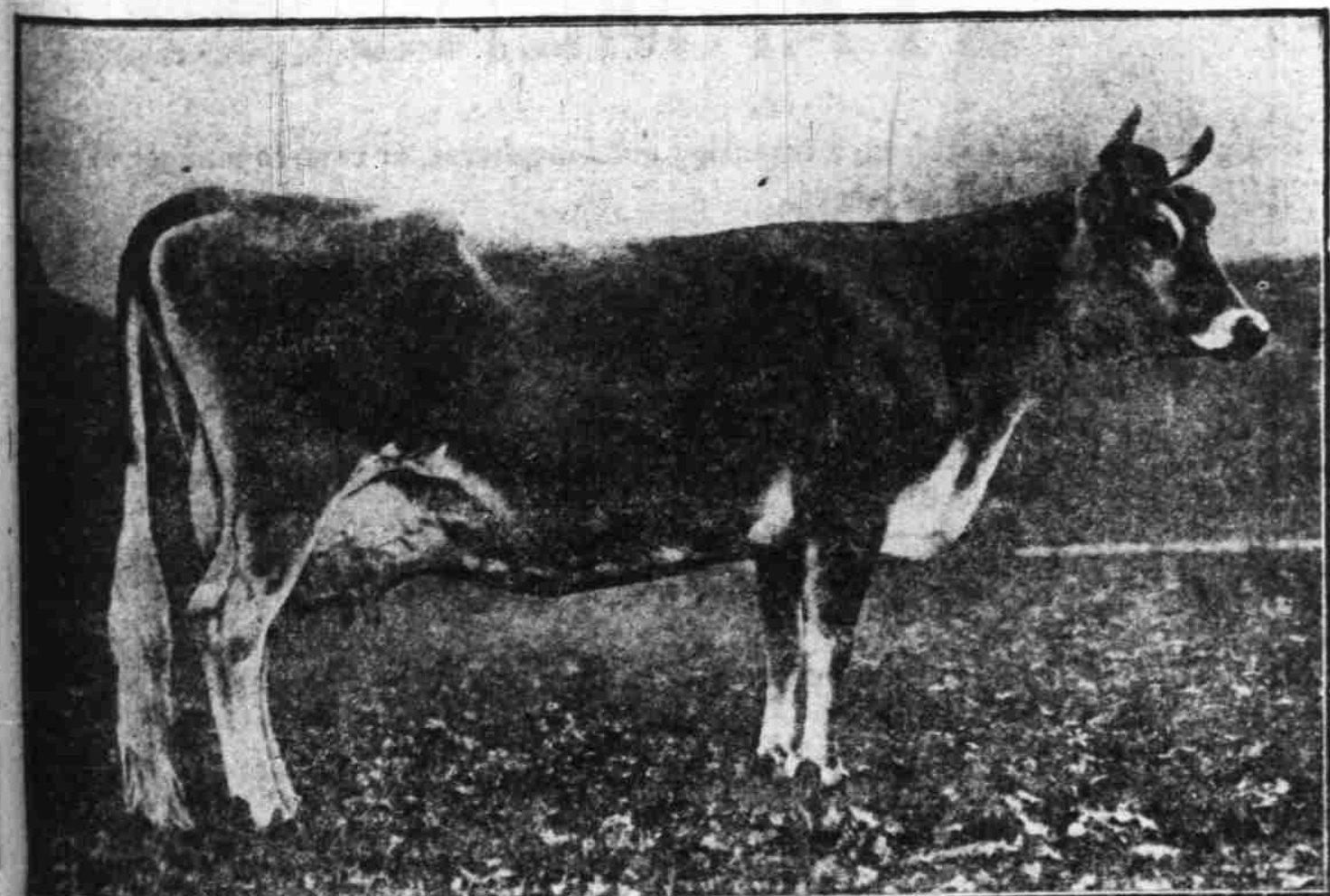
JEAN MARIGOLD OF ST. MAWES

Jean Marigold of St. Mawes is the champion butterfat cow of the world of her age, 14 years.

Her record is 10,926.5 pounds of milk; 666.24 pounds of butterfat.

She is now in her 16th year and producing heavily.

She is owned by Robert L. Burkhardt, Albany, Oregon.



VIVE LA FRANCE, OF MARION, MARION COUNTY, OREGON:

The greatest dairy cow in the world, of any age, any breed, living or dead.

Mr. Dairyman---ATTENTION!

We desire to call your attention that we carry the most complete stock of feed in the valley. We have Bran, Mill Run, Middlings, Ground Oats, Rolled Oats, Ground Barley, Rolled Barley, Oilmeals, Alfalfa Meal, Cane Molasses and various kinds of hay.

We handle only the best quality and sell at the lowest possible market prices. Shipping orders given prompt attention.

D. A. WHITE & SONS

Phone 160

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