

Pep and Progress Pages

Dedicated to Stimulating Our Present Industries And to the Establishment of New Ones

The Way to Build Up Your Home Town Is to Patronize Your Home People

The Surest Way to Get More and Larger Industries Is to Support Those You Have

This campaign of publicity for community upbuilding has been made possible by the advertisements placed on these pages by our public-spirited business men--men whose untiring efforts have builded our present recognized prosperity and who are ever striving for greater and yet greater progress as the years go by.



VICK BROS. Trade and High

Advertisement for DR. O. L. SCOTT, P. S. C. Chiropractor, with a portrait of the doctor and contact information.

Advertisement for Worth & Gray Department Store, located at 177 N. Liberty St. Salem, Or.

Advertisement for WEATHERLY ICE CREAM and BUTTERCUP ICE CREAM CO., sold everywhere, managed by P. M. Gregory.

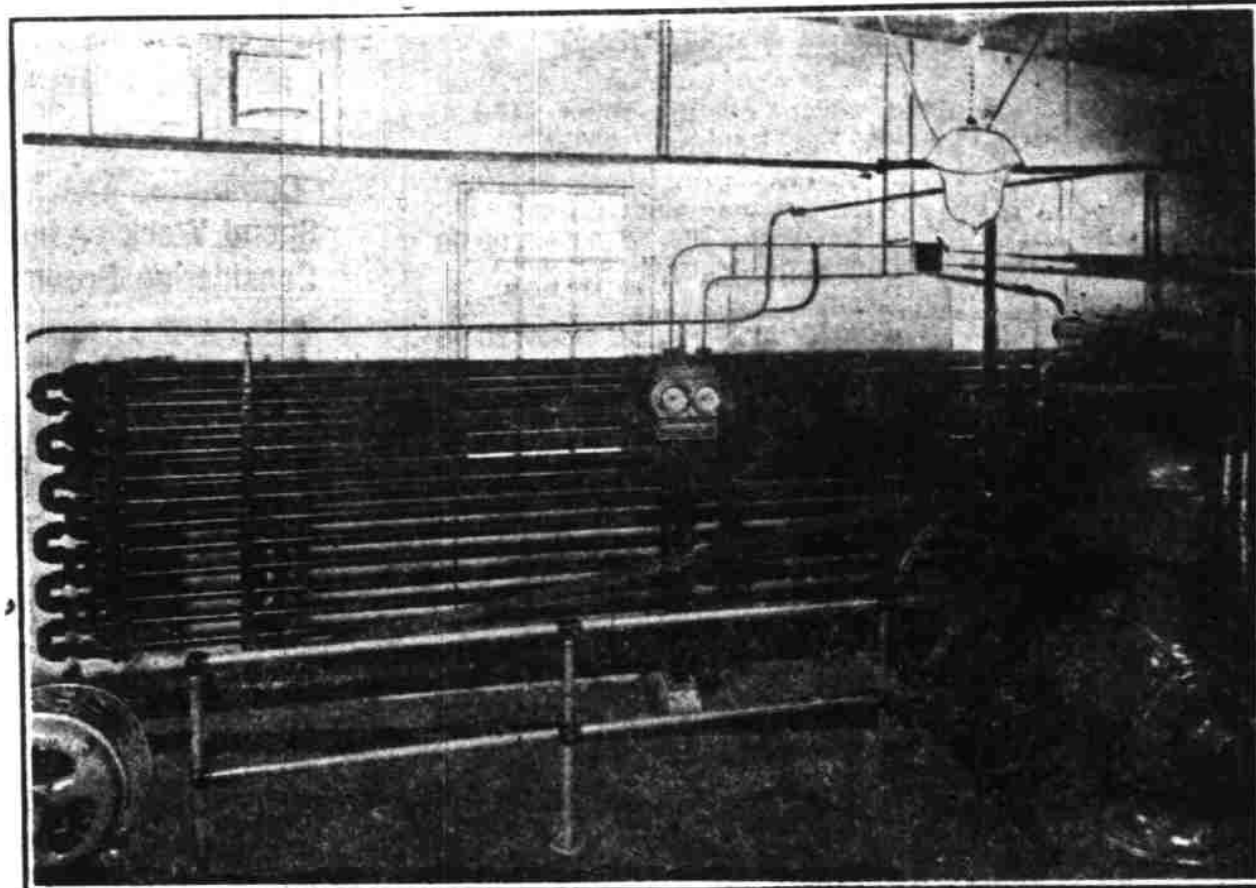
Advertisement for DRY GOODS, NOTIONS, WOMEN'S READY-TO-WEAR, FURS, CORSETS.

THE BUTTERCUP ICE CREAM PLANT IN SALEM IS THE FINEST IN THE STATE OUTSIDE OF THE CITY OF PORTLAND

The Latest Addition to the Equipment Is a Complete Frick Refrigerating Plant, to Take Care of Storage and Freezing--The Interesting Processes of an Interesting Business That Is Growing and Taking in a Wider Territory Which It Satisfactorily Supplies.

P. M. Gregory of Salem is making a big ice cream plant--perhaps the biggest and best equipped in Oregon outside of Portland--where not so very long ago there was no plant at all and people longed vainly for just one taste of something cold and un-fettered.

storage and freezing for the Buttercup ice cream business. The new equipment has just been completed and tested, and is now ready for public inspection. Heretofore, the plant had been served by the Phez refrigeration system, which has been taxed beyond its capacity to care for this outside business.



Frick Refrigerator and Compressor, and Cooling Coils

HOW TO MAKE YOUR HOUSE A REAL HOME

Make the Trees and the Flowers and the Landscape Harmonize

Editor Statesman: To make your house a home, plant trees and flowers in harmony with the colors and architectural features of your home and its surroundings.

Advertisement for Hartman Bros. Jewelers and Opticians, Salem, Oregon.

Advertisement for Salem Laundry Company, 136 Liberty St. Phone 25.

Advertisement for Oregon Wood Products Co., West Salem.

Advertisement for Capital City Laundry, Quality and Service, Phone 165.

Advertisement for Monumental and Tombstones Made in Salem.

Advertisement for Salem Cheese Factory, Made in Salem.

Advertisement for KING'S FOOD PRODUCTS COMPANY, Dehydrators and Canners, Oregon Fruits and Vegetables.

Advertisement for Salem Electric Company, Wiring Fixtures, Mazdas, Electrical Appliances.

Advertisement for MONEY TO LOAN, FIRE INSURANCE, REAL ESTATE, L. A. HAYFORD.

Advertisement for OREGON PACKING COMPANY, Our efforts will be to assist in every possible way the development of the fruit and berry industries of this valley.

Advertisement for Terwilliger Funeral Home, Licensed Lady Embalmer.

Advertisement for DIXIE BREAD, Ask Your Grocer, SALEM BAKING CO.

Advertisement for Falls City-Salem Lumber Company, We carry the following lines of PAINTS.

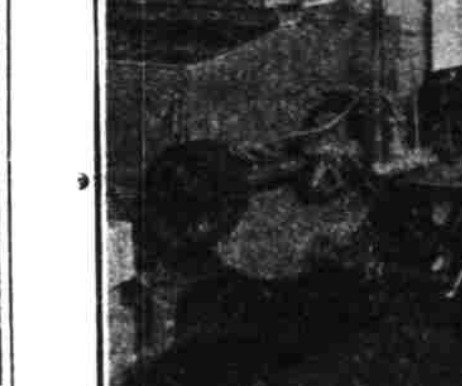
Advertisement for G. SATTERLEE AUCTIONEER, SALEM, OREGON.

Advertisement for MARION CREAMERY & PRODUCE CO., Marion, Ore.

Advertisement for BETTER YET BREAD, It Satisfies, Made By MISTLAND BAKERY.

Through a careful rearrangement of his cooling and storage room, Mr. Gregory is able to provide for 500 gallons more of storage for ice cream.

handling it in large enough quantities so that it is uniform. The 'mix' we use is prepared from the cleanest, sweetest milk and cream, reduced to an exact chemical formula, treated under a jet pressure of 3000 pounds to the square inch to homogenize the butter or fat globules with the rest of the content, and make it possible to secure uniform results in freezing, in handling, in storage.



Two 50-Gallons-per-Hour Freezers, and 500-Gallon Cream Cooler and Storage

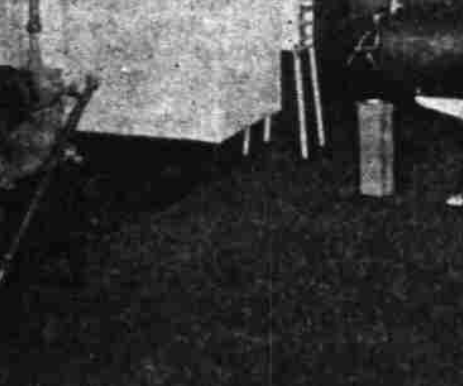
addition to the storage capacity provides for any unusual demand for one day; but the regular output from the two freezers under the rearrangement of the system is up to 50 gallons an hour for each of the two machines; that would be a total day-and-night capacity of 2400 gallons a day, which would keep the Salem 'tummy cool most of the time!

An Interesting Business Mr. Gregory, who has spent many years in the ice cream business, has an interesting story to tell of the ice cream situation.

Advertisement for Seamless Hot Water Bottles and Combination Syringes, Guaranteed Not To Leak, Prices from \$1 up, Brewer Drug Co.

and or a million atoms or spray, is the ideal for digestion and assimilation. We don't apologize for using the product so prepared--we boast of it. It's the heart of sanitary, of digestible, or uniformly-good ice cream.

Country Ready for Plant "We are putting in a big plant because the country seems to be ready for it. There isn't enough business here just now to keep all this costly equipment busy all



Interior view of the ice cream plant showing machinery.

holding 500 gallons. This has a rotating cold brine coil, that soon reduces the cream to the freezing stage. From there it goes to the freezers, which still further reduce it to about 24 degrees Fahrenheit; it is still a thick liquid, that can be readily poured. From here it goes to the storage room, in the one, two, three, five and ten-gallon cans.

Mr. Gregory has installed the present new refrigeration plant or sufficient capacity to care for the cooling for the Marion Creamery, next door to his place of business on South Commercial street. This will still further release the plant of the Phez company, so that the commercial ice business can be expanded to its proper limits.

trium, but in looking over the successful poultry farmers we usually find that they operate with a single breed and variety. Thus particular men with a national reputation become known as 'Barn Rock, White Leghorn or Black Minorca breeders, and invariably their stock commands the highest prices.

making it fresh Ice cream can be kept for a long time; Mr. Gregory has kept it for full six months, and then submitted it to experts for tasting who declare it as perfect as if frozen only an hour or a day before. If it can be kept for six months, there seems to be no reason why it mightn't be kept for six years; but Mr. Gregory doesn't aim to keep it over, even a day.

Only One Best Way "This homogenizing of the cream takes away not a single globule of fat from the richest Jersey cream ever skimm'd. It only breaks up the oily fat discs, and makes an emulsion with the milky portion of the mix. This adds greatly to the digestibility, to the palatability, to the keeping qualities, to the uniformity of the finished product. The difference in the resultant product might be much the same as comparing the serving of beef in chunks and floating in a thin soup or consommé the same beef ground up as a base for a thickened soup in which the gastric and digestive juices of the body have instant and perfect freedom to assimilate every element. The theory of mastication, of digestion, is that the finer the foods can be reduced before being brought to the stomach, the more digestible they will be. The homogenized product, with every comparatively large fat globule retained but broken into a thou-

sand and a million atoms or spray, is the ideal for digestion and assimilation. We don't apologize for using the product so prepared--we boast of it. It's the heart of sanitary, of digestible, or uniformly-good ice cream.

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All the brick cream goes the same route, except that after the assorted flavors and colors are put into the liquid cream, they are poured into the little pint or quart metallic moulds--a layer of vanilla, say, then a layer of strawberry, and a third of lemon--until the mould is filled; then these moulds are stored away on shelves. Brick cream will freeze in a short time; the larger receptacles of course, take longer to "set" and be ready for shipment. The use of the brick cream is growing very rapidly; well packed, a brick of cream can be carried home, and served an hour or even hours afterward, without melting. The small extra cost of packing the bricks is compensated for by the portability and keepability in small quantities.

All milk and cream, whether in pipes, receivers, freezers, is kept in non-tarnishable metal. It may be brass or copper, or alloy metals, with either block tin or silver lining; that leaves no taste or taint in the milk. The milk, of course, never comes into contact with the direct refrigerator pipes, which are of iron.

For More Ice Mr. Gregory has installed the present new refrigeration plant or sufficient capacity to care for the cooling for the Marion Creamery, next door to his place of business on South Commercial street. This will still further release the plant of the Phez company, so that the commercial ice business can be expanded to its proper limits.

Advertisement for ONE BREED TO ONE FARM FOR POULTRY, This Will Give the Average Person Enough to Think About and to Do.

The following is the advice of Henry W. Kruckenberg of Los Angeles, one of the prominent writers of the country on poultry industry subjects: It has been said that success comes to him who pays the price--and usually the greater the success the higher the price in effort and initiative. This may be a

What is Landscape Architecture? Landscape architecture is too subtle to be generally understood. It is confounded with the work of the grader, nurseryman, florist and gardener, whereas it should be esteemed equal to all arts.

Landscape architecture is the art of designing arrangements of land surfaces, groupings of trees, bushes, flowers, harmonizing colors with the surroundings--the designing of walls, trellis works, walkways, gates, arbors, fountain, garden furniture. It means solving the many problems of a beautiful outlay of the grounds surrounding a house; of the vegetable and fruit garden, conservatories, parks, pleasure grounds, street plantings, townsites, cemeteries and so on, always requiring individual treatment according to the condition and location. Landscape architecture includes the right placing of a house on a given ground and surroundings. Often landscape architects design house and garden.

Salem Floral & Nursery Co. J. W. Maquay, Manager.

The maple sugar makers in Ohio are preparing for the spring trade and there is a rumor that the new supply will be equipped with a tick.