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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.

Eat a plate a day

WEATHERLY ICE CREAM

Sold everywhere

BUTTERCUP ICE CREAM CO.

P. M. Gregory, Mgr.

The latest addition is a com-

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 beyoud its capacity to care for this outs'de business Mr. Greogry finally arranged to put in his own outfit, for everything but ice for packing; so the Phez plant being relieved of this other heavy drain. can now devote itself more to the general ice business, which has not been run to its legitimate proport ons because of a shortage of An Interesting Process

The new plant utilizes the standard ammonia process, which will cool the brine solution down ficient quantities to handle an enormous let of cream. monia gas is compressed, hot, at a pressure of about 150 pounds, and then goes through the water liquid by cooling, still under the neavy pressure. When it is reeased into the low-pressure pipe system it expands, and in so do ing produces the intense cold of the refrigerating system; which cold is transmitted to the brine that surrounds the gas pipes; the brine is then circulated as the actual cooling medium.

like "a lot" of cream. But it inch to homogenize the butter isn't, really; it would be only or fat globules with the rest of

handling it in large enough quan- sand or a million atoms or spray, holding 500 gallons. This has a titles so that it is uniform. The is the ideal for digestion and as-'mix' we use is prepared from the similation. We don't apologize reduces the cream to the freezing low doesn't and because it takes a careful rearrange- | 'mix' we use is prepared from the similation. ment of his cooling and stroage cleanest, sweetest milk and cream, for using the product so prepared stage. From there it goes to the room, Mr. Gregory is able to pro- reduced to an exact chemical for- -we boast of it. It's the heart freezers, which still further revide for 500 gallons more of mula, treated under a jet pres- of sanitary, of digestible, or uni-That looks sure of 3000 pounds to the square formly-good ice cream.

Country Ready for Plant "We are putting in a big plant about one-half of a good dishful the content, and make it possible because the country seems to be a day, for all the people in Sa- to secure uniform results in freez- ready for it. There isn't enough lem-and "The Doctor Ordered" ing, in handling, in storage. A business here just now to keep

Frick Refrigerator and Compressor, and Cooling Coils

a full plate a day. That much variable mix results in inequal all this costly equipment busy all

duce it to about 24 degrees Fahrin the one, two, three, five and

ten-gallan cans. 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 strawtil the mou'd is filled; then these moulds are stored away on shelves. Brick cream will freeze '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 keep-

ability 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 metver lining: that leaves no taste or with the direct refrigerator pipes, which are of iron.

For More Ice Mr. Gregory has installed the present new reir geration plant of 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 Prez company, so that the commercial ice business can be expanded to its proper limits. The growing demand for ice has ually find that they operate with made it almost imperative that a single breed and variety. Thus Salem should have more of itand here it is.

Supplies Wide Field The Buttercup ice cream is sold for many miles up and down the Willamette valley. The company now operates three trucks, and looks for a still further extension of trade as the merits of "A Plate long time: Mr. Gregory has kept a Day" come to be better known, and it is made easier to get the submitted it to experts for tasting goods everywhere, ready for eat-

This Will Give the Average Person Enough to Think About and to Do

Henry W. Kruckenberg of Los about and keep muscles in good theory of mastication, of diges- made so that we KNOW they're Angeles, one of the prominent writers of the country on poultry

It has been said that success

HOUSE A REAL HOME

Make the Trees and the Flowers and the Landscape Harmonize

To make your house a home, plant trees and flowers in harmony with the colors and architectural features of your home and its surroundings. A home without trees, vines and flowers is no home. It is a mere shelter. Its lines raising abruptly out of the ground are unpleasant, ugly, stiff and barbaric. It is an artificial structure not belonging to any landscape, and for this reason alone it should be set off by trees and shrubs. Yet we see many costly houses built on a single lot without trees every day. The continuous rush of our modern life does not seem to give us time to consider how to make a home instead of a house.

And even when it is pointed pay him his price. A good one the garden is the outdoor living room whenever the weather permits it. Its outlay properly carhome, and this feature should be paramount; no thought of display should enter. Give it dignity privacy from the outside; pleasant outlooks from the porch and win-

What is Landscape Architecture?

Landscape architecture is the and surfaces, grouping of trees, designing of walls, trellis works, walks, drives, gates, arbors, fountain, garden furniture. It means individual treatment according to the condition and location. Landscape architecture includes the en ground and surroundings. Often landscape architects design

truism, but in looking over the successful poultry farmers we usparticular men with a national

The maple sugar makers in comes to him who pays the price-Ohio are preparing for the spring

P. M. Gregory of Salem is mak- ple longed vainly for just one ing a big ice cream plant-per- taste of something cold and unhaps the biggest and best equipped in Oregon outside of Portland—where not so very long ago plete Frick refrigerating plant, coils where 't is condensed to a there was no plant at all and peo- installed to take care of all the

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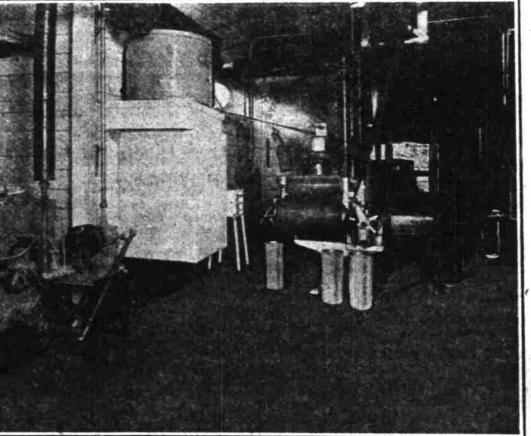
for one day; but the regular out- ties. There is only one standard ing to grow. I have the ambition put from the two freezers under of excellence anywhere in the to own and operate one of the the rearrangement of the system business world-to have the pro- finest plants in the northwest; s up to 50 gallons an hour for duct good and always exactly the and I'm sticking to the best staneach of the two machines; that same. The in-and-outer of the dards of production, of quality. would be a total day-and-night race track, of the prize ring, of of equipment, in building for this capacity of 2400 gallons a day, the bank, of any possible line of big business of the future. which would keep the Salem business or pleasure, isn't wanted. You can't depend on him-he's likely to fail you at the most An Interesting Business critical moment. Mr. Gregory, who has spent Only One Best Way "This homogen.zing of the

tell of the ice cream situation. fresh frozen without any handl-

to know what ice cream contains; that is by chemical analysis, by

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

addition to the storage capacity freezing; in ever varying consist the time. But othe business has tummy cool most of the time!

nany years in the ice cream business, has an interesting story to "It's line to bay, Jersey cream

giobule of fat from the richest Jersey cream ever skianmed he says. "But in practice only breaks up the oily, fat discs. there is no more misleading ar- and makes an emulsion with the gument lin the world of food, milky portion of the mix. This There is only one way possible adds greatly to the digestibility.

to the palatability, to the keepof the finished product. The difference in the resultant product paring the serving of beef in chunks and floating in a thin soup or consemme 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 the keeping-and then, we aim to to assimilate every element. The tion, is that the finer the foods fresh. That's one of the princican be reduced before being ples on which I am building the industry subjects: brought to the stomach, the more biggest ice cream business in Oredigestible they will be. The gon outside of Portland."

provides for any unusual demand tency, in taste, in keeping quali- grown splendidly, and is continu-Making It Fresh Ice cream can be kept for a

it for full six months, and then who declare it is as perfect as II ing. frozen only an hour or a day be-If it can be kept for six son why it mightn't be kept for six years; but Mr. Gregory doesn't aim to keep it over, even a

he's young. That an egg, or a man, can be well preserved for a long time is immater al-we aim to keep and to make the products of stan; dard top quality that will stand serve 'em out the day they're homogenized product, with every

More of the Process comparatively large fat globule. The homogenized ice cream is cess the higher the price in ef-retained but broken into a thou- rin through a pre-cooling vat fort and inlative. This may be a with a kick.

out to us how, we will not stop enhe't; it is still a thick liquid. is worth it, for he has often to that can be readily poured. From spend a lifetime to learn and here it goes to the storage room. study. Let him convince you that same route, except that after the ried out, makes the house a dow; sunshine, flowers, birds and trees and sky-a landscape.

Landscape architecture is too in a short time; the larger recep- subtle to be generally undertacles of course, take longer to stood. It is counfounded with the work of the grader, nurseryman, florist and gardener, whereas it should be esteemed equal to all

art of designing arrangements of bushes, flowers-harmonizing colors with the surroundings-the solving the many problems of a beautiful outlay of the grounds surrounding a house; of the vegetable and fruit garden, consertaint in the milk. The milk, of vatories, parks, pleasure grounds. course, never comes into contact street plantings, townsites, cemeteries and so on, always requiring right placing of a house on a giv-

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

reputation become known as Barred Rock, White Leghorn or Black Minorca breaders, and invariably their stock commands the highest prices. In the poultry business, as in any other industrial enterprise, it does not pay to scatter your ammunition. To breed Mediterranean and American classes, English and Asiatics is to confuse ideals which can only lead to inferiority in one breed or another. To paraphrase Pope's celebrated line, "One breed will only due genius fit, so wide is art, so narrow human wit." Hence we say to the fellow with "chicken on the

brain." whether on a commercial scale or otherwise, go in for one breed and handle it to perfection. both as to color scheme, head and leg points, and economic values. And select one that is in demand. (for unless one has the fancier spirit to breed and exploit the little known) your unpopular breeds and novelties are often difficult to sell for breeding purposes and foundation stock. One breed if inintelligently handled will give the The following is the advice of average person enough to think working condition.

and usually the greater the suc- trade and there is a rumor that