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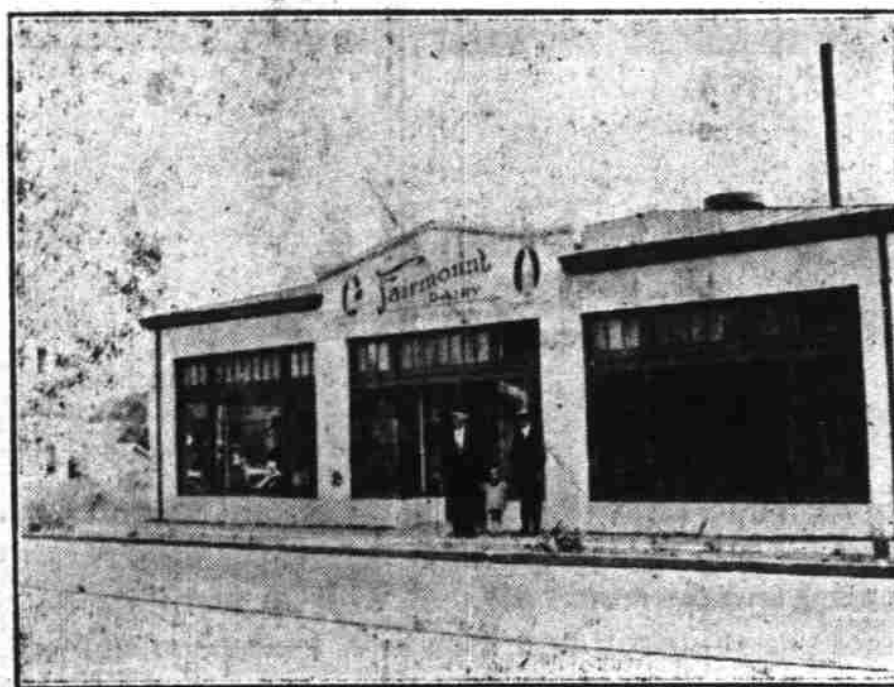
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This campaign of publicity for community upbuilding has been made possible by the advertisements placed on these pages by our public-spirited business men--men whose untiring efforts have builded our present recognized prosperity and who are ever striving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

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FRONT VIEW OF THE NEW FAIRMOUNT DAIRY BUILDING

THE FAIRMOUNT DAIRY, OF WHICH SALEM HAS REASON TO FEEL PROUD

With New Equipment and Building and a Management Satisfied With Only the Best and Most Approved Methods, Salem Takes a High Place in the Matter of a Pure Milk Supply—Making Bulgarian Butter-milk and Cottage Cheese and Arranging a Retail Dairy Store.

The Fairmount dairy of Salem has just invested \$20,000 in equipment and is housed in a brand new, sanitary building that cost another \$15,000. The milk business has grown from a job for the boys to peddle along the streets, to such a scientific industry as ought to attract the attention of every one who uses milk. That means everybody; for the person who doesn't, is already dead.

The Fairmount Dairy is a corporation, of which Alton D. Hurley is the president and manager. It does business at 910 South Commercial street, in a new fire-proof, refrigerated building recently built especially for its use. The old Fairmount dairy established by Schindler brothers, out-

producers; the corporation now receives milk from a number of dairymen. It exercises no ownership rights over the producer; but it is so strict in its supervision from a quality standard, that bad milk can't stay on its books or in its cans—the producer is cut off and the corporation will not touch his products.

"Bad" milk may be of several kinds. It may be from ill-fed stock; it may be from diseased cows; it may be tainted by bad surroundings, or by personal uncleanliness on the part of the milkers, or it may be ruined by bad handling even after it is properly produced.

To have good milk for its patrons, the distributing company

tonishing benefits in many producing farm dairies. Usually, the dairyman simply "didn't know" what to do, and he's glad to find better ways. What he thought was cleanliness, he finds is hardly a fair beginning to the cleanliness that he sees ought to be maintained; it is easy to teach cleanliness, and it costs almost nothing to maintain it, once the producer knows how.

All Milk Pasteurized

After coming to the plant the milk is carefully strained, and turned down into the Pasteurizer. All the milk handled by the Fairmount company goes through this process. This is done in a large vat, containing 500 gallons, that is brought to a temperature of 145 degrees Fahrenheit by revolving steam coils that agitate the milk to a perfect mixture. Pasteurization does not in the least degree change the fact of cleanliness—that has to be settled by inspection; but it destroys every germ that milk can carry.

A storm of agitation has broken out the heads of the pioneer Pasteurizers. The milk does not raise cream quite so readily after this treatment, which is simply heating the milk to 145 and holding it there for half an hour. It isn't cooked, or boiled; but careful microscopic and cultural studies show that it destroys the dangerous bacilli that milk might

of records shows that with the Pasteurization of the municipal milk supply, the baby death rate has been abruptly brought down from 125 per thousand births, to 94 per thousand, or a saving of 25 per cent of all the little lives that come to that great city. If the saving were but one-tenth, it would be the greatest humanitarian invention since man began to invent anything. But to save one-quarter of the babies, is a miracle.

Going to the Cooler

From the pasteurizer, the milk goes through block-tin-lined bronze piping to the cooler. It is important to cool it quickly after the heating process; this is done through a long coil system, in which the milk flows through pipes surrounded by salt brine from an ammonia refrigeration system. It is cooled within a few seconds, down to a keeping temperature. It is brought down to 40 degrees when it goes to the bottlers; where an automatic machine fills 48 bottles a minute, seals them with paraffined paper caps and passes them on to the man who puts them into the crates of a dozen bottles each.

The crates are loaded onto a rack that holds 480 or more bottles, and when this rack is filled, it is picked up by an auto jack that carries the whole thing away to the cold room for storage. The

supplied with water from a well on the property, gives cool water for cooling the milk; it stands at a temperature of 55 degrees the year around, whereas the Salem water works water is now at about 73 degrees. This natural cool water is used in a coil system for cooling the cream that comes into the plant.

Seven Motors For Power

There are six electric motors in the plant, for the various machines; besides the automatic motor for the pumping plant, that operates whenever the tank pressure drops to 35 pounds.

Some curious facts have been found through national figures on the use of bottles. The average bottle makes only 22 1-2 trips, and then it "blows up." It may break, or it may freeze, or thieves may steal it and the milk with it as they are left in the early morning; or the housekeepers may think, "Oh, well, it's only a bottle and I guess they won't care!" and take it off picnicking and never bring it back. The Fairmount company has 30,000 bottles to keep up with the procession of losers.

The Bottles Are Clean

Bottles are washed in a way that the home dairy could never hope to match. They are inverted in wire-bottomed crates, holding a dozen bottles, and fed on an endless belt, through a long steel tank filled with hot alkali. The alkali is pumped by powerful steam pressure, in jets that scrub the inside of the bottle and remove caked cream or dirt almost as effectively as one could do it with a chisel. After passing slowly through this alkali jet, they are treated to steam and then hot water jets, that completes the process. There is nothing left in a bottle after it goes through that machine!

Cream and milk cans are treated in much the same way, though not in the belt machine; the hot jet, and then the steam, cleanses them thoroughly. There is no lingering bacteria left to sour the milk after the cleaners do their work.

Bulgarian Buttermilk

"Bulgarian buttermilk" is one of the products of the Fairmount Dairy, that is interesting people all over the world. Prof. Elie Metchnikoff, of Vienna, brought to the scientific world the health record of the peasants of Bulgaria where people reach the age of 100 years as a normal instead of an extraordinary thing. They have lived more or less largely on buttermilk prepared by heating and developing a bacillus culture that seems to have the property of bringing health and long life. They didn't recognize it as "bacilli"; they called it "souring," and let it go at that. But Prof. Metchnikoff studied out the bacillus and its effects on human life, and with all the ardor that Prof. Pasteur devoted to killing off the bad germs and microbes and bacilli, he fought to spread the use of this one that is a boon to mankind.

The culture itself comes from the famous laboratory of Chris Hansen, at Little Falls, N. Y.; a tiny vial full, once a week, by registered mail. A portion of the vial is poured into a quart of whole milk, and put into a water vat at the Pasteurizer, for 15 hours at a temperature of 80 degrees. Then this is put into 50 gallons of separated milk, and allowed to "ripen" for a few hours; then 10 gallons of whole milk is added, and it is ready to bottle and sell.

It has been found necessary to use the separated milk for the Bulgarian product; to use whole milk, with the cream in, for the first ripening, produces a product of viscosity almost like heavy syrup or trudge petroleum or other heavy oils. The addition of whole milk just before bottling, however, leaves it still a drink, and not a food.

Making Cottage Cheese, Too
Cottage cheese is now being made, in considerable quantities; the production is to be increased as fast as the local trade learns what a splendid article of food is produced here. The skim milk is heated to 80 degrees, in a steam-jacketed vat, for several hours.

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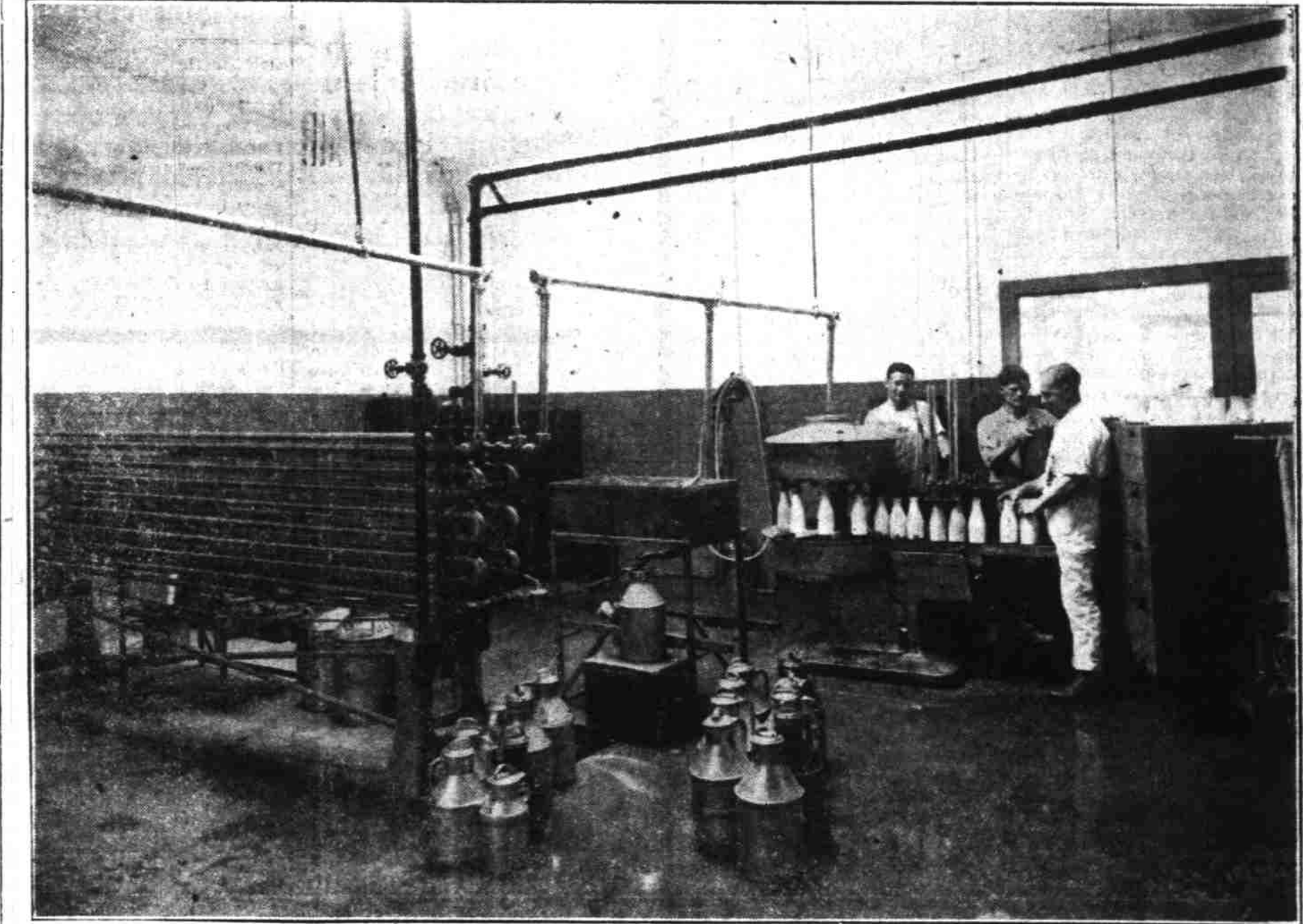
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THE FAIRMOUNT DAIRY: AN INTERIOR VIEW

on the River road, was wiped out of existence, a few months ago, and the new establishment takes its place and now delivers milk to the people of Salem.

An Industry in Itself
The new corporation is built on the theory that the production of milk is one industry entirely of itself, that its handling is an other industry that calls for an entirely different line of thought, and that they had best be kept separate.

From Many Dairies
The milk is bought from the must start with good milk. The Babcock test and the new sediment test tell almost unerringly just what is wrong with milk, if it is wrong. Most of it is good; but one or two bad producers might contaminate all the good, and nullify their best efforts. So the tests and the farm inspections are made as thorough as tests can be made.

Science and Experience
Two or three times every week, the milk that is brought in from the dairies is tested; cream is tested every day, in the Babcock tester. For the milk test, a quantity, almost a quart, is taken from the bottom of the milk cans, and strained through a cotton felt strainer that is then dried and the residue computed. Most of the cans come in with almost no noticeable sediment; those that show more sediment than they should have—and even a little is far too much—are marked for reproof, or even return or destruction.

The early belief that heating destroyed the mysterious but invaluable vitamins of the milk, is disproved by imposing statistics on baby feeding. In New York, for instance, a painstaking series

of records shows that with the Pasteurization of the municipal milk supply, the baby death rate has been abruptly brought down from 125 per thousand births, to 94 per thousand, or a saving of 25 per cent of all the little lives that come to that great city. If the saving were but one-tenth, it would be the greatest humanitarian invention since man began to invent anything. But to save one-quarter of the babies, is a miracle.

The Vitamins Are Retained
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lifting of the heavy crates is eliminated, and the milk is handled much faster by the use of this machine. From the cold room it is loaded into the wagons for distribution.

Sanitary to the Nth Degree
The new building was built as sanitary as a building can be made, of concrete and hollow tile. It is ventilated through the roof trusses, and is fly-tight. It is flushed out every day, as clean as a millady's parlor; every milk pipe is scrubbed inside—they are mounted with rapid-acting joints for quick cleaning—and then everything is steamed for added cleanliness. The government has prescribed a standard of excellence for such plants; one of which is, that a "good" plant must have at least 10 per cent of its floor space in glass for lighting. The Fairmount has much in excess of this, for all its airtight construction; it is expected to score 98 or even 99 per cent on the exacting federal inspection scale.

Steam is supplied for the Pasteurization and the refrigeration, from a Barr (Salem) 25 h. p. boiler. A Kawano water system,

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