

SEVENTY-SECOND YEAR

SALEM, OREGON, THURSDAY MORNING, DECEMBER 14, 1922

PRICE 5 CENTS

THE SALEM DISTRICT ALSO HAS THE WORLD'S RECORD FOR HERD PRODUCTION

The McArthur & Stauff Herd at Rickreall Has Established a Record Far and Away Ahead of Anything the World Has Heretofore Seen in This Line, and This Splendid Herd Is Going Ahead Beating Its Own Record.

(The following article appears in the November 15, 1922, issue of the Jersey Bulletin published at Indianapolis.)

World's Record for Herd Production

A few months ago, the American Jersey Cattle club announced that the McArthur & Stauff herd at Ashwood farm, Rickreall, Oregon, had established a world's record for butter fat production when an average of sixteen cows maintained an average of 56.85 pounds butter fat for twelve consecutive months. It seems, however, that this splendid performance was only a forerunner of a more remarkable record, for the Register of Merit files of the American Jersey Cattle club now show that eighteen cows in this herd have completed 305 and 365-day tests which average 658.03 pounds butter fat. The four outstanding features of this record are: 1. Every cow in the herd with one or more official tests to her credit is included. 2. The average age at the beginning of the tests was only three years eight months. 3. All but two of the cows were bred by their owners. 4. All but two of the records are entered in Class AA or Class AAA, or the cows are safely bred for one of these classes.

All in all, this record is a most remarkable one. It has never been approached by any herd of more than twelve cows, and it reflects the greatest credit upon its owners; likewise upon the Jersey breed. Only three of the cows participating in it were mature animals at the beginning of their tests. Of the others, five were four-year-olds; four were three-year-olds and six were two-year-olds. The largest contributing factor to the general result was the record of ten daughters of the A. J. C. Club Medal of Merit bull Holger. These ten cows averaged 754.54 lbs. fat at an average age of four years five months. Six daughters of St. Mawes of Ashwood averaged 563.01 lbs. fat, at an average age of two years seven months.

This herd record does not include the incomplete tests of two two-year-olds, which will finish their lactation periods next January. With the addition of these two records, the herd of twenty cows will average approximately 640 lbs. fat, but as many of the cows previously tested are now on re-entry test and are bettering their old records, it looks as though the herd average will be

DAIRY INDUSTRY IS GROWING HERE

But There Is Room for Much Greater Growth, and Facilities Here in Salem, Too

The dairying industry in the Salem district is growing — it doubled in 1921 over 1920, and it has doubled in three years in Polk county.

But there is room for much greater growth—for ten or twenty or more good cows for every one here now; 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 company is now paying out at the rate of about \$1,000,000 a year to the dairymen of the country surrounding Salem; and they now have facilities for making it much 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 Cooperative 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.

well over 700 lbs. fat by September 1, 1922.

A complete list of the present records of the eighteen cows in the Ashwood farm herd is as follows:

Cow	Age	Lbs. Fat	Class
Norena of Ashwood	5	828.61	AA
Helma of Ashwood	5	802.56	AA
Thora of Ashwood	4	852.80	AA
Spotie of Ashwood	5	831.97	AA
Oiga of Ashwood	4	791.83	AA
Thora of Ashwood	3	745.55	AA
Eloise of Ashwood	4	682.62	AA
Figgis of Ashwood	4	670.90	AA
Fallays of Ashwood	4	652.47	AA
Gertie's			
Miss Springtime	3	637.94	A
Gertie's			
Princess Portia	2	622.54	AA
Gertie's Geraldine	2	597.79	AA
Gertie's Georgiana	2	545.70	AA
Gertie's Glorietta	2	519.27	AAA
Rinda Lad's Bracelet	3	605.37	A
Helger's			
Madam Butterfly	2	485.90	AA
Gertie's Vanity Fair	3	460.50	AAA
La Croix's			
Dolly Boy's Girls	2	448.03	A
	3	658.02	

*Safely bred for Class AA. Although the A. J. C. Club medal winners for 1922 will not be announced until next spring, it

DESERVING IS THE LITTLE DAIRY COW

"The Little Mortgage Lifters" Should Have the Wisest Possible Help

(Following is a bulletin of the department of industrial journalism of the Oregon Agricultural college.)

Oregon dairy cows have done their part better than those of any other state, but Oregon butter used to be the bulk for quality. That was not "the little mortgage lifters" fruit, and the better class of Oregon dairymen insist that she be given the best

appears that Messrs. McArthur & Stauff will be entitled to three medals of merit, three standard gold medals and ten silver medals. Cows in this herd, on records completed in 1922, have already qualified one bull for a medal of merit, a gold medal and a silver medal and another bull for a silver medal.

A visit to Ashwood farm reveals no evidences of elation because of the remarkable record, but merely a determination to raise the average. Mr. McArthur and Mr. Stauff, the owners, and Mr. Jepson, the herdsman, are justly proud of the records. The herd has been bred and developed along correct lines and a glance at a score of beautiful yearling heifers dispels all doubts as to its future.—Horace Addis, Ore.

Care of the cream is the start for high grade butter. This means bacterial as well as general cleanliness, pasteurization of sweet and sour cream, ripening the cream, use of starters, and churning. Milk and cream testing, moisture of butter, salt and fat determination, need be understood. These are all taught by instruction and laboratory practice in the big commercial creamery at O. A. C. in the short course, Jan. 2-27.

Cheesemaking and ice cream making, along with refrigeration and general creamery management, will also be given the once-over.

Technical Schools in Japan to Raise Ideals

TOKIO, Nov. 16.—The government has decided to raise the Tokio and Osaka higher technical schools, the Kobe higher commercial school, the Tokio higher normal school and the Hiroshima higher school to a university status. A new dental college will be established and post-graduate courses will be added at 16 higher schools. The course of study at the Tokio Foreign Language school was extended, but no announcement made as to its length.

Why is it that we never have any bargain sales of damaged \$10 bills?

HOW AND WHAT TO GROW IN GARDEN

Plans for Cropping Lands Continuously; Good Farm Management Taught

(Following are some items from current bulletins of the department of industrial journalism of the Oregon Agricultural college.)

Plans for continuous cropping of garden lands in parts of Oregon, along with adaptability of different soil types to vegetables, will be brought out in the 11 weeks short course at O. A. C., beginning January 28. Community production of particular vegetables in car lots—cabbage, broccoli, onions, celery, lettuce, Melons—will be taken at the annual meeting of the state horticultural society to have legislation enacted to stop the practice.

"No little attention will be given to means and methods of marketing vegetable crops to better advantage," says A. G. Bouquet, in charge of the work.

Harvesting, grading, packing and selling will cover the perishable vegetable crops.

Growing all kinds of vegetable seedlings under glass for field setting, and growing such crops as tomatoes and cucumbers to maturity under glass, will be gone into. Storage equipment and best conditions for keeping vegetables will be presented.

Use of fertilizers and irrigation for quality produce will be explained, as well as the comparative value of varieties of each vegetable, and seed strains of those varieties.

Good Farm Management

Some do and some don't—make money from farming. Some factors for not are beyond the farmer's control, and some he can set for himself. It is important to Oregon as well as to the farmer that he understand as well as possible the best use of agricultural resources. For the farmers that cannot take a full degree course in agriculture a special winter course has been arranged at the state college, January 2-March 17.

Selecting and growing the most profitable farm crops for grain,

forage and special purposes, and feeding and managing the farm stock, cattle, horses, sheep and hogs—and giving the right relation to those industries by scientific farm management—are taught by instruction, training and experience. Inquiry of the college register, Corvallis, will tell you how to join.

Pest Control Panaceas Risky

Three types of insect and disease pest remedies are often hawked about Oregon farms endangering real control, says H. P. Barrass, plant pathologist of the experiment station. One type of these fake panaceas is merely harmless, having power neither for good nor bad; one is actually dangerous to the crops it is said to protect, and the third is largely ineffective because the remedy is not in suitable form for the designed use, and is high priced. Meetings were taken at the annual meeting of the state horticultural society to have legislation enacted to stop the practice.

ADVERTISE EGGS IS THE REMEDY

This Is Not a Theory; It Was Done, This Year, and With Signal Success

(The following most interesting article is from last Sunday's Farm and Tractor section of the Los Angeles Times, the author being the editor of the poultry department, the well known writer on such subjects, Henry W. Kruckeberg.)

All things come to him who waits. For nearly a decade the writer has consistently advocated the advertising of the nutritive value of eggs in the human dietary; for a like length of time his endeavors along this line have met with but little support from breeders and with but meager endorsement from organized poultrymen. Evidently when goods are moving is no time to talk salesmanship; but when they accumulate and become stagnant, then "something has to be done." Evidently his psychology was not good; the time not propitious; it required adverse conditions to arouse a spirit of action. This came last fall when the volume of storage eggs was much above normal, not only in California, but throughout the country. These eggs had to be moved, and the only way to do so profitably was to increase consumption without a reduction of price. How? There was but one way, and that was through advertising the greatest breakfast food on earth. The plan was put in operation in New York, Philadelphia, Cleveland, Chicago, San Francisco and Los Angeles. And, Brethren of the Poultry Fraternity, it worked! The abnormal supply of hen fruit has been reduced to normal, and with no "breaks" in the market. More hen fruit has been consumed because the public was taught its values, and learned to appreciate it. Now it should be taught not to forget!

In discussing the local situation, M. A. Schofield of the Poultry Producers' association, that with approximately 215,000 cases of eggs held by the storerooms of Los Angeles on August 1 of this year, it seemed there was no hope of disposing of such surplus without serious loss to the owners. So grave a situation seldom confronted the Poultry Producers' association, because, common with many others, they were holding in storage a large number of eggs. Several get-together meetings were held, and a result of these conferences was decided to try advertising the economy of eggs as food. Notwithstanding that the grower was hard pressed, there was no cost about saving the industry. The grower might just as well receive, first as last, that the consumer is not concerned with the cost of production. So effective was the advertising that before the end of August, notwithstanding current receipts were heavy withdrawals from storage amounting to 20,000 cases. At the present rate of consumption...

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TOO MANY SHOES

Great Unloading and Pre-Inventory Bargain Festival

SALE STARTS THURSDAY MORNING, DEC. 14, 1922

On account of the backward season we are compelled to unload and convert every pair of our high grade quality Shoes into cash and determined to do so quickly hence this decision. Our stocks are the season's best styles up to date. It is your opportunity to save by our loss, we advise you to act quickly.

Remember every pair of shoes is reduced down to bed rock bottom; come prepared to buy plenty. You can buy shoes for Men, Women and Children for less. Walk-Over and Douglas Shoes are for all included. Spuntex and Everwear Hosiery for Women are for Less.

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|--|--------|-----------------------------------|--------|
| Ladies' Walk-Over Shoes come in black and brown calf, at | \$3.95 | Men's black Walk-Over Dress Shoes | \$4.95 |
| Ladies' black kid Oxfords | \$3.95 | Men's brown Douglas Dress Shoes | \$4.95 |
| Ladies' brown kid Pumps | \$3.95 | Boys' High Top School Shoes | \$3.95 |
| Ladies' Felt House Slippers | 95c | Children's Shoes, all kinds | \$1.95 |
| Men's black crome Work Shoes | \$3.95 | Infants' Shoes at | 95c |
| Black Knee Boots for children, sizes 12 to 2, pair | 95c | | |

Time and space do not permit us to quote you all Shoes but we ask you to come and see for yourself.

SALE STARTS THURSDAY MORNING, DEC. 14, 1922

Come, be on hand and share in the savings.

JOHN J. ROTTLE

THE WALK-OVER STORE

167 North Commercial Street

Salem, Oregon

The Magic Carpet

'At the telephone when you ask for "Long Distance" you are on the magic carpet of today. A wish expressed and your voice is where you desire to send it.

In this service distance is eliminated and inconvenience is avoided. The answer is prompt and time and money are saved.

For detailed information as to rates and classes of service available consult the telephone directory, or call the "Long Distance" operator.

Every Bell telephone is a Long Distance station.

The Pacific Telephone And Telegraph Company

