

DISTRICT LEADS IN PRIZE COWS

Salem Country Produces Purebred Cattle of All Dairy Types That Win Honors at Home and Abroad—Jersey Breeders Make Marvelous Showing Here, Community Holding Six out of Eight World Records—Skill and Nature Co-operate

The history of purebred stock breeding in the greater Salem district has to do with a development that has come about in the past 20 years. The movement for highly improved types and particularly for purebred livestock, started slowly; a few pioneers saw the vision and gave it birth. Then followed a few years of experiments, then news of successes and then more persons, attracted by proven accomplishments, followed in their steps. During the past decade, however, the development has been rapid and sure. Tremendous successes have been scored, more and more novitiates have taken up the work, until, at the present time, the Greater Salem District has achieved a worldwide reputation as the home of purebred cattle, sheep and hogs. Breeders here have shattered old records, both of production and type, with such uniformity that their competitors in the older established sections have come to regard this section either as the home of men of superior breeding talent or as a place peculiarly fitted to the industry.

As a matter of fact, the reason why breeders here are achieving such records is partly due to both these factors. They are not men who are engaged in the industry for the purpose of pursuing an avocation or of gratifying a whim, in the discharge of which others rely upon the wisdom of employes for the scientific side of the game, limiting their participation to the provision of the necessary capital. They are men who are engaged in the practical business of making their farming pay them dividends, and they are intensely interested in producing a type of cow which will be a more efficient milk and butterfat machine than her predecessor. They are in the game for the money there is in it and they know that the bigger percentage of fat in a given animal produces the more profitable she is to the owner. To this end, they devote intense study; they do much, in fact most of their own work. They learn by actual experience the science of crossing bloodlines. And

they are interested first in dividends, second in showing achievements—although they do not lightly esteem the latter.

So much for the personal element. The rest is a matter of ideal climatic conditions. For a country to be suited to the best needs of the purebred stock breeder should be one that induces full development of the individual and at the same time does not retard the growth. Here the balmy climate, with its moist, usually non-freezing winters, makes a wealth of pasturage and feed the year around—all of it easily and cheaply produced; cattle feed in the pasture all winter. Thus there is none of the pinching cold that cuts down production in frigid climates, where milk cows must either feel the icy chill of the north wind or must remain inside, limited in their exercise. Nor is there the waste in feed materials in this milder country, that there is in those colder sections, where food must be given to furnish warmth to the body besides providing milk production.

Neither are the Greater Salem District breeders, as a rule, engaged in the business on as large a scale as are the breeders of other sections. There are no large breeding farms, but the purebred flocks and herds are comparatively small. And yet these small herds have produced many record-breaking animals, particularly the Jersey breed of cattle, which has scored for this district a large share of the world honors.

All of the leading breeds of dairy cattle are well represented here. Ayrshires, Guernseys, Holsteins and Jerseys predominate. And while all of the breeds have made wonderful records, the Jerseys, particularly, partly because of the predominance of the breed and partly because this climate seems to be peculiarly adapted to them, have come into more world-wide prominence.

Among the pioneer breeders of Jersey cattle are Pickard Bros. of Marion, and F. S. Loughary & Son of Monmouth. The former firm owns the greatest world's record Jersey of all ages, living or dead, Darling's Jolly Lassie, with a record of 1141.28 pounds of butterfat in one year. She defeated the former world's record cow, Lad's Iota, owned by S. J. McKee of Independence, also of the Greater Salem District. St. Mawes Lad's Lady, owned by Harry D. Hiff, Independence, holds the world's record (828 pounds) for senior yearlings. Poppy Dorothy, owned by F. E. Lynn, Perrydale, holds the world's record (994 pounds) for senior three-year-olds and Vive La France, formerly owned by Pickard Bros., has been world's record cow of all ages and still holds the world's record (1031 pounds) for the senior four-year old class. There are many other records of note by Jerseys; for instance, McArthur & Stauff of Rickreall have a herd of 18 cows which average 658 pounds of butterfat at an average age of three years and eight months. A new strain of Jersey blood, Gambogio's Noble, has come to this district from Connecticut, the property of Meadow View Jersey farm at Turner.

Russell Catlin of Salem has a fine herd of Ayrshire cattle, many animals of which have won fame at state fairs and international stock shows. David Looney of Jefferson and C. T. Gilbert & Sons of Shaw are highly successful Guernsey breeders, while Frank Durbin of Salem has an excellent herd of Holsteins. P. O. Powell & Son, Monmouth; Parker Bros., Monmouth; Warren Gray, Jefferson; Stanley Richey of Turner, and Brewer & Gentry of Aumsville are other well-known Jersey breeders.

It would require more space than is practicable to enumerate all the purebred hog and sheep breeders. There is no community that does not have a number of farmers thus engaged. But there is not a county fair or a state fair that does not find them competing with exhibits in large numbers.

PURE MILK FOR SALEM

Healthful, Clean Food Necessity sold by Fairmount

Many of the old-time "visitations of Providence" that fattened the cemeteries and ruined the homes were nothing more or less than uncleanliness in the cow-barn and the dairy. Milk cows are the most healthful of all foods if taken aright; they may become as deadly as dynamite—though in a different way—if they are abused. To violate the natural laws of health in the keeping and use of these precious foods is to invite, to insure, disaster. Millions, if not actual billions, of people since the race began, have gone as foolish sacrifices to the god of ignorance of how to keep and use milk foods.

There are no good old days in the milk business; there is no day, even five years ago, half as good as the present. A really modern dairy has none of the tuberculosis cows that used to be in every herd, but were not even known as a menace until only a few years ago. It has none of the uncleanly stables, none of the odors that fresh milk absorbs so greedily; the self-heat that curdles within a minute, or at the most a very few minutes after the milk is drawn, the modern dairy gets rid of the self-heat that instantly starts to set up fermentation and change in the milk. The modern dairy delivers its product in sanitary bottles, impervious to heat, dust, any kind of outside intrusion. The milk lasts two, three, four times as long without souring as it used to do; because premature souring is the mark of infection, or lack of proper care, and the new, sanitary bottled milk is free from all these objections.

The Fairmount Dairy, located on South Commercial street, is one of the really progressive dairy establishments of the northwest. The company does not own its own cows; it buys its milk from approved and constantly inspected and tested dairy farms near Salem. The company concerning itself only with the collection and careful distribution of the milk product.

It might surprise the housekeeper or the ex-farm boy who came from the farm many years ago under the dairy conditions that then prevailed to know that the Fairmount company as an investment of \$20,000 for the physical handling of its milk business. The old days of a 10-cent milk crock in the pantry, and a saucer to skim it, and a tin pail to carry the milk over to the neighbor's and sell it for five cents a quart, are gone forever. In their place have come the steam can-washer, the steam bottle-washer, the ice machine to cool the milk at once on its delivery to the station, the automatic bottlers, the fly-and-dust-proof factory building where all the work is done.

Maybe the housekeeper or the merchant hasn't quite realized why all this is done. But the mortality reports of even the "enlightened" nation for a century and a half, show that there is today less than one-half the infant mortality that there was only a few years ago. Good milk means infinitely more to the babe than to the adult; for it is the whole food for the little child, and is an incidental food for the adult. The substitution of really sanitary milk for so large a proportion of the children of America, has brought a decrease in mortality that the doctors of 50 years ago would have held impossible. Other things enter into the mortality tables, of course, but there is no other half dozen facts as important as the modern handling of milk so that it shall not be tainted and harmful.

At the Fairmount dairy the milk is carried from the cooler, the pasteurizer and on to the bottles in silver-plated pipes; silver is impervious to the milk acids and is the ideal piping. The pipe line is made with slip joints, so that it can be dismantled in a few seconds and thoroughly swabbed and scalded after each use, so as to keep it perfectly sanitary. It is bottled by machine, and the paper caps seal it against all intrusion. It goes from the bottler to the storage room, to cool until it is needed for the wagon delivery.

The Fairmount dairy is recognized as one of the most complete and modern milk distributors in the state. A little more than a year ago, the present company was formed to take over this distribution system, divorcing it from the production except for its close supervision of quality and sanitary conditions on the dairy farms. The

JEFFERSON-FINE VALLEY TOWN

Situated in Midst of Region Famous for Rich Soil on Bank of Santiam River—A Community of Prosperous Homes, and Contented People, Where to Live is to Be Happy—On Pacific Highway and Main Line of Southern Pacific R. R.

Jefferson is back on the world map as "the place where they have fixed the roads."

This winter, the last inch of Pacific highway was completed through the town of Jefferson; and what used to be a matter for grievous complaint, is now supreme gratulation. It is one of the finest little stretches of road in the whole Pacific highway system; when the town got down on the job, it made it the best road anywhere.

The town of Jefferson succeeded the old Santiam City, that was washed away in the flood of 1861. The new Jefferson was located on higher ground, flood proof, and is as delightful a section of the Willamette valley as there is from Portland to the Siskiyou. It is a constant marvel to students, just where all that soil fertility came from; the soil is literally golden in its productivity. Certainly there ought to be a city surrounding such a fine body of land—though it seems a waste of providence

to spend such good soil building fine Guernsey herd of Hon. Dave Looney, pioneer Guernsey breeder of Oregon.

Jefferson has a good water works system; just now, about two miles of new main and lateral pipe is being laid, partly into new territory, partly as replacement for older lines. The Southern Pacific main line passes through the town, giving the best possible railroad service. The Pacific highway gives instant and perfect auto communication north and south, and a good country road service gives communication with all the contiguous trading territory.

Land prices around Jefferson are still low enough to tempt the real "dirt farmer" to invest in farms as a money-making proposition, outside of their value as homes. Prices have not gone up quite so rapidly or so high as in some other localities; they offer the best of opportunities for the fruit grower, the grain or dairy farmer, the poultryman. Some of the best dairy herds in the state are clustered near Jefferson; among these being the

spoils its present charm, ruins fertile fields, smoke up its clean, painted buildings and homes, and bring speculators and foreign natives in place of its present fine American rural population. Jefferson couldn't trade its present fine peace and prosperity for any such specialties, without getting cheated.

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One of the leading General Stores of the Willamette Valley

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MILK— Nature's Masterpiece

When Nature undertakes anything, she does it well.

In producing milk, Nature gave to mankind a masterpiece unmatched.

Concealed in its snowy whiteness is found the very essence of life, health, and beauty;

The curves and dimples of laughing babyhood;

The plump, rosy cheeks and rounded limbs of happy childhood;

The strength, virility and alert mentality of vigorous manhood;

The clear eyes, velvety skin and incomparable beauty of fair women.

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As distributors of the highest quality pasteurized milk we have assumed the responsibility of guaranteeing to our customers at all times, a milk that is safe, rich, clean and sweet.

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Pasteurized milk is the only milk that can be produced in large quantities that is absolutely safe, because pasteurization excludes the element of chance.

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How much is your baby's health worth to you? Is it worth a little care in selecting the proper milk? The highest authorities everywhere recommend pasteurized milk. Our milk is the product of the best farms, protected by the most up-to-date equipment and methods possible. If you are not using our pasteurized milk you may not know how good milk really is.

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We pay highest prices for butterfat and a Dividend Besides

Manufacturer of

BUTTERCUP

and

FOUR C

brands of butter

Ask our Grocers for Our Brands

137 S. Commercial St.

Phone 299

Salem, Oregon

QUALITY BUTTER MADE

Capital City Creamery, Co-operative Plant, Big Success

For seven years the Capital City Co-operative Creamery has been serving the dairymen of the Salem district. The concern is purely a cooperative one, whose mission it is to pay to its patrons the highest prices for butterfat and at the same time return to the producers a dividend at the close of each year's activity. Last year the association paid out in dividends to its members \$1300, in addition to most favorable prices for butterfat.

The association gives all credit for its success to its large number of loyal stockholders, who have stood by it through thick and thin and to the Salem merchants who have cooperated with it in creating a demand for its products. The creamery puts out two excellent brands of butter, Buttercup and Four C, which have found ready favor with the buying public.

The Fairmount dairy is recognized as one of the most complete and modern milk distributors in the state. A little more than a year ago, the present company was formed to take over this distribution system, divorcing it from the production except for its close supervision of quality and sanitary conditions on the dairy farms. The

plan has worked out ideally. The service has been undeniably better, the milk is sweeter and keeps longer, and there is a quality inspection that did not prevail under the older plan. The company insists on a butter-fat standard that must be maintained, or the milk delivery contracts are cancelled. It might be hard to condemn one's own farm produce; on a competitive basis, only the good dairies can sell to the Fairmount people, and their trade gets every advantage of the higher standard of butter value.

year were never better the management states. It finds itself in the favorable position of having a demand that more than taxes the producing power of its stockholders, thereby guaranteeing a steady output for the stockholders.

Many of the substantial farmers of this section are members. The officers of the association who have to do with the active management of the concern are: R. N. Magness, president; C. F. Bates, vice president and man-

ger; M. Tompkins, secretary and treasurer; W. B. Allen, director; A. Wolf, director.

Commenting on the reasons which justify its existence, the management states: "Co-operation is a very necessary matter for the dairymen to consider. We have been operating for several years in this community and have made hundreds of friends in the dairy business. We are always in a position to pay a market price for our butterfat and to return a liberal dividend

besides. We are mindful of the fact that success has been due to the loyalty of stockholders and merchants alike and we intend to merit their continued confidence."

Six of the eight world record Jersey cattle are owned by farmers living within a short radius of Salem.

Western Oregon climate has a salutary influence on purebred cattle farming.

Buttercup Ice Cream Co.

Salem, Oregon. Phone 1496

In Salem we sell that "famous"

Weatherly Ice Cream

Out of town we furnish Buttercup advertisement matter

Eat it every day. It's good for you