

LADS START A DAIRY HERD

Madsen Brothers, 17 and 15 Years Old and Sons of Dixie Bread Baker, Enter Pure-Bred Holstein Field—Buy Top-notch Individuals as Foundation for Future Herd

Madsen Brothers, Breeders of Purebred Holstein Cattle, is a new business sign bearing the Salem date line, that stands for as fine an industrial story as any in the whole valley.

The Madsen brothers, Theodore, aged 17, and Clyde, aged 15, are the sons of M. T. Madsen of the Salem Baking company. They live out on the Wallace road, on the old Dave Steiner farm, where

looked to them like the way to just what they wanted to do.

With their father's help they have added more to their herd; they now have six cows and six calves; quite a fine start for a herd. They do all the work, feeding, milking, caring for the animals, along with their work in the Salem schools; one boy is in the high school, the other still in the junior high. They supply all the milk and cream for the Salem

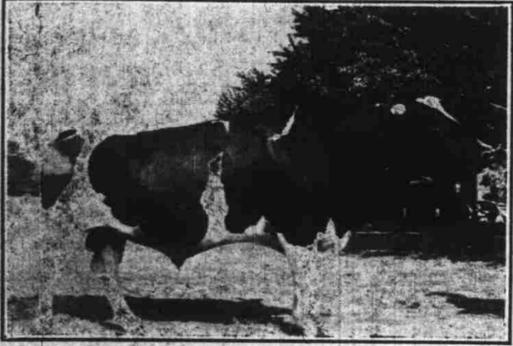
good business, a profitable and a helpful community business, and they are making their start early. They now keep up their own herd books, which are as well prepared as anybody's records. This, of course, is merely clerical; what they want to learn is the science of heredity as it shows in the breeding of better stock for specific purposes. They expect to master.

Recently they bought a one-half interest in a famous herd bull from Walla Walla; O. H. Peterson, living north of Salem, is the other part owner. Walla Walla College, the Seventh Day Adventist college at Walla Walla, bought this animal as a calf back in Wisconsin, paying \$2500 for the spindling little creature almost before he was sure he knew how to walk. The breeding of this animal is of the most aristocratic; he would be a treasure in any herd. They bought him from the college

and will use him with their herd. They brought two cows over from Walla Walla recently to increase their herd and give them enough cows to maintain a working dairy, at once.

All their stock is insured; they are learning that it is only the big, rich, dilettant breeder who can afford to carry his own insurance on valuable stock.

The boys are starting in with the belief that what can be done with the Jerseys in Oregon can likewise be done with the Holsteins. The state has practically every Jersey top record worth mentioning; but not yet any of the world's records for the Holsteins. It is an interesting fact most of these Jersey records come from separate Jersey families, some of which had been in the state for many years; they are being developed independently of each other, but all are surpassing the best from all the rest of the world. Since it does not seem to be in the actual family breeding, it must be in the care and the feed and the climate. All of these the Holstein breeders can get as well as the Jersey men; the Madsen brothers believe that to their herd may one day come championship honors. If they will but pay the price of close attention to detail and stick to their job.



College Belle Mercedes, in which Madsen Bros. have half interest



One of the Holsteins on Madsen Bros. Farm

they have 20 acres of land. The boys wanted something interesting and worth while to do; they decided that if dad would help they'd take up cattle.

Dad did help, to the extent of financing the first deal. They started with two little calves; with one of these they got a third place in the open calf class at the state fair, against a strong field of professionally bred animals. They brought the two little calves over from Tillamook in the back of a Ford car; they had fed them up until they had one important prize—and the cattle business

bakery; genuine purebred milk, from gilt-edged cows that bid fair to themselves win championships as have their ancestors. The home farm is growing too small for their rapidly increasing herd; they plan to rent some pasture out on the Labish bottoms, for the calves and dry stock, so that the home farm will not be overrun beyond its best pasture capacity.

The boys plan to take up work at O. A. C. as soon as they are through with the local high school and go deeply into the science of breeding stock. It looks like a

RICKREALL GARAGE

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Proprietors

PETER COOK'S

General Store

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Gasoline, Oils, Tires, Auto Supplies, Boots, Shoes, Shelf Hardware, Dishes, etc.

Rickreall, Oregon

RICKREAL FINE FARMS

Doesn't Boast City Aspirations But Proud of Fields

Rickreall is a thriving agricultural community, about nine miles west of Salem, at the crossing of the Salem-Dallas and the proposed west-side Pacific highways. It makes no pretensions of being a town, but it is the center of a thickly settled, prosperous farming region. Dairying, fruit, culture and general farming constitute the main industries of the community.

Rickreall is the home of the celebrated McArthur & Stauff purebred Jersey farm. C. N. McArthur, senior member of the firm, is former Oregon congressman, having represented the Third district for a number of terms. He is an enthusiastic farmer as well as statesman. Mr. Stauff, his partner, is an experienced breeder, being a graduate of the OAC, where he specialized in the livestock branches. He is regarded as an authority on all matters pertaining to the industry.

Two general stores, one of them the Peter Cook store, serve the

temporal needs of the community. There is also the Robertson & Kerr garage, which enjoys a good business because of its location at the intersection of two heavily traveled thoroughfares.

Rickreall people will tell you that they never expect a big industrial development—they have no aspirations along this line. But they do say that their community has the best farm land that lies outdoors and are willing to match it against any other section. They will gladly leave the factories and payrolls to others, contenting themselves with the tilling of their fertile fields and with watching the rest of the world go by in its mad career, as they gaze up and down the highways after an honest day's work.

MAKES QUALITY ICES

Buttercup Firm Produces Delicious Frozen Dainties

Reams of songs have been written on the buttercups of early spring; buttercups out in the muddy meadow, with the mosquitoes lying in wait and the little green snakes 'n everything to take all the joy out of the dear little flowers.

But Buttercup in Salem means just the nicest ice cream and sherbet and frozen dainties ever sold. It means cleanliness and quality and delivery and taste and color and all the kinds of good that can go into this hot-weather life-saver. It means home-made perfection that fairly melts in the mouth, and that puts a smile on the face and fat on the ribs and satisfaction and soft words into the disposition.

The Buttercup ice cream factory is a true specialist in the making of ices; it does nothing else, but it does this one thing exceedingly well. The factory has two 50-gallon freezers, where the cream is brought from the pre-cooling tanks and is frozen down to syrupy consistency; on being drawn from the freezers, it goes to the ice room, ad there "sets" into the semi-solid form of commerce. Some of this cream is put into the larger containers, one, two, three, five gallons; some goes into the quart brick moulds; and some is given the extra treatment to transform the plain cream base to the various colors and flavors for the variegated bricks. The containers and the bricks are all held in the ice room, which is cold enough for them to set firmly, but not to be frozen to a flinty consistency.

Mr. P. M. Gregory, proprietor of the Buttercup factory, has devoted his whole business life to this business. He has built the present factory from the smallest beginning, up to a pretentious business. There is a fine, new ice and refrigeration machine; the factory used to buy its ice and refrigeration from the Phez company, but found that it needed more service, and so the new individual plant was installed.

The Buttercup delivery service

covers much of the central Willamette valley; some of the patrons are served by the Buttercup trucks, as far off as 30 miles. The company maintains four trucks and cars to care for its fast growing service.

Ice cream as supplied by the Buttercup company is coming to be more and more an all-year dish. Especially is the three-flavor brick cream service popular, even in winter. It serves up as daintily as wafers or bonbons; it is distinctive, and appetizing, and it meets the most exacting taste. Summer is of course the real ice-cream season; but the business is growing steadily for the whole year, and there is enough to keep the factory always busy to at least a good, healthy industry.

DAIRYING IS BIG ASSET

Maintains Fertility of Soil and Provides Steady Income

The breeding of dairy cattle leads from the standpoint of importance in the Salem district. Here and there are a number of most excellent herds of beef cattle, but the dairy interests are much more in evidence. There is a market for immense quantities of milk at retail in Salem and other cities in this district. A number of dairymen living near the cities or having special advantage in the way of transportation market whole milk or sweet cream direct to the city. Perhaps the most popular way of marketing from the ordinary farm dairy is by having a farm separator either hand or power, separating the milk at home, feeding the skimmed milk to the pigs, calves and chickens and then sending the cream to one of the numerous creameries to be made into butter. This plan has the advantage of leaving practically all of the fertility at home on the farm and brings in a steady monthly income. This is one of the most dependable forms of income that the farmer has as there is less fluctuation in price and yield than with any other product. Again it has the advantage of being uniform through the year, furnishing constant employment.

Many of those who are growing fruit are finding it desirable to keep a small dairy herd in connection. As a side line to dairying, a few hogs and chickens are most desirable. They help utilize the by-products from the dairy and convert it into a product that has a ready cash market.

Salem has two up to date creameries in the city. There are thousands of dollars each month for dairy products and there are other creameries in the various towns throughout this district.

While dairying may not be the largest industry in this section from the standpoint of income, yet it is of great importance.

POWER LINE IS BUILT

Portland R. L. & P. Co. Installs Emergency Plant

Power troubles of Salem's industrial concerns have been reduced to zero by the completion by the Portland Railway Light & Power company of a steam driven auxiliary plant at Salem, for use during emergencies.

Up to about 15 years ago the only source of electric power supply for Salem was from the local steam electric plant of 800 K. W. capacity and a small 250 K. W. hydro-electric plant at Silverton which could not be operated four months out of the year due to lack of water.

In 1907 a high-voltage transmission line was built from the Portland Railway Light & Power company's hydro-electric plant at Oregon City to Salem, with a capacity of 1500 K. W. In 1917, due to the growth of the city and an increasing number of industries requiring greater reliability of service, a second 60,000 volt transmission line was built into Salem by the company from its Estacada hydro-electric power plant on the Clackamas river.

However, as transmission lines are subject to shut downs due to

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with its mild climate; no severe winters, no cyclones, no hot winds, no electrical storms; the land of flowers and opportunities; the home of the loganberry, prunes, walnuts, filberts and the finest cherries on earth. Particulars on inquiry.

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storms, farmers blasting stumps through the line, falling trees or limbs, etc., officers of the company realized about four years ago the desirability of a steam-driven electric plant at Salem that could be brought into service when one or both of the above mentioned transmission lines might possibly be out of commission.

However, as such a plant would be in the nature of a refinement, and as the company needed all its available funds for absolutely necessary additions and improvements to its system in various places, it could not afford to build the plant at that time. The company's officers have been hoping each year since then to be able to install the plant, and finally found the company able to do so last year and have practically completed the installation of a \$175,000 plant having a capacity of 2,000 K. W. This plant will be operated only as a relay plant in case of failure of the transmission lines, or to help boost the voltage during the hours of the day when the load is the heaviest.

This plant has, therefore, been put in solely for the purpose of giving more reliable and better service for the benefit of the citizens and industries of Salem.

This has not been done as any charitable act, but because it is in line with the policy of the company to furnish the best service possible within the limits of its ability, for the reason that it considers it good business policy to do so.

In addition to putting in this \$175,000 plant, the operating expenses per day to run the plant as at present—from 4 o'clock in the afternoon to 9:30 in the evening to boost the voltage—are \$43 per day for labor and \$66 per day for fuel, or a total of \$109 per day.

The value of the old plant which was torn down and junked to make room for the new equipment and buildings was \$62,500.

Although the value of the new plant is less than three times the value of the old one, its generating capacity is nearly four times as much.

BEN. F. WEST
Former Assessor of Marion County

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Tiddledywick's Noble

Gold and Silver Medal Sire. Only eight tested daughters

Tiddledywick's Noble's Pride (senior 4-year-old)	742.94 lbs. fat
Allena's Noble Lassie (5-year-old)	717.66 lbs. fat
Lady Tiddledywick (5-year-old)	728.04
Tiddledywick's Golden Fern (2-year-old)	548.37
Fontaine's Tiddledywick (2-year-old)	484.84
Allena's Noble Lass (2-year-old)	408.10
Tiddledywick's Noble Molly (2-year-old)	374.68
Ianthe's Noble Lady (2-year-old)	385.09

All 2-year records made on twice-a-day milking except Golden Fern. We extend to all a cordial invitation to visit our Jerseys—Stock for Sale.

Meadow View Jersey Farm
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PARKER BROS.

MONMOUTH, OREGON

Breeders of

PUREBRED JERSEY CATTLE

Herd Sire:—**SOPHIE'S OREGON TORMENTOR** out of Helma of Ashwood and sired by Pogis 99th of Hood Farm 99th.

One of our herd dams: **ST. MAWES MAJESTY BESS**, Register of Merit Cow, 735 pounds of fat in 305 day test at 4 years of age, 517 pounds when 2 years and 6 months.

We have three quality young purebred bulls for sale.

World's Record Jerseys

When you buy your next bull, get him from the herd that is making Jersey History.

Our herd of 18 cows have Register of Merit records averaging 658 pounds of butterfat at an average age of 3 years, 8 months.

If you start a herd, get a bull from this proven line.

McArthur & Stauff

Rickreall, Oregon

Pickard Farm

Home of World's Record Jerseys

Our herd has produced many show winners and World's Record Producers

Our most recent achievement is breeding and developing **DARLING'S JOLLY LASSIE**, 1141.29 lbs. fat, the world's highest Jersey producer (living or dead). She is also of desirable conformation and would command attention in any show-ring.

We also bred and developed her dam and have her a record of 983 lbs. fat which was the world's record for junior 4-year-olds until it was defeated by her daughter Lassie. She has won many honors in the show ring including grand champion at the Oregon State Fair. We also bred and developed Lassie's granddam and gave her a creditable record and bred her great granddam. Many other examples could be given to prove the value of our Jerseys and the success of our breeding program.

We owned Golden Glow's Chief ten years prior to his death. His four highest daughters average higher than the four highest daughters of any other Jersey sire and we bred all of them. Five Golden Glow cows average 1,050 lbs. fat. There are seven cows in the Jersey breed that have produced 1,000 lbs. fat or more and four of these are Golden Glows. In Oregon there are four cows that have produced over 1,000 lbs. fat—all four are Golden Glows. A Golden Glow is the first Jersey cow to go over 1,100 lbs. in any class. Darling's Jolly Lassie, over 1,100 lbs. in any class. Darling's Jolly Lassie, a granddaughter of Golden Glow's Chief, out of a 75 per cent daughter. Lassie's lots 1,048 lbs. fat is a great grand-daughter of Golden Glow's Chief; VIVE LA FRANCE stands 3rd with 1,030.39 lbs. fat and is a daughter of Golden Glow's Chief; Lady's Silken Glow stands 4th with 1,038 lbs. fat and is a granddaughter of Golden Glow's Chief, out of a 75 per cent daughter. The senior 4-year-old is VIVE LA FRANCE, with 1,051 lbs. fat; junior 4-year-old, Darling's Jolly Lassie with 1,141.29 lbs. fat; Old Man's Chief 2d stands second with 983 lbs. fat and is a 75

We bred such cows as:

Darling's Jolly Lassie	1,141	4
Vive La France	1,051	4
Old Man's Darling	983	4
Old Man's Darling	983	4
Sunlight's Glow	716	4
Chief Engineer's Viola	703	4
Stam's Golden Glow	688	4
Vive La France 2nd	647	4
Darling Glow Jesse	624	4
Sugar's Sweet Violet	624	4
Birdie La France Lass	591	4
Lady Glow Figgis	587	4
Oregon Tormenter	585	4
Darling's Jolly Girl	570	4
Lady Glow Bloddy	548	4
Darling Glow Rose	544	4
Oregon Sweet Glow	537	4
Chief's Evening Glow	530	4

Do you want foundation stock that will raise the production of your herd and at the same time give you that refinement so desired? A bull from this farm will do it. Visitors always welcome at the farm, near Marion.

PICKARD BROS., Marion, Oregon