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Broom handles, mop handles, paper plugs, tent pegs, all kinds of hardwood handles, manufactured by the

Oregon Wood Products Co.

West Salem

BUY AN OVERLAND AND Realize the Difference

VICK BROS.
QUALITY CARS
HIGH ST. AT TRADE

SELLING SALEM DISTRICT

Dates of Slogans in Daily Statesman (In Twice-a-Week Statesman Following Day)

Loganberries, Oct. 4.
Prunes, Oct. 11.
Dairying, Oct. 18.
Flax, Oct. 25.
Filberts, Nov. 1.
Walnuts, Nov. 8.
Strawberries, Nov. 15.
Apples, Nov. 22.
Raspberries, Nov. 29.
Mint, December 6.
Great cows, etc., Dec. 13.
Blackberries, Dec. 20.
Cherries, Dec. 27.
Pears, Jan. 3, 1924.
Gooseberries, Jan. 10.
Corn, Jan. 17.
Celery, Jan. 24.
Spinach, etc., Jan. 31.
Onions, etc., Feb. 7.
Potatoes, etc., Feb. 14.
Bees, Feb. 21.
Poultry and pet stock, Feb. 28.
Goats, March 6.
Beans, etc., March 13.
Paved highways, March 20.
Broccoli, etc., March 27.
Silos, etc., April 3.
Legumes, April 10.
Asparagus, etc., April 17.
Grapes, etc., April 24.

Drug garden, May 1.
Sugar beets, sorghum, etc., May 8.
Water powers, May 15.
Irrigation, May 22.
Mining, May 29.
Land, irrigation, etc., June 5.
Dehydration, June 12.
Hops, cabbage, etc., June 19.
Wholesaling and jobbing, June 26.
Cucumbers, etc., July 3.
Hogs, July 10.
City beautiful, etc., July 17.
Schools, etc., July 24.
Sheep, July 31.
National advertising, Aug. 7.
Seeds, etc., Aug. 14.
Livestock, Aug. 21.
Automotive industry, Aug. 28.
Grain and grain products, Sept. 4.
Manufacturing, Sept. 11.
Woodworking, etc., Sept. 18.
Paper mills, etc., Sept. 25.
(Back copies of the Thursday editions of the Daily Oregon Statesman are on hand. They are for sale at 10 cents each, mailed to any address. Current copies, 5c.)

SALEM IS THE CAPITAL OF JERSEYDOM

The Salem district has produced the greatest cow in the world, of any age, any breed, living or dead—

The Salem district has the world's record Jersey cow, and has produced all such cows but one in recent years—

Has produced 11 out of 17 of all the world record Jersey cows—

And half of all the 1000 pound Jersey cows—

Has the greatest Jersey herd in the world—

Has a long lead in gold medal and silver medal Jersey bulls, and other high record animals of that breed—

Has produced two out of three medal of merit Jersey bulls—

So the contest is between Salem district animals, and will so continue—

Because this is the best dairy country on earth; produces the best cows in the world.

Valley Motor Co

260 North High Street

Phone 1995

Boost This Community
by Advertising on the Slogan
Pages

DID YOU KNOW that the Salem district has produced the best dairy cow in the world, of any breed, any age; that the Salem district now holds the highest place of all sections in Jersey world records; that we are making more certain our lead as producers of the highest class dairy cows on earth; that this is partly because we have here in western Oregon the best dairy country known; that there is more certain and greater profit in dairying here than elsewhere under the shining sun; that there is room here for great expansion in this line, and scope for the efforts of the leaders of the dairying industry, and a welcome awaiting them?

EAT A PLATE A DAY

Weatherly Ice Cream

SOLD EVERYWHERE

Buttercup Ice Cream Co.

P. M. GREGORY, Mgr.

240 South Commercial St. SALEM

DODGE BROTHERS SEDAN

Bonesteel Motor Co.

184 S. Com'l St. Phone 428

VALLEY PACKING CO.

CASCADE BRAND HAMS, BACON AND LARD
U. S. Inspected SALEM, OREGON

OREGON WAS AN IMPORTER OF DAIRY PRODUCTS IN 1910; IN 1920 THE STATE EXPORTED 2,225,000 LBS. BUTTER FAT

Oregon is Peculiarly Favored By Conditions That Lead to Successful Dairying; Unusually Good Pastures and Forage Crops, a Minimum of Acute Digestive Diseases, Low Percentage of Tuberculosis, and Aggressive Dairymen—Has Economical Production—Room for Enormous Expansion

Editor Statesman:—
An importer of dairy products in 1910. An exporter of 2,225,000 pounds of butter in 1920. Those figures indicate the story of dairy development in Oregon in a decade. The value of dairy products in 1921 is estimated at \$29,000,000 by the state dairy and food commissioner's office. More than three-fifths of Oregon's 50,000 farms reported dairy animals in the United States census of 1920.

The efficiency of the dairy cow as a transformer of farm roughage into human food, the importance of the dairy industry in maintaining soil fertility, the value of dairy products in the human diet and the fact that Oregon is peculiarly favored by conditions that contribute to successful dairying lead logically to the conclusion that the dairy industry may well constitute the major enterprise of a diversified farming program in this state.

ence to be held at the Oregon Agricultural college January 21 to 26. A study of ways and means of marketing our ever increasing surplus of dairy products and consideration of factors that enter into efficient production will be followed by recommendations designed to assist in guiding the future development of this industry. Such will be the program in the dairy section of this conference now being worked out by a special committee consisting of J. D. Mickie, state dairy and food commissioner, M. M. Boney, manager of the Eugene Farmers' creamery,

to increase their production there is room for an enormous expansion of the industry by increasing the average per capita consumption. The average consumption of butter per capita in the United States was estimated at 16.1 pounds in 1921. Canadians and Australians at that time consumed an average of more than 25 pounds. Per capita consumption of cheese in France, Denmark, the British Isles, the Netherlands and Switzerland varies from 2 to 6 times the United States average. People of the United States use about 49 gallons of milk per capita for household purposes, while some European countries utilize in this manner more than 60 gallons per year per capita.

Coming Closer Home
Coming closer home, the United States department of agriculture has compiled figures indicating that the 11 western states of Oregon, Washington, Idaho, California, Nevada, Colorado, Utah, New Mexico, Arizona, Wyoming and Montana produce only 80 per cent of the milk required by their combined populations, assuming that each individual consumes 920 pounds per year.

To Improve Quality
Improvement of the quality of Oregon dairy products is regarded by dairy authorities as a most pressing problem. It is asserted that outside markets are not open on favorable terms to Oregon dairy products as they compare unfavorably with the products of other surplus-producing regions. A veteran creamery operator is authority for the statement that there has been no appreciable improvement in the quality of cream received from Oregon dairymen in the last 15 years. A system of paying for cream on a quality basis has been recently adopted by creameries in Oregon and southern Washington. It is thought that this practice of grading cream will have a wonderful effect on the ultimate quality of the manufactured products.

Oregon Especially Favored
From the standpoint of economical production Oregon is especially favored as a dairy state. Average annual production per cow in this state is 4205 POUNDS AS COMPARED WITH 3148 POUNDS for the United States as a whole. In the 10 years 1910-1920 average production per cow increased 17.2 pounds in Oregon an increase not exceeded by any state having an average production of 300 gallons or more.

Oregon Sixth in Nation
Oregon ranks sixth in the nation in the percentage of purebred bulls. Practically 49 per cent of the dairy bulls in this state are purebreds, while the percent-

OREGON IS BLESSED WITH WORLD'S GREATEST DAIRY COWS, SAYS HODGEN

Well Known Feed and Feeding Expert, Confronted With Colossal Task, Picks Out for Special Mention Three of the Great Cows of Oregon—Two of Them Were Tested Under Handicaps

Editor Statesman:—

In attempting to write a story of Oregon's greatest dairy cows, one is confronted with such a colossal task that you approach it with fear and trembling, for Oregon is blessed, as are few states, with not only Oregon's but the world's greatest dairy cows, and as others with intimate knowledge of other wonderful cows will doubtless contribute to this great subject, I will attempt to tell of some that I consider should be placed among Oregon's greatest dairy cows, not from a standpoint of their marvelous records alone, but also from the angle of excellent showing made in the face of almost insurmountable obstacles.

I am going to pay my respects first to a little wonder, "Miss Inez," the diminutive Jersey marvel owned by W. A. Forrest, of McMinnville, Oregon.

"Miss Inez" recently completed a year's test of 81919 pounds of milk and 952 pounds of butter fat, according to figures recently published in the Pacific Homestead.

During this test this great little cow went to 74.5 for one day's production and averaged 73.1 pounds of milk per day for 10 consecutive days. This in itself is a wonderful production from any Jersey, but when you take into consideration that "Miss Inez" only weighed 850 to 900 pounds when she started this test, you

get a glimpse of the reason why I place her as one of Oregon's greatest.

Going a step further, "Miss Inez" had no box stall, just a stanchion stall, and a few weeks after starting the test she was afflicted with an attack of rheumatism that stayed with her through the entire year, but in the face of all these things she produced in milk 10 per cent in excess of twice her body weight and almost 10 per cent in excess of her body weight in butterfat.

I do not know what some would demand in a greatest cow, but in addition to this record, "Miss Inez" is almost a perfect dairy type and I believe that if luck favors her that she has a fair chance for the world's record for milk for the breed, and I believe we can all take off our hats to one of Oregon's greatest dairy cows, "Miss Inez."

I now want to mention a cow of another breed that is undoubtedly entitled to be classed with Oregon's greatest, "Stanhope Belle Johanna," the sensational Holstein, formerly owned by H. G. Mullenhoff, Gresham, Oregon.

I firmly believe that this cow was and would have proven herself the greatest milk producing cow in the world had fortune favored. Her record for one day of 138.5 pounds, 7 days of 859 pounds and yearly record of 32453 pounds of milk speaks for itself, but when you take into consideration that for months during the test this cow could not put her weight on one foot, and at times she could scarcely be kept standing long enough to milk her, you get a new angle of her ability to produce.

After the year's work in which she captured every milk record in the state and placed herself near the top for the world, she was put back on test the succeeding year with her lame foot cured, and four months after starting this test she was milking in excess of 125 pounds per day. Then Mr. Mullenhoff's barn burned with all records and feed, so "Stanhope Belle Johanna" lost her great chance, but in the placing of Oregon's greatest dairy cows we must give honor to this one of the greatest cows this state has produced.

Another of Oregon's great cows is the widely known "Model Segis Prilly Gelsche," owned by C. J. Berning of Mt. Angel, both as a show cow and a producer.

FARM REMINDERS FROM THE COLLEGE

Advantages of Irrigating Vegetable Crops; Some Poultry Pointer, Etc.

(Following are paragraphs from a current bulletin of the department of industrial journalism of the Oregon Agricultural college:)

Two vegetable crops a season and use of cover crops to maintain soils in physical and fertility conditions, are advantages of irrigating the vegetable garden. Quality and size are improved by water at the right time. It will enable the growing of one crop at least not in competition with general growers, insuring a good market. Irrigation crops hit the market both earlier and later than unwatered crops.

Egg size and shape is inherited. Gradual selection of those birds which in addition to a large number also lay "selects" will in time eliminate the birds laying the lower grade eggs.

Three types of insect and disease pest remedies are often hawked about Oregon farms endangering real control. 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.

Egg shell color does not affect the food value of eggs, but it does make a difference in the appearance. All brown or white eggs will command the highest prices.

Range and exercise is especially desirable for poultry breeding stock.

Six roosters with each 100 hens should give good fertility and hatchability with Leghorns.

THE SALEM DISTRICT HAS PRODUCED 11

(Continued from page 10)

and the climate and the natural conditions—the soil and the sunshine and showers—that conserve the highest qualities and make for the highest production in the domain of dairying—

And we have the dairy brains—And the dairy will do excel—For it takes more than soil and climate to make a good Jersey cow—it takes a good Jersey cowman; and this is true of all the dairy breeds.

Worth Millions
The fact that the cows in the country surrounding Salem are going steadily forward breaking performance production records against the competition of all cowdom is bound to be worth millions to our valley.

Instead of going to the Isle of Jersey for the greatest producers, all Jerseydom must come here. It means that our climate and our soil, and their productions are capable of developing the highest functioning milking animals that can be produced in any country bordering all the seven seas.

This means that the dairying center of the world will be here in this valley. The big money for the milking champions will come here. It means that there is greater encouragement here than anywhere else for the live, up-to-the-minute dairyman who will use his brains and his labors for the building up of his business—let

it be dignified by saying his profession.

For the breeding of such animals is a profession.

It requires the highest type of skill and study and pains. But it is remunerative; and there is zest and pride and satisfaction in the performance of the unusual that is ever before the qualified breeder of the best that the wide world affords.

It all means, too, the performance of unselfish work for the good of all—for it is shown by the latest studies of scientific men that the world's milk supply must be increased in order to maintain and conserve and perpetuate a virile race of people.

We cannot remain a nation that will do things and continually better things without more and more milk. It is as necessary as air and sunshine.

The reader, if he has not kept himself posted, may be astonished at the statement.

It is somewhat new.

But it is true, by the unvary-

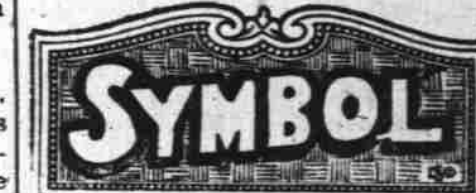
ing proof of actual tests, and the sooner it is generally realized, and all the world learns that it must aid in the increasing of the milk supply, the better for all mankind. And in this process the laws of nature have given the country surrounding Salem, the Willamette valley, the leadership which she is bound to maintain, and bound to profit beyond present computation in maintaining.



Auto Electric Work

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Always in the market for dried fruits of all kinds

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499 Court St., Salem. Phone 120

Next Week's Slogan SUBJECT IS THE BLACKBERRY INDUSTRY

A Licensed Lady Embalmer to care for women and children is a necessity in all funeral homes. We are the only ones furnishing such service.

Terwilliger Funeral Home
770 Chemeketa St.
Phone 724 Salem, Oregon

NOW IS THE TIME!!

To look after your heating plants and see that it is in good order, or if you are going to need a new one.

This is the appropriate time to buy it!

THEO M. BARR
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Manuals, School-Helps and Supplies

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Is the BEST, SAFEST, STRONGEST, and, in the long run, the CHEAPEST Material out of which to build your home.

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