

## FUTURE LIES AHEAD SUCH AS WE LITTLE DREAMED OF A FEW YEARS AGO

That is What J. D. Mickle Says of Our Dairy Industry, and He Speaks as One Having Authority—He Is Oregon Dairy and Food Commissioner and One of the Best Posted Men and Most Competent Experts in This Field in the Whole Country—We Must Market Quality Butter

Editor Statesman:—  
Three years ago I laid down the work of the office of state dairy and food commissioner voluntarily. Eight years of service proved the fact to me that a public trust and the attendant work such as that office imposed was not a "soft snap." I had a small part, as a member of the State Dairy association, in bringing Mr. Hawley into the work. I have never regretted either action.

During the period occupied by Mr. Hawley the work has been carried forward in a progressive and forceful manner, although, for the past year, he labored under a serious handicap in the way of a reduced appropriation which meant a corresponding reduction in the way of field service. Mr. Hawley was a friend to the office when a senator from Polk county long before he had any idea of ever occupying the position. I was his friend after I gave up the work. I accompanied him on several of his inspection trips and gave many addresses on the value of Dairy products in the Human Diet.

**Major Industry of State**  
I am taking up the work again knowing full well the duties of the office and the task that lies ahead. In other words, I have a vision of the future of the dairy industry of Oregon and have felt that I would like to have a part in some of the constructive work which I believe is going to be put into effect and which I hope will elevate and advance this industry until it becomes the major industry of Oregon. For years numerous persons have been advocating more dairying in Oregon. Notwithstanding that fact we have witnessed the industry advance and then decline. But in recent years it would seem that the testing time has come for all branches of agriculture, and through it all the dairy cow has stood out supreme as the anchor that guarantees steadfastness and stability. Cereals have had their rise and fall, fruits have gone through a like testing, but the survival of the fittest, has proven that the doctrine of dairying in Oregon is sound doctrine. So today we find business men, bankers, presidents and secretaries of chambers of commerce, presidents of trade organizations, educators and those interested in the country's welfare, all talking the language of dairying, boosting the dairy cow and the industry. Therefore, I believe that a future lies ahead of this state SUCH AS WE LITTLE DREAMED OF a few years ago; provided, however, that we all "put our shoulders to the wheel" and put the proper program into effect. In adopting that program there are some fundamentals that we must consider. In the first place, Oregon is already producing more butter, cheese and condensed milk than is consumed at home. That means if we increase our industry we are going to increase our export of these products, and it also means that we will have to compete with the world in the sale of those products. Right here we should stop and recognize the fact that if this is true, and it is true, we are compelled therefore whether we so desire or not, to go to market with desirable and marketable products. Insofar as condensed milk and a part of our export cheese is concerned, that perhaps is already being taken care of. The reputation of Tillamook cheese has been established in markets outside of Oregon, upon the basis of quality; quality secured through farm inspection, factory inspection, and factory selection; but when we speak of butter we cannot boast of any such record.

**Must Send Quality Butter**  
California absorbs a large quantity of our surplus butter, yet on the California market we are far below the home product of that state, and the reputation of Oregon butter in San Francisco and

Los Angeles exchanges is not an enviable one. Ask any man who is acquainted with the quality of our export product and the way it is received by those markets and he will usually substantiate what I have said. Therefore, if we intend to increase our export surplus it is simply a part of wisdom that we begin now to pay some attention to the quality that we intend to export in the future.

Cream grading has been talked in Oregon for the last six years to my knowledge, yet out of all of the talk there has never come an acceptable plan. The competitive system of buying, and up to this time we have never been able to harmonize these conflicting differences. But right now there seems to be a determined desire to put our industry upon a better footing and men of influence are beginning to see that it is the height of folly to entertain any proposition intended to increase the industry which at the same time does not contemplate quality in dairy products such as we have never had before in this state.

**Must Begin With Farmer**  
Cream grading must begin with the farmer. Stored up in the udder of a healthy cow is milk and butter in crude form that is sterile in quality insofar as harmful bacteria are concerned, but thousands upon thousands of gallons of milk and cream are being delivered to plants in this state from which it is impossible to make a first class article of the finished product. So somewhere between the udder of the cow and the creamery one of the best foods known to man has become so contaminated with harmful bacteria that only a second grade article can be manufactured from it. It would seem on the face of the matter that to allow this to continue is the height of foolishness and it would also seem that it would be a matter very easy to correct. However, such is not the case. Habits formed through years of practice are not easily corrected; well established trade practices give way very slowly for new ones unless there is an incentive of intrinsic value brought to bear to change them. I am hoping that in the next year or so such an incentive will be found as will induce every dairy farmer in Oregon who has not been delivering first class cream to his creamery to see to it that henceforth nothing but an A Number One product is delivered by him. I am of the opinion that a good many dairymen would resent being told that their cream is not first class. I am not getting out to throw any such red cloth in their faces at the present time.

**Quotes High Authority**  
Professor Orla Jensen, Danish delegate to the World Dairy congress, and who toured Oregon, addressed some officers and friends of the Oregon Dairy Council, and upon that occasion remarked upon our wonderful dairy possibilities, the wonderful records of some of our cows, our climatic conditions, at the same time he could not refrain from criticizing the quality of our butter. Be that as it may, the fact remains that the quality of the butter in Oregon must be improved upon. Therefore, if we set our hands to that task let us go about it in the right way; let us be careful not to destroy any of the good work that has already been done, but rather we should build constructively.

The dairy farmer is just as quick to respond to anything that comes to his advantage as any other man. So if the plan that is eventually adopted places a premium upon quality goods I feel assured that the farmer will bring quality goods to market.

**Have Good Creamery Plants**  
The great majority of creamery plants have equipment that is not excelled in any other state. Our buttermakers, as a whole, will compare quite favorably as skillful workmen with those of any other state. That part of the program needs but little attention. Our system of marketing dairy products in Oregon, especially butter, is not what it should be. At the present time we do not need any more creameries. There is not a section of the state, unless it be some central Oregon point, that is not over served with manufacturing plants at the present time. In some towns we can find two and three manufacturing plants, likewise a duplication of cream shipping stations, all tending to increase the cost of marketing through an excessive duplication of overhead. I have no hope that we will ever eliminate all duplication, but I do feel that there is room for a heavy reduction of overhead in the nature of eliminating some of our surplus plants. For instance, why should a dairy farmer of any community be asked to carry the overhead of three creameries where one creamery would take care of more of the raw product than there is produced in that particular locality?

Why should the farmer be asked to carry the overhead of two and sometimes three cream shipping stations within a few blocks of each other when one station will adequately answer every purpose? I know that in this country every man has a right to conduct a business who desires to do so, but I am hoping for the day to come when the rural producers of dairy products will awaken to the fact that they are bearing the burden of these excesses and that they will set about to correct them.

**Hits Substitutes Manufacturers**  
Furthermore, I am hopeful of seeing the day when rural producers of dairy products will wake up to the fact that they can no longer afford to allow their products to go into the hands of those who are manufacturing or dispensing substitutes for their products when such substitutes are used to manipulate the markets to a decided disadvantage of good, honest, wholesome Oregon butter. I believe it is the height of folly for the dairymen of Oregon to allow the situation to prevail wherein substitute manufacturers have acquired such power in their control that they can boost the price

of butter to where the consumption thereof is curtailed in order that they may have the opportunity to shove the substitute before the consumer in such a way that the variation in price will tempt him into the use thereof, regardless of the fact that the substitute product is inferior from a food standpoint.

I have spoken frankly, perhaps forcibly on this matter with the hope in view that the reader thereof will not only become conscious of the fact that he has a duty to perform for himself, but that he will also not neglect to do his part to protect himself and his industry with his ballot at the next election.

**There Is Work Ahead**  
There are many other things that might be said bearing on the reconstruction period, looking ahead. The cow testing association has not reached its zenith nor has there anything emanated from it that should cause it to show decline; the purebred sire campaign has not yet been tried out in this state; in the eradication of tuberculosis we stand out in the lead with the leading states of the country; in the control of

contagious abortion we have as much light as has been brought to bear in any other place, but we must not let this work stop. That problem has not yet been solved; at the present time we are gaining light upon it, but we want and must have the full light until the scourge is within our control.

The office of dairy and food commissioner also carries within its scope the enforcement of the food laws. Their enforcement is very important, but often times brings grief and criticism to the enforcing official. That part of the work is distasteful to me, but regardless of that I shall not "side-step" those obligations. At the same time I feel that the great work ahead of this office lies in giving a helping hand toward putting over the future program which will tend to make dairying the great, substantial, major industry of this state. Therefore, having this vision I wanted a part in the work.

Governor Pierce saw fit to give me the appointment, and I wish to say to the dairymen of Oregon that I am here to help build and help encourage and carry forward this great work until we shall

again see the state of Oregon coming into her own.

—J. D. MICKLE,  
Dairy and Food Commissioner,  
Portland, Or., Dec. 11, 1923.  
Room 508 Worcester Building.

**ONE COW BOUGHT  
THE WHOLE FARM**  
One of the Truly Great Stories in Development of Dairy Industry Here

(The following dispatch that is going the rounds of the press is in the main true; though the particulars would make the story still more interesting—around them might be woven a real dairy industry romance. Being of a private nature, the writer does not feel at liberty to give the particulars.)  
CORVALLIS, Dec. 6.—Oregon's dairy history boasts one of the truly great stories in the development of this industry in America,

with the true tale of how two brothers started with nothing in the way of a herd and developed this into a herd holding six world's records for the Jersey breed, and how one cow in that herd paid for the entire place.

Ovid and Elza Pickard, owners of Darling's Jolly Lassie and Vive La France, furnish the basis of this tale of construction. Some 40 years ago Ovid left Eugene with 50 cents in his pocket and a burning ambition to own his own dairy herd, and secured work on a Marion county farm after a fifty-six mile walk.

answered the banker, "and keep the cow for a while."  
The wisdom of this advice was shown when in a few years time the calves of Vive LaFrance more than paid for the farm in sales returns.

Faith is not dead. An Arkansas woman said she found her husband dead in bed, and the doctor didn't even look for the bullet hole.  
Another popular indoor sport at this season is hinting.

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Boys' fine suits with 2 pairs of Knickers, Special ..... **\$6.95**

25c Men's Garters, Pr. .... 15c  
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25c Men's dress sox, pair ..... 19c  
35c Men's dress sox, pair ..... 24c  
50c Men's suspenders, pair ..... 35c  
50c Men's heather sox, pair ..... 29c  
75c Men's fibre sox, pair ..... 49c

Big lot of Men's Hats and Caps ..... **\$1.49**

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A most wonderful opportunity to buy garments that are worth up to \$40. Now at  
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The greatest sacrifice ever made on such high grade garments. Description cannot do justice — you must come and see the most wonderful values ever offered at this price.  
**\$24.85**

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It also lists hundreds of former patients, both men and women, who testify as to my skill.

**CHAS. J. DEAN, M.D.**  
2ND AND HARRISON PORTLAND, OREGON  
MENTION THIS PAPER WHEN WRITING