THE OREGON STATESMAN, SALEM, OREGON

FUTURE LIES AMEAD SUCH AS WE

That Is What J. D. Mickle Says of Our Dairy Industry, and right to conduct a business who substitute product is inferior from He Speaks as One Having Authority—He Is Oregon desires to do so, but I am hoping a food standpoint. Dairy and Food Commissioner and One of the Best rural producers of dairy products forcibly on this matter with the Posted Men and Most Competent Experts in This Field will awaken to the fact that they hope in view that the reader therein the Whole Country-We Must Market Quality Butter are bearing the burden of these excesses and that they will set

Editor Statesman:---

about to correct them. Los Angeles exchanges is not an Hits Substitutes Manufacturers Three years ago I laid down the enviable one. Ask any man who

Furthermore, I am hopeful of part to protect himself and his work of the office of state dairy is acquainted with the quality of and food commissioner voluntar- our export product and the way seeing the day when rural pro- industry with his ballot at the ily. Eight years of service prov- it is received by those markets and ducers of dairy products will wake next election. ed the fact to me that a public he will usually substantiate what up to the fact that they can no trust and the attendant work such I have said. Therefore, if we in- longer afford to allow their prodas that office imposed was not a tend to increase our export sur- ucts to go into the hands of those "soft snap." I had a small part, plus it is simply a part of wis- who are manufacturing or dispensas a member of the State Dairy dom that we begin now to pay ing substitutes for their products reconstruction period, looking which will tend to make dairying ulars would make the story still into Oregon's first world's chamassociation, in bringing Mr. Haw- some attention to the quality when such substitutes are used to ahead. The cow testing associa- the great, substantial, major in- more interesting - around them pion and an offer of \$30,000 for ley into the work. I have never that we intend to export in the manipulate the markets to a de- tion has not reached its zenith dustry of this state. Therefore, might be woven a real dairy in- the animal was made, Pickard regretted either action. future. During the period occupied by Cream grading has been talked est, wholesome Oregon butter. I from it that should cause it to in the work.

Mr. Hawley the work has been car- in Oregon for the last six years believe it is the height of folly show decline; the purebred sire Governor Pierce saw fit to give feel at liberty to give the par- note was told of this his question ried forward in a progressive and to my knowledge, yet out of all of for the dairymen of Oregon to al- campaign has not yet been tried me the appointment, and I wish ticulars:) duced appropriation which meant time we have never been able to trol that they can boost the price of the country; in the control of this great work until we shall ment of this industry in America, "Better wait until I ask for it," a corresponding reduction in the harmonize these conflicting dif-

way of field service. Mr. Hawley ferences. But right now there was a friend to the office when a seems to be a determined desfre senator from Polk county long be- to put our industry upon a better fore he had any idea of ever oc- footing and men of influence are cupying the position. I was his beginning to see that it is the friend after I gave up the work. height of folly to entertain any I accompanied him on several of proposition intended to increase his inspection trips and gave, the industry which at the same many addresses on the value of time does not contemplate quality Dairy products in the Human in dairy products such as we have 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 well established trade practices as proven that the give way very slowly for new ones doctrine of dairying in Oregon is sound doctrine. So today we find trinsic value brought to bear to business men, bankers, presidents and secretaries of chambers of commerce, presidents of trade organizations, educators and those duce every dairy farmer in Oregon interested in the country's wel- who has not been delivering first fare, all talking the language of class cream to his creamery to see dairying, boosting the dairy cow to it that henceforth nothing but and the industry. Therefore, I an A Number One product is debelieve that a future lies ahead of livered by him. I am of the opinthis 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 cloth in their faces at the present 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 in- friends of the Oregon Dairy Coundustry we are going to increase cil, and upon that occasion reour export of these products, and marked upon our wonderful dairy it also means that we will have possibilities, the wonderful recto compete with the world in the ords of some of our cows, our clisale of those products. Right matic conditions, at the same time here we should stop and recognize he could not refrain from criticisthe fact that if this be true, and ing the quality of our butter. Be it is true, we are compelled there- that as it may, the fact remains fore whether we so desire or not, that the quality of the butter in to go to market with desirable and Oregon must be improved upon. marketable products. Insofar as Therefore, if we set our hands to condensed milk and a part of our that task let us go about it in the export cheese is concerned, that right way; let us be careful not to perhaps is already being taken destroy any of the good work care of. The reputation of Till- that has already been done, but in markets outside of Oregon, up- tively. on 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.

never had before in this state. Must Begin With Farmer Cream grading must begin with

the farmer. Stored up in the ud-

der of a healthy cow is milk and

butter in crude form that is ster-

bacteria are concerned, but thous-

ands upon thousands of gallons

of milk and cream are being de-

livered 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 crea-

mery one of the best foods known

to man has become so contamin-

ated 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;

unless there is an incentive of in-

change them. I am hoping that

in the next year or so such an in-

centive will be found as will in-

ile in quality insofar as harmful

ity? Why should the farmer be of butter to where the consump- contagious abortion we have as again see the state of Oregon com- with the true tale of how two answered the banker, "and keep asked to carry the overhead of tion thereof is curtailed in order much light as has been brought ing into her own. two and sometimes three cream that they may have the oppor- to bear in any other place, but we LITTLE DREAMED OF A FEW YEARS AGO shipping stations within a few blocks of each other when one station will adequately answer blocks of each other when one fore the consumer in such a way problem has not yet been solved; station will adequately answer that the variation in price will at the present time we are gainevery purpose? I know that in tempt him into the use thereof, ing 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 of will not only become conscious very important, but often times of the fact that he has a duty to brings grief and criticism to the

enforcing official. That part of One of the Truly Great Storperform for himself, but that he will also not neglect to do his

There Is Work Ahead

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

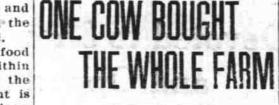
(The following dispatch that is brother, They gave a note for led. These are money-makers; work ahead of this office lies in There are many other things giving a helping hand toward put- going the rounds of the press is in \$21,000 to the bank, and when they will work for you and soon that might be said bearing on the ting over the future program the main true; though the partic- Vive LaFrance had been developed

cided disadvantage of good, hon- nor has there anything emanated having this vision I wanted a part dustry romance. Being of a pri- planned to sell at once. vate nature, the writer does not

forceful manner, although, for the the talk there has never come an low the situation to prevail where- out in this state; in the eradica- to say to the dairymen of Oregon CORVALLIS, Dec. 6 .- Oregon's iness?" "No, just starting," anpast year, he labored under a ser- acceptable plan. The competitive in substitute manufacturers have tion of tuberculosis we stand out that I am here to help build and dairy history boasts one of the swered Pickard, "but I owe you ious handicap in the way of a re- system of buying, and up to this acquired such power in their con- in the leading states help encourage and carry forward truly great stories in the develop- \$21,000 and I want to pay it."

-J. D. MICKLE.

Dairy and Food Commissioner. Portland, Or., Dec, 11, 1923. Room 508 Worcester Building, world's records for the Jersey than paid for the farm in sales



ies in Development of Dairy Industry Here

brothers started with nothing in the cow for a while." the way of a herd and developed The wisdom of this advice way shown when in a few years time this into a herd holding six the calves of Vive LaFrance more

breed, and how one cow in that returns. herd paid for the entire place.

Ovid and Elza Pickard, owners Faith is not dead. An Arkanof Darling's Jolly Lassie and Vive sas woman said she found her La France, furnish the basis of husband dead in bed, an thed corthis tale of construction. Some oner didn't even look for the bul-40. years ago Ovid left Eugene let hole. with 50 cents in his pocket and a

burning ambition to own his own Another popular indoor sport dairy herd, and secured work on at this season is hinting. a Marion county farm after a

fifty-six mile walk. Plant Grafted Walnuts During his spare time he studied We have them-one of the best Jersey cattle and later went into blocks of Franquettes in the state business for himself, with his -correctly propagated and hand-

pay dividends. Also plant filberts-the quickest cropper w have-hardy and dep Nuts are staples-nothing better. We have anything wanted, apple

was: "Why, going out of the bus-

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pear, sherry, prune, etc. WE SAVE YOU MONEY-WE SUP-When the banker who held the PLY THE BEST. Our 34 years in business is behind our products.

Carlton, Oregon

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Must Send Quality Butter

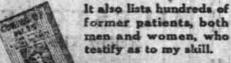
California absorbs a large quantity of our surplus butter, yet on the California market we are far below the home product of that state, and the reputation of Oregon butter in San Francisco and



you my FREE illustrated book which tells many things about Piles and other rectal troub fes which YOU should know.

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J. DEAN, M.D



ion that a good many dairymen would resent being told that their cream is not first class. I am not setting out to throw any such red **Quotes High Authority** Professor Orla Jensen, Danish delegate to the World Dairy congress, and who toured Oregon, addressed some officers and

amook cheese has been established rather we should build construc-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 as-

sured 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 Write Me About Your Case a section of the state, unless it

be some central Oregon point, IF you will write me about that is not over served with manyour condition, I will send ufacturing 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 reduc-! tion 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 MORISSON PORTLAND, OREGON of the raw product than there is





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