

POTENTIALLY OREGON IS THE GREATEST DAIRY COUNTRY ON EARTH, SAYS STATE DAIRY AND FOOD COMMISSIONER MICKLE

But There is a Long Way to Go, Before Realizing This Most Desirable Distinction—Mr. Mickle Believes the Time Will Come Before Very Long, on Account of the Boys' and Girls' Club Work, Which is Turning Out Scientific, Successful Breeders and Dairy-men, and Impressing the Older Generation, Too

BY J. D. MICKLE
Dairy and Food Commissioner
"Boost, don't knock," is good, wholesome advice, but sometimes a little of what savors of knocking will have a more boosting effect than words of praise that smack of flattery.
Self confidence is essential but self complacency is dangerous.
To use the vernacular of the street, it is unwise to "kid ourselves" into thinking we are what we are not. It is well occasionally to take stock and see where we are at—to stand to one side

and take a look at ourselves and endeavor to see ourselves as others see us. We have acquired the habit of boasting of our great dairy industry and speaking of western Oregon as the greatest dairy country on earth. Potentially, there probably is no better dairy country and place and we do have a lot of the best cows on earth; no doubt some as good butter and cheese makers as can be found any place and many first-class dairies and dairymen, but so far we have just scratched the surface and are so undeveloped and so far short of accomplishing what is possible to be accomplished that it becomes us to do much boasting.
Not until quite recently did Oregon's production of butter exceed her consumption. Up to that time she was quite self-sufficient and it was not until she was forced to hunt outside market for her

and are laying the foundation for up-to-date, scientific, successful breeders and dairymen. In a few years there will be enough of these club members engaged in active dairy work to revolutionize the industry. In the mean time "dad" will be picking up and adopting many pointers from his son, all to their mutual benefit and to the hastening of that better day for which we are all devoutly hoping.
(The above, written for this annual dairy slogan number of The Statesman, and sent yesterday morning, is all so important that no sub-headings are given. Every one interested in Oregon ought to read the article clear through.—Ed.)

cows there are in Oregon it seems unbelievable that 50 per cent of the sires in service in our dairy herds are scrubs.

Some splendid results have been attained through cow testing associations in Oregon as well as elsewhere. About one per cent of the cows of the United States are now in cow testing associations, and although these associations have only been in existence a few years, the average cow in these associations produces about 60 per cent more than the average cow in the United States. Surveys made by the bureau of dairying, United States department of agriculture, show that by increasing the average production per cow three times, the average income over cost of feed was increased almost five times. In the light of such results why would any dairyman refuse to enter a cow-testing association? And with registered bulls out of heavy producing dams plentiful and available at moderate prices why are so many of our dairymen still using scrub bulls?

Too small dairy herds—too few cows in milk in the average herd, not only keeps down profits, but is a big factor in retarding improvement in the quality of the output of our creameries. The average herd of Oregon is 4.5 milking cows. This makes the overhead expense too high per bovine population of the herd. An average of 20 to 30 cows to the herd is much better. Such a herd is much more economically managed than is one consisting of a smaller number. Not only that, but with the larger investment and the consequent deeper interest in the industry, the dairyman with the larger herd will take better care of the product and will furnish his creameryman a better grade of cream. Most of the had cream comes from the small dairy. It is only a side issue with the man milking a small number of cows. He frequently does not deliver his cream but once a week and when not convenient he may not deliver that often. In the meantime he is not giving it the care so delicate a product requires in order to keep it in the best possible condition. He is the fellow who is independent and cooperates with the creameryman on the down-hill grade.

Several months ago ten of Oregon's creameries organized and are successfully cooperating in the purchase of cream on the quality basis. This organization employs an expert who puts in his time instructing the buttermakers in the art of cream grading and the dairymen who supply their cream in proper methods of producing and delivering cream. The improvement of the grade of the output of these creameries since they organized is quite marked, showing plainly that they are getting results. Conclusive evidence on this point is the fact that the highest scoring butter, in fact most of the samples of high scoring butter exhibited at the Oregon state fair this year were from members of this cooperative organization and it is to be hoped that their success will inspire others to follow their example until all will eventually fall in line and Oregon's butter standard be placed where it rightfully belongs.

Cooperation in the right way is the salvation of the dairy industry of Oregon—cooperation in improvement, in production, cooperation in improvement in manufacture and cooperation in marketing.
As to what may be accomplished by cooperation along these lines, we have an outstanding illustration in our Tillamook cheese,

which has come to be the most popular and highest priced cheese on the world's market, bringing from 5 to 7 cents a pound above unbranded cheese.

Coos county also specializes in cheese and has made great strides in improvement of production. In fact their cheese outscored and won first prize over the Tillamook product last year both at the state fair and at the Pacific International Livestock exposition at Portland, but they have not cooperated in marketing their cheese and have had to take from two to four cents per pound less than Tillamook cheese has commanded.

Yes, potentially, Oregon is the greatest dairy country on earth. The fact that she holds seven of the possible eight Jersey world's records on production of butterfat is quite conclusive, substantive evidence. Were natural conditions not practically perfect such laurels never could have been won. And when dairymen farm as suggested above; when they all use the best sires available, test their cows and weed out the poor producers and take proper care of their product, then will the output be doubled and the creamery will have to haul cream only half as far to secure its present volume. Cream will be delivered more often and the consequent quality will be greatly improved and with the creameryman cooperating in this program as he will naturally be expected to do, the desired goal will be reached. Oregon may then truthfully boast being the best dairy country on earth. Her dairymen and creamerymen will be prosperous, her bank vaults will be bulging with greatly increased deposits and everybody will be happy.

But do you say all of this will arrive along with the millennium? Not necessarily so at all. Not one suggestion or prophecy in this article but what is practical and readily obtainable. ALL SIGNS POINT TO THEIR EARLY REALIZATION. One solid rock upon which we base our hope is the boys' and girls' livestock clubs.

While it really is "hard to teach an old dog new tricks," the papa dog is always proud of what the pup does and is inclined to imitate him. The boys and girls, members of the dairy calf clubs, are receiving proper instruction

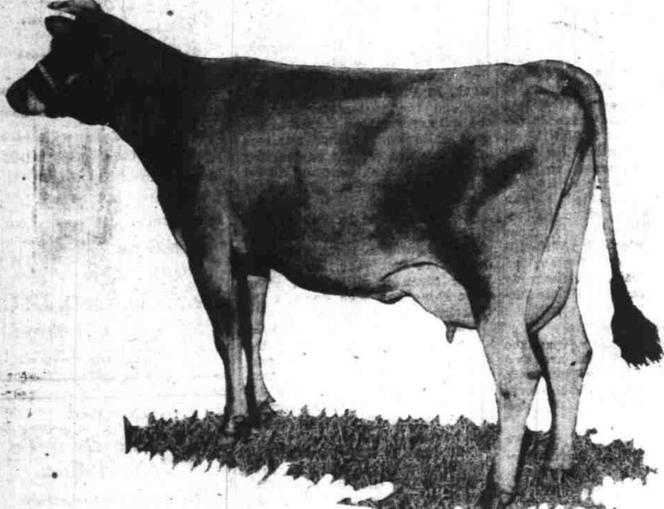


and are laying the foundation for up-to-date, scientific, successful breeders and dairymen. In a few years there will be enough of these club members engaged in active dairy work to revolutionize the industry. In the mean time "dad" will be picking up and adopting many pointers from his son, all to their mutual benefit and to the hastening of that better day for which we are all devoutly hoping.

(The above, written for this annual dairy slogan number of The Statesman, and sent yesterday morning, is all so important that no sub-headings are given. Every one interested in Oregon ought to read the article clear through.—Ed.)



Sir Walker Iuka Homestead, Holstein bull, owned by F. W. Durbin and Son, Salem. He was grand champion at the Oregon State Fair.

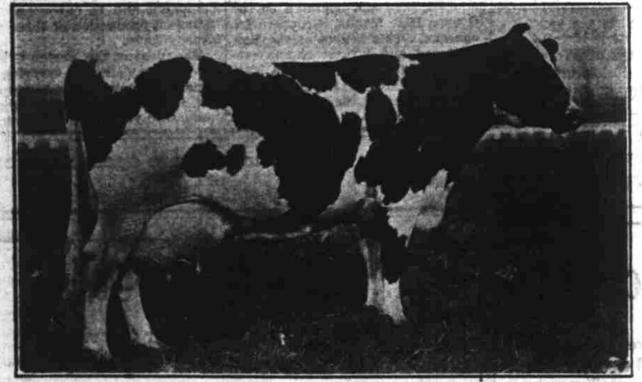


An Oregon Cham pion Jersey Cow

and take a look at ourselves and endeavor to see ourselves as others see us. We have acquired the habit of boasting of our great dairy industry and speaking of western Oregon as the greatest dairy country on earth. Potentially, there probably is no better dairy country and place and we do have a lot of the best cows on earth; no doubt some as good butter and cheese makers as can be found any place and many first-class dairies and dairymen, but so far we have just scratched the surface and are so undeveloped and so far short of accomplishing what is possible to be accomplished that it becomes us to do much boasting.
Not until quite recently did Oregon's production of butter exceed her consumption. Up to that time she was quite self-sufficient and it was not until she was forced to hunt outside market for her

and are laying the foundation for up-to-date, scientific, successful breeders and dairymen. In a few years there will be enough of these club members engaged in active dairy work to revolutionize the industry. In the mean time "dad" will be picking up and adopting many pointers from his son, all to their mutual benefit and to the hastening of that better day for which we are all devoutly hoping.
(The above, written for this annual dairy slogan number of The Statesman, and sent yesterday morning, is all so important that no sub-headings are given. Every one interested in Oregon ought to read the article clear through.—Ed.)

and are laying the foundation for up-to-date, scientific, successful breeders and dairymen. In a few years there will be enough of these club members engaged in active dairy work to revolutionize the industry. In the mean time "dad" will be picking up and adopting many pointers from his son, all to their mutual benefit and to the hastening of that better day for which we are all devoutly hoping.
(The above, written for this annual dairy slogan number of The Statesman, and sent yesterday morning, is all so important that no sub-headings are given. Every one interested in Oregon ought to read the article clear through.—Ed.)



Tillamook Dairy Butter King DeKal. An Oregon bred Holstein cow that, after winning Grand Champion at the western shows, was exhibited on the national show circuit and won Grand Champion at the National Dairy Show, Syracuse, N. Y. She was bred by F. R. Beals, Tillamook, Oregon.

surplus that she was brought into competition with higher grade butter from other states and came to realize the necessity of putting more quality into her output. It is not that our climatic conditions are not ideal. It is not that our soil will not produce an abundance of the most desirable provender. It is not that we are lacking in any of the essentials to the making of the very best of butter, but we simply have not got down to business and done it. We have been too independent and have not practiced cooperation as we will have to do before Oregon will come into her own in the dairy industry. These facts were brought forcibly home to Oregon as never before during the National Creamery buttermakers' convention which was held in Portland last month.
In competition with butter from eastern states, Oregon's product suffered ignominiously. In addressing the buttermakers at that convention Dr. C. W. Larson, chief, bureau of dairying, United States department of agriculture, Washington, D. C., said Wisconsin

and leave some profit on the investment. This condition has led to a sort of cut-throat competition that has in the past blocked every attempt at cream grading.
A patron may be bringing in a very poor grade of cream but the creameryman, feeling that he cannot afford to lose a single patron, does not dare to demand improvement in quality for fear the customer will quit him. He knows his next door neighbor creameryman is in the same boat as to supply and is constantly bidding for new customers. The patron also knows this and stands ready to tell Mr. Creameryman that any time he does not like what he is bringing him that he will take it to Mr. _____, who is anxious to get his cream. Thus we have down-hill cooperation.
Turning our attention to the dairyman to see what is wrong with his end of the game, we find too little good farming-dairymen buying a large part of their feed instead of growing most, if not all of it, on the farm; too many star boarders among his cows; too many scrub sires in service; and

fore, that breed improvement is greatly needed. This can be done in two ways—by the use of good registered sires and by herd testing and weeding out. With all the good herds and high record

LISTERINE THROAT TABLETS
Antiseptic
Prevent & Relieve
Hoarseness
Sore Throat
Coughs
Made by
Lambert Pharmaceutical Co., Saint Louis, U. S. A.

How this new service helps you buy a finer watch
When you buy a watch you buy years of timekeeping service. If you divide the price of a good watch by the number of years you wear it, you will see that you are getting that service cheaply. The only thing, perhaps, that has kept you from buying the watch you want is the inconvenience of paying the full price in one lump sum.
Now, to overcome that inconvenience, we offer our new Divided Charge Account Service on Gruen Watches.
Now you need pay only part of the purchase price upon delivery. The remainder comes due at the end of each month following. And there is but one price for a Gruen Watch, no matter how you buy it.
Hartman Bros.
Jewelers and Silversmiths
State and Liberty, Salem, Oregon

Special Selling COATS of the Finer Quality

That Were Bought This Week at a Special Price Together with the Choice of Our Entire Stock of High Quality Coats

\$94.50

Another Lot to Sell at **\$79.00**

A Third Group Will Be Sold at **\$69.00**

All of these Coats are of the finer quality—the best in our stock and many of them represent values half again the amount quoted.

Furs of Beaver, Squirrel, Fox, Mink, and Baby Fox are used lavishly and linings of crepe are plain and figured.

Shipley's

Where it always pays to "Pay As You Go"