

SALEM DISTRICT INDUSTRIES

The Statesman will publish and award a prize each week for the best essay submitted by a grade school pupil on the industries scheduled on this page.

SIXTH CONSECUTIVE YEAR

THE DAILY STATESMAN dedicates one full page each week in the interests of one of the fifty-two basic industries of the Salem district. Letters and articles from boosters are solicited. This is your page. Help boost Salem.

For instance: Salem district has two counties growing the sacred myrtle—the only place it grows on this continent. What unique fact do you know about the district? Address articles to Slogan Editor, care Statesman.

SALEM DISTRICT HOLDS OVER HALF OF THE RECOGNIZED JERSEY WORLD RECORDS

In One Class, We Have Five Out of Eight and in the Other Class We Have Four Out of Eight—And We Have the Greatest of All Jersey Cows in the World—Darling's Jolly Lassie Is the Premier Cow, Owned by Pickard Bros., Marion, Near Salem

For the purpose of comparison of five years and they are then in testing dairy cows, they are all classed together as "mature" and in classes according to cows. Oregon has especially disage, such as junior 2-year-olds finished herself in the production (cows that have passed their section of Jersey cattle that have and anniversary but are less than achieved world fame. There are two classifications as 2-year old, etc., and so on up to the duration of the test. One till after they have reached the age is for a full year and the other is

Age	Cow's Name	Owner's Name	Cow's Record
Senior yearling	St. Mawes Lad's Lady	Harry D. Hilt, Independence, Ore.	829.09 lbs. fat
Jr. 2-year-old	Raleigh Toronto's Memo	Sherman Nursery Co., Iowa	902.15 lbs. fat
Sr. 2-year-old	Sensation's Mikado's Millie	Fred H. Young, South Carolina	850.81 lbs. fat
Jr. 3-year-old	Poppy's Dortha	F. E. Lynn, Perrydale, Ore.	994.25 lbs. fat
	St. Mawes Lad's Pride	Harry D. Hilt, Independence, Ore.	1002.35 lbs. fat
	Darling's Jolly Lassie	Pickard Bros., Marion, Ore.	1141.23 lbs. fat
	Vive La France	Pickard Bros., Marion, Ore.	1031.64 lbs. fat
	Groff's Constance, 2nd	Hugh W. Bonnell, Ohio	1130.09 lbs. fat

Highest Jersey Butter Fat Record in 365 Days

Cow's Name	Owner's Name	Cow's Record
Graymere Alice	M. N. Tibbles, Independence, Ore.	581.87 lbs. fat
Golden Princess Judith	Mrs. M. J. Harris, Mass.	638.77 lbs. fat
St. Mawes Sny 3rd	Ed Cary, Carlton, Ore.	612.98 lbs. fat
Killingly Toronto Lass	Killingly Farm, Mass.	816.87 lbs. fat
Fauv's Ivy	A. V. Barnes, Connecticut	722.02 lbs. fat
St. Mawes Pretty Lady	Leslie Daniels, Tillamook, Ore.	827.90 lbs. fat
Raleigh Quist Lady	Goa Landmill, Ohio	794.40 lbs. fat
Lulu Mary of Ashburn	A. M. Dickson & Son, Shedd, Ore.	844.64 lbs. fat

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These classes are also divided again with those cows that bring forth a living calf within a required time in one classification while those that fail to meet the

calving requirement in another. Both of the Oregon champions (both in 365 days and 395 days) met this requirement.

The records in the various classes are being changed from time to time as some new champion makes her appearance, however for years Oregon cows have held four to seven of the class records against the world.

WORLD'S CHAMPION BRED BULL FOR PRODUCTION IS VERY NEAR SALEM

He is Holger's St. Mawes Noble, at the McKee Stock Farm Near Perrydale, Which Is Less Than Ten Miles From Salem—He Is Great in the Performance of His Daughters and Their Daughters and So on Down the Generations



Holger's St. Mawes Noble

There are numerous bulls in the Salem district that are of world fame, and more that are gaining prominence, as their daughters are being tested. The above is a picture of Holger's St. Mawes Noble, a bull that is rapidly gaining prominence.

He is the herd bull on the McKee Jersey Farm, near Perrydale, Oregon. They advertise him as "World's Champion Bred Bull for Production." He was sired by Holger, the medal of merit bull, and his dam is St. Mawes Lad's Lady, with a gold medal record, she by St. Mawes Lad, and her dam was sired by Rinday Lad of S. B. He certainly is a mighty richly bred bull from the production standpoint. This bull is being used on the proven herd that is on the McKee Farm. Among the cows which are on the farm are the following:

Sire	Age	Days	Age	Medal
Drummer Wonder 440981	819.07	265	5-11	Gold
Poppy's George	624.14	265	4-3	
Poppy's George	602.40	285	5-3	
Poppy's George	615.36	288	2-3	
Poppy's George	570.51	305	4-6	Silver
Poppy's George	520.37	305	4-6	
Poppy's George	518.24	285	5-10	
Poppy's George	513.07	285	4-6	
Poppy's George	395.72	295	4-9	
Salmon's Teddies	568.48	305	4-9	
Poppy's George	432.49	295	5-11	
Poppy's George	408.05	305	3-0	Silver
Poppy's George	417.31	305	3-10	
Golden Queen	420.73	305	3-10	
Golden Queen	407.72	305	3-1	

They have completed twenty-five R. of M. records, one above 800 pounds, three above 600 pounds, both of them in one full year. They have six above 500 pounds, five above 400 pounds, and ten above 300 pounds in 305 days with twice daily milking, and the prospects are that they will finish seven more during the next few months. They are making creditable records, two of them very probably with gold medal and two of them with silver medal records.

Nine of the 146 pound records were made as junior two year olds or senior yearlings.

AMERICAN HOME NATIONAL ASSET

McFadden Maintains Health Problem Foremost in Preserving Ideals

The American home is a source of our present progress and prosperity.

When the home loses its influence, the nation is doomed.

When we fail to glorify the home, we then take the downward path.

The home should be given its due reverence.

Within its sacred precincts we find the foundation of everything that leads to worth-while achievements.

Therefore, let us exalt and sanctify the home!

It satisfies the deep-seated yearning that comes to every human soul. It brings peace, content and happiness.

God help those who have been denied the exalted privilege of home making!

They are to be pitied! And often they are the victims of misguided enthusiasts who have failed to grasp the fundamental principles of the great truths of life.

To possess something that is worth more than life itself should indeed be considered an inspiring privilege.

And where is there a mother or father who will not admit that he loves any one or all of his children more than life itself?

When an emergency arises wherein a parent can save a loved one by sacrificing his own life, a decision is quickly made in favor of his progeny.

"Glorify God in your bodies" is a Divine, Biblical command!

But many really religious people fail to catch the proper vision of the bodily needs. Consequently they are unfortunately minus the vitality essential in the building of family life, and sometimes they become obsessed with a wrong idea of the influence of bodily strength, vitality, and beauty.

Nearly all criminals are defective physically. There are but few exceptions.—By Bennett McFadden.

THIS WEEK'S SLOGAN

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 that highest place of all sections and states and nations 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 greater profits in dairying here than elsewhere under the shining sun; that there is vast room here for great expansion in this line, and broad scope for the best efforts of the leaders of the dairying industry, and a welcome awaiting them?

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

(With a few possible changes)	Sugar Beets, Sorghum, Etc., May 6, 1926
Loganberries, October 1, 1925	Water Powers, May 18
Prunes, October 8	Irrigation, May 20
Dairying, October 15	Mineral, May 27
Flax, October 22	Land, Irrigation, Etc., June 3
Filberts, October 29	Floriculture, June 10
Walnuts, November 5	Hops, Cabbage, Etc., June 17
Strawberries, November 12	Wholesaling and Jobbing, June 24
Apples, November 19	Cucumbers, Etc., July 1
Raspberries, November 26	Hops, July 8
Mint, December 3	Goats, July 15
Beans, Etc., December 10	Schools, Etc., July 22
Blackberries, December 17	Sheep, July 29
Cherries, December 24	National Advertising, August 5
Pears, December 31	Seeds, Etc., August 12
Gooseberries, January 7, 1926	Livestock, August 19
Corn, January 14	Grain and Grain Products, August 26
Celery, January 21	Manufacturing, September 2
Splach, Etc., January 28	Automotive Industries, September 9
Onions, Etc., February 4	Woodworking, Etc., September 16
Potatoes, Etc., February 11	Paper Mills, Sept. 23, 1926
Bees, February 18	
Poultry and Pet Stock, Feb. 25	
City Beautiful, Etc., March 4	
Great Cows, March 11	
Paved Highways, March 18	
Head Lettuce, March 25	
Eggs, Etc., April 1	
Legumes, April 8	
Asparagus, Etc., April 15	
Grapes, Etc., April 22	
Drug Garden, April 29	

MAKING OREGON THE MOST ATTRACTIVE STATE IN THE UNION FOR THE DAIRY BUSINESS IS THE WORK WELL IN HAND

The Past Ten Years of Progress Shows This State in the Lead, Compared Only With Florida and New Mexico, Where the Showings to Compare With in 1910 Were Practically Nothing—In Pure Bred Cows the Percentage in Oregon Ranks at 4.6, and the Whole United States Is 3.2—A Most Encouraging Showing

(Through the publicity department of the Oregon Agricultural college, the Slogan man asked Prof. Brandt, chief in dairy husbandry of that institution, for an article for this annual Great Cows Slogan issue of the Statesman. Prof. Brandt told the publicity man that he was rushed with work, and had not time to add anything new. But Prof. Brandt wrote an article for last year's Slogan number under this head, which is worth printing and preserving—especially worthy of attention by new readers, and worth rereading by old ones.

"The Economic Importance of Oregon's High Record Cows," was the title of Prof. Brandt's article, which was as follows:)

Use of this class, pure bred sires, the elimination of low producing cows by means of testing associations, and the breeding from high record cows have made the dairy industry of Oregon known throughout the country for its large percentage of high producing animals.

More than 100 breeders of dairy cattle at the present time in Oregon have a supervisor from the college visit their farms for the purpose of authenticating records. About four-fifths of these are Jersey breeders.

The Jersey cattle club publishes annually a book known as the Register of Merit Herd Book, which represents the producing aristocracy of the Jersey breed. A cow has to have the right sort of inheritance cultivated to a marked degree before she is capable of

producing enough milk or butter fat to entitle her to admission. It is in this book where the name of Oregon appears so prominently, and where the names of all the world's record Jersey cows are listed.

What It Means
Why is this? The main reason is that Oregon has good cows. They are well bred cows. They have been selected with the idea of having intensified in the veins their inheritance for high production of milk and butter fat.

are two of these, Oregon having one.

Doing a Great Work

It will be seen from this that Oregon not only has a number of high producing cows, but that the sires that are being used in the state are developing these cows. The list of sires that have achieved prominence is constantly growing. The result is that high producing blood is being disseminated throughout the state in the ordinary dairy herds on the farms. While it is true that in many cases the farmer purchasing a sire gets one, two, to three generations removed from the sire of prominence, yet the influence of this production is felt in the offspring of these animals in the ordinary grade herds of the state.

Oregon in the Lead

To give an idea of the effect of the high producing cows and their relatives on the ordinary herds of Oregon, attention is called to the fact that there were only two states in the union that showed a higher percentage of increase in the average production of all cows during the last 10 years than Oregon. These facts are discovered from the comparison of the census figures for 1910 and 1920. Oregon's increased average production per cow was 17.2% in 1920, over the average production in 1910. This is greater than the increase shown by any state in the union except New Mexico and Florida. The 1910 production in these two states was so low that it represents almost none at all.

Then Look at This

It is also of interest to note that with the average percentage of pure bred cows in the United States of 3.2%, Oregon's average percentage of dairy cows that are pure bred is 4.6. More significant than this, however, is the fact that in Oregon almost 50% of the dairy bulls used in the state are pure bred. This proportion is exceeded only by four of the New England states and Arizona. The significance of this indicates the use to which Oregon dairymen are putting the high producing strains of cattle that are available.

Even with the increase within the last decade, the average production for dairy cattle in Oregon is decidedly too low. The cow testing association operating in Tillamook county is an indication of what can be accomplished by applying the same methods to ordinary herds of cattle that have developed the high producing herds.

The average production of that association during the last year was 330 pounds of fat per cow. The 2200 cows in the testing association produced an average of more than twice as much butter fat in the year than the average Tillamook cow not in the testing association. This has been brought about by the elimination of the unprofitable cow and the use of the pure bred sire. Heifer calves have been kept from the best cows, and only those that were sired by pure bred bulls have been kept in these herds.

If every cow in Tillamook county produced as much as did the cows in the association, it would mean an increased income to the county of more than \$2,000,000 a year. This could easily be accomplished, and the pure bred sire whose ancestry traces back to the high record cows of Oregon would be an important factor in bringing about this radical improvement.

Two Principal Objects

Of the two objects in developing high producing strains of cattle, one is that these cattle produce more economically than the low producing cows. Another is that their offspring will transmit these qualities of high production to future generations which will result in improvement to the entire cattle business of the country.

While it is a fine accomplishment for the individual breeder to say that they have produced a world's record cow, and it is a fine thing for the state to be able to say that its citizens have bred and developed world's record cows, yet the finest thing of all is the exemplification of the fundamental principle of more economic production of food underlying the whole thing. It means a greater income per cow, which means a more profitable cow. It means through this a better satisfied

producer.

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New Guernsey World's Record



FOUR YEAR OLD TAKES RECORD OVER ALL AGES
The official announcement of the record of Anesthesia's Faith of Hill Stead 114354, bred and owned by Hill Stead Farms, owned by Mrs. John Wallace Riddle, Farmington, Connecticut, has been made by the American Guernsey Cattle Club. This record, begun at four years of age, is the third consecutive record, made on the third consecutive calf, of this great cow, which makes her performance even more remarkable. Her three records are as follows:

12680.1 lbs. milk, 718.66 lbs. butter fat, class G (jr. 2 yr. old)
13286.6 lbs. milk, 758.46 lbs. butter fat, class D (sr. 3 yr. old)
19741.9 lbs. milk, 1112.50 lbs. butter fat, class B (sr. 4 yr. old)

Her total production for the three years was 45648.6 lbs. of milk containing 2584.62 lbs. of butter fat. A remarkable uniformity of butter fat test is found, as her average test on each record was 5.67%, 5.70%, and 5.64% respectively. Her class G record gave her ninth place in the breed at the time it was made.

Faith's records have been made on three milkings a day, and she was on pasture whenever the weather was not too bad. During her high months, she consumed from 12 to 20 pounds of the following grain mixture: 200 each of bran, stock feed, gluten feed, middlings; and 200 each of hominy, cottonseed meal, ground oats, and oil meal. Besides her regular tests each month, she was retested in ten months of the year, and checked tested by special out-of-state supervisors in eleven months.

Much of her producing ability is accredited to her sire, Wood Ford's Teddy R. 30774, who has eleven daughters that have made fourteen records, none of which were begun at older than four years, and which average 13123.1 pounds of milk and 680.8 pounds of butter fat. Mrs. Riddle purchased this bull for \$150. His paternal grandsire was Imp. Lord Mar 14359, a National Dairy show grand champion, who sired thirty Advanced Register daughters. His maternal line traces to the great old Glenwood family. The dam of Anesthesia's Faith also made a record of 12454.6 pounds of milk and 703.33 pounds of butter fat, in Class A. She also traces to the Glenwood family on the lower line, and is a granddaughter of Langwater Demonstrator 16451, through her sire.

It is the plan of Mrs. Riddle to use Anesthesia's Faith of Hill Stead 114354 and the entire Hill Stead herd as the nucleus of the herd that will be established at the school for boys that she is now building at Avon, Connecticut.

PRETTY IS AS PRETTY DOES IS THE SUPREME TEST WITH OUR BREEDERS

They Are Mostly Men of Moderate Means, and They Must Have Net Returns in Order to Remain in the Industry. Therefore the Cow That Cannot Produce Must Give Room for the Cow That Can—Pioneers Built Well, and Present Generation Making Constant Gains

"Pretty is as pretty does." That is the test and rule for breeders of dairy cows in the Salem district. Cows are here held to be great only as they make great records in the production of butter fat. And incidentally as they do this at the lowest cost, with the least overhead.

And, by these standards, we have the greatest country in the world for the production of great cows, and, by the same sign, the greatest dairying country in the world.

Where the surest and highest net profits in that industry are possible.

Our pioneers in the industry were men of far vision. They built well.

And the men and women who have followed the pioneers have added strength to the superstructure.

The good dairyman makes the good dairy cow. At least that is the general rule, and will always be, and the good dairyman will never be through making improvements in breeding and methods.

In the Salem district, the breeding of high performing dairy cows has been and is now largely in the hands of men of comparatively small means; in the hands of the owners themselves.

With these owners their mating and care has been life's whole objective, the end of all their waking thought and effort, woven into the phantasy of their dreams.

In all times the professional surpasses the amateur, with just enough exceptions to prove the rule. A few years ago Harry Jenkins of Chicago, who has made Jersey his life time work, judged at Salem. In writing in an out-

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SEND A COPY EAST