

THE OREGON STATESMAN

Issued Daily Except Monday by
THE STATESMAN PUBLISHING COMPANY
215 South Commercial Street, Salem, Oregon

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BUSINESS OFFICES:
Member Selected Oregon Newspapers—Pacific Coast Representatives—Daly & Hayes, Inc., Portland, Security Bldg.; San Francisco, Sharon Bldg.; Los Angeles, Chamber of Commerce Bldg.
Thomas F. Clark Co., New York, 128-130 W. 21st St.; Chicago, Marquette Bldg.

TELEPHONES
Business Office, 23 or 583 News Dept., 23 or 109 Job Department, 583 Society Editor, 106

Entered at the Post Office at Salem, Oregon, as second class matter.

January 4, 1928

Again, he sent forth other servants, saying, Tell them which are bidden, Behold, I have prepared my dinner: my oxen and my fatlings are killed, and all things are ready: come unto the marriage. But they made light of it, and went their ways, one to his farm, another to his merchandise: And the remnant took his servants, and sent them out, and slew them, Matthew 22:4-6.

WHY NOT?

Editor Statesman:

There was much food for thought in Frank Deckerbach's recent address before the Rotarians. He knows whereof he speaks; and while it was impossible to go into detail in the few minutes allotted the speaker, much was said about our dairy industry that should be of concern to every thoughtful citizen in the Willamette valley.

It is absolutely true that we have fewer dairy cows than we did four years ago. Many head of young stock have gone to the butcher's block to meet a sudden demand for cash, but the most deplorable factor is the depletion of our herds by wholesale shipments to California and Washington. These two states are really building up a dairy industry, to the detriment of the Willamette valley.

The writer recalls that the United States department of agriculture in 1919 made this significant statement: "Because of climate and ideal haying conditions in the Willamette valley, and the thousands of acres of cut-over lands in Oregon and Washington, the Pacific northwest MUST BECOME THE FUTURE DAIRYING DISTRICT OF THE UNITED STATES."

We are in the center of the finest dairy district in the world. Profit making industries could be established here that would require the milk from a thousand times the number of cows now on our farms. In addition to the ever increasing demand for whole milk and cream, because of our growing population, the manufacture of milk products presents marvelous possibilities. Salem might easily become the cheese making center of the western hemisphere. Why not? We have everything needed for the profitable production of every kind of cheese found on the market, yet this has been taken advantage of in only a small way in the manufacture and marketing of cheddar cheese, such as Tillamook and Melwest.

But there are other kinds of cheese, which the western states are right now buying by the carload and loading from Wisconsin, Ohio and New York. Talk about "hauling coals to Newcastle!" We are doing it every day! Are we asleep? Why is it that from 1880 down to the present day cheese exports from the United States have steadily decreased and during the same period our cheese imports have just as steadily increased? Let us not forget that our country contains a mixed population, and millions of our citizens demand a cheese quite different from our own American cheddar cheese. Why send to Europe for it? Why send even to Wisconsin?

Compare our climate with that of Wisconsin or New York. We have ideal conditions for making and curing all of the various types of Swiss, Dutch and Italian cheeses. We have water transportation that enables us to ship our products to all Latin America, or through the Panama Canal to the middle west and east, at low cost. (And it is in these districts that we find the real consumers of cheese. Oregon ranks 48th in the Union in the per capita consumption of cheese.) We cannot ship fresh milk this long distance, but we can ship cheese. The time en route does not hurt the product. It helps in the curing.

Another fact worthy of consideration: The states of New York and Ohio produce less cheese than formerly, due to the increasing demand for whole milk and cream by the rapidly growing cities. For that reason alone Oregon might well consider the day close at hand when the thickly populated centers of the east will have to look to the Pacific coast for milk products. When that day comes will Oregon occupy her rightful place in the sun, or will we sit supinely by and allow California to walk off with our dairy herds as she did with our Multnomah Falls? Of course, the latter was on account of a writer's error, but the other proposition is real.

If Oregon were to offer a prize of one million dollars for the best suggestion for quickly doubling our population and per capita wealth, it is the writer's honest opinion that the prize would be won by an essay headed: DEVELOP THE DAIRY INDUSTRY.

It should make every citizen blush to think of the carloads of Swiss block and brick cheese annually shipped from the east into and through such districts as the Willamette valley—the home of Darling's Jolly Lassie!

It has been said that the object of any industrial enterprise is to produce, under the most favorable conditions for all concerned, the best possible article at the lowest possible cost, so that it may be placed within the reach of the greatest number of persons.

Here in Oregon cheese fits into that statement like a hand in a glove. Instead of "Wisconsin Swiss" why not "Oregon valley—the home of Darling's Jolly Lassie! Swiss," "Oregon Brick," "Oregon Edam" and "Oregon Parmesan"? Why not?

DAIRYMAN.

Salem, Ore., Jan. 3, 1928.

(Why not? The correspondent is right, Salem might easily become the cheese making center of the western hemisphere. And the foundation for this is more and more cows; the vast development of the dairy industry here. More and more cows here will bring many lines of manufacturing depending upon dairying. The use of milk and milk products in this country will constantly increase, because we have a constantly increasing population—

And our per capita consumption will grow steadily, because it is coming to be better and better known that milk and milk products are necessary in maintaining a virile race; a race that does things; that achieves; that thinks high thoughts and accomplishes great advances.

With our Grimm alfalfa and Hungarian vetch and our

sweet and other clovers, and other new forage crops, we are gaining in advantages for dairying here—

We will gain vastly with major irrigation projects followed by best sugar factories—

And we were already ahead of any section east of the Rockies in the relative low cost of milk production—to the extent of at least seven cents a pound in the cost of butter produced here.

We should have a great boom in dairying. It cannot be overdone, as long as we have a growing country and an increasing per capita consumption of dairy products—

And there are vast possibilities in export markets, too.

THEY ARE READY

There are at least three flax products specialty mills looking to Salem—

Their owners expecting to come as soon as we can furnish their raw materials; their yarns.

The capacity operation of our two linen mills, in order to furnish these yarns, would employ several hundred extra people—

And the specialty mills would employ several thousand. These would lead to others, and this development is more than worth while—

It would be a vital thing towards pushing forward the flax and linen industries, with all that would mean directly and indirectly in causing other developments in the industries on the land and in the towns and cities.

The one most important thing for Salem to do, right now, is to provide funds for the capacity operation of her two linen mills.

The same forces that developed our celery and head lettuce industries are looking forward to establishing a big asparagus industry. This would mean new canneries. The Oregon Agricultural college would be doing a big thing in getting behind this movement, and assisting it in every possible way.

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LAW MAKERS SETTLE BACK INTO LONG GRIND

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While the house will not waste time in starting work on the appropriation bill which provides for the departments of state, justice, commerce and labor, Speaker Longworth is of the opinion that its legislative machinery will operate for a time, at least, at a slower pace than before Christmas.

He predicted today that for the next three weeks the house probably would devote itself mainly to appropriation measures with considerable debate on a wide range of subjects, including developments in Nicaragua and the sinking of the submarine S-4.

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Dancy succeeds Townsend as chairman of the streets committee.

Dancy is the only councilman to be honored with the chairmanship of more than one committee. He has three.

All members of the present fire department and police department forces were re-appointed.

ELIMINATE WAR, AIM OF PACT WITH FRANCE

(Continued from page 1)

of friendship," that had inspired Minister Briand to propose such a treaty.

"The government of the United States welcomes every opportunity for joining the other governments of the world in condemning war and pledging anew its faith in arbitration." Mr. Kellogg continued.

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