

# The Dairy Situation--No. 1

## Produce all the Cream You Possibly Can

Folks who advise farmers to get rid of some of their cows are, we believe, giving false advice.

There never was a time when it paid to milk scrub cows, but there was never a better time to milk good ones than right now.

To advise selling off part of a herd in order to decrease production is, we believe, no less than a crime.

If you have any scrubs sell them. They should have been sold perhaps long ago. But don't sell a single cow just to decrease production.

We don't need decreased production. What we need is increased consumption and we are gradually getting it.

You will want all the good cows you have a little later on and they are going to be worth more money. Let the other fellow take the loss.

Butter markets are strengthening. True, they are still lower than a year ago, but so are production costs. Cream production is still your "best bet."

Tell your neighbor about these facts. Tell him that there are still better times ahead for the man who keeps his good herd intact and who continues to produce all the good cream he possibly can.

## WHY HAS THE

# PRICE OF BUTTERFAT DROPPED?

*Because of Accumulated Surpluses of all*

# DAIRY PRODUCTS

Due in part to:

1. Failure of Use of Dairy Products to Keep Pace With Increase in Production.
2. Increase in Use of Butter Substitutes.

## What the Dairy Cow Loses, The Community Loses

Each dairy cow in the state of Oregon on an average brings in \$116 for her products, of which \$57 is for butter alone.

The community income is reduced \$116 for each dairy cow taken out of production; \$2 per cow a year is lost for each cent decline in the price of butterfat.

That is what the cow does for the community, and when the cow loses money, the whole community loses money. The only immediate remedy is to reduce the surplus--eat more butter and other dairy products.

For the Sake of the Health of Your Family--  
For the Future Prosperity of the Dairy Industry and  
Your Community--

## You Can Help the Situation

If every family, in every community, will increase their use of butter not over a pound of butter a month the butter surplus will be wiped out and the industry restored to a normal and profitable basis.

## Use All the Butter and Milk Products You Can

The above advertisement, the first of a series in behalf of the dairy industry was made possible through the co-operation of the following business firms and associations with The Hermiston Herald.

**Hermiston Creamery Co.**

**Mutual Creamery Co.**

**Swift & Company**

F. B. Barker, Hermiston

Dorr Garrison, Stanfield