

The Dairy Situation--No. 2

Why Have Butterfat Prices Gone Down?

The answer is very simple, and has nothing to do with the recent stock market crash.

There is more butter on the market today than can be sold. This surplus amounts to over 45,000,000 pounds.

Naturally, with so much butter on hand, prices have dropped. Creameries cannot get the high prices they used to get for good quality butter. There is too much of it.

The Federal Farm Board recently made the statement that butter today is being sold at less than the cost of producing it. That means that everybody having a hand in the butter business loses. There is no profit in cream or butter when prices are low.

But what has caused this big butter surplus? Who is to blame for it?

Let one of the foremost authorities on butter marketing in the United States answer this question. "In my opinion dairying has not been over developed, notwithstanding the 45,000,000 pounds of surplus butter. Rather I would say that the manufacture and sale of oleo, butter substitutes and cooking fats has been overdeveloped to the detriment of butter.

The Federal Farm Board further says: "The farmers of the country are themselves partly responsible for this condition because of their failure to use their own butter.

"We urge the farmers of the nation to help improve the prices of dairy products by using more butter."

Statistics show that farmers buy 70 per cent of all oleo and other butter substitutes. This has saved the farmers over the entire country about \$5,000,000.

But this so-called saving has cost the dairy farmers of America \$175,000,000 in lower prices.

Every nickel you save in buying oleo costs you and the butter industry \$1.75.

Can anybody call that a saving?

WIPE OUT THE DAIRY SURPLUS

Your Consideration of This Problem Will
Mean Protection to General Health
and National Security

THE FARMER CANNOT CONTINUE TO PRODUCE DAIRY FOODS AT A LOSS, AS ANY SUCH LOSS HAS A DIRECT BEARING ON THE PRODUCTION OF ALL OTHER FOODS THAT COME TO YOUR TABLE FROM THE FARM. THE DAIRY INDUSTRY RETURNS TO THE FARMERS OF THIS COUNTRY NEARLY ONE-FOURTH OF THEIR AGRICULTURAL INCOME.

**There is No Substitute for
Butter and Dairy Products**

If each person in the United States would consume one more pat of butter each day for one month, or if each member of the rural communities of this country would consume one-half an ounce more of butter a day for the next two months, the surplus would be disposed of.

**"Butter for Health
Is Nature's Wealth"**

There is an Over Production in All Foreign Countries, Hence the Only Relief is Increased Consumption at Home.

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.

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Mutual Creamery Co.

Swift & Company

F. B. Barker, Hermiston

Dorr Garrison, ~~Stamford~~