

Tillamook Headlight, Fred C. Baker, Editor.

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Editorial Snap Shots.

Maybe that if there is to be a state wide dairymen's association, it would not be out of place for Tillamook dairymen to tackle the job, as they have made a success of cooperation in Tillamook county.

The Blaine (Wash) Press brings this amusing indictment against the democratic administration:

Much squeal, little wool: Taking the promises of the democratic administration, by and large it has been a case, from start to coming finish, of as a real chinooker will say, "Hi yu wawa pe halo mamak," which means, all talk and nothing doing, or to use the vernacular "all the same the devil sneering plus, much squeal and little wool."

There is one thing that the special session of the legislature did that will meet with general approval. In future no more all night dances will be allowed. The new law does not embrace incorporated cities, but has jurisdiction over all territory outside of them. It would have been a good thing had the law applied to them also, but the cities can and should pass ordinances covering the same ground. During the summer season there are numerous all night dances in the county, and these cannot be held in future.

Prof. E. L. Westover, of the O. A. C., who was in the county last week, and was recently in the East, said that Tillamook county was better known and advertised in the East than any part of Oregon, especially amongst farmers and dairymen. There are some persons who think that this county has not been properly advertised, but we are perfectly aware that the large amount of literature about Tillamook County that has been sent out the last 20 years from the Headlight office must have done some good, hence what Prof. Westover found out in the East is not much of a surprise to us.

We are informed that news print paper will go to 20c. per pound before the end of the year. To the news paper man who is using considerable news print paper every week, it means that profits are going to be swallowed up or an increase in the price of newspapers will have to go up. It certainly is not a very pleasant outlook for newspaper men. News print paper in the East is now selling at 15c. per pound and hard to get, and it is getting around 10c per pound in Oregon. With these conditions confronting newspapers it is not surprising to hear that a large number are going out of business.

It is about time that the people of the United States told Irish agitators to go home to their own country and not come to the United States. The whole trouble is a lot of agitators make a fat living keeping the Irish question boiling, and if people in this country would desist from giving the agitators money, it would soon settle the whole trouble. Since the Sein Feiners became a lot of slackers and pro-Germans the agitators cannot go to Canada or Australia and beg for money for fear of being mobbed by ex-service men, and as they have now to rely on the United States for money to keep the pot boiling, it is expected that the Irish agitators will make more frequent visits to this country to obtain money. To our way of thinking the Irish agitators who come to the United States for the purpose of causing strife, should be deported the same as the agitators from Russia and Germany, for they all belong to the same class.

REPUBLIC PLAYER ROLLS. SINGING and DANCING. Call at the Palm Confectionery and hear them played on the new "Euphonia" Player Piano. This wonderful instrument will be a revelation to you.

The Jury of Awards at the Panama-Pacific International Exposition awarded a Gold Medal and Blue Ribbon to the makers of this marvelous INNER-PLAYER. Could any endorsement be stronger? Sold on reasonable monthly payments.

The Miley-B. Allen Co. Leland B. Erwin, Drawer M. County Representative.

Announcement. I hereby announce myself a candidate for the office of County Treasurer of Tillamook County, on the Republican ticket.

Alexandria Rock.

CHEESE MAKERS HONORED WITH A BANQUET.

Given by the Tillamook County Creamery Association.

The Tillamook County Creamery Association honored the Tillamook County Cheese Makers' Association with a banquet on Monday at the Louvre Restaurant, when nearly 100 persons were present. The banquet was nicely prepared with good service, and Wilkins' orchestra furnished the music. Rudolph Zweifel did considerable yodeling, causing some amusement.

Farmer Jones, as the program indicated, acted as toastmaster.

Welcome Address by President Tillamook Creamery Association.

Ben Kuppenbender, president of the Tillamook County Creamery Association said:

On the part of the Tillamook County Creamery Association and its board of directors, I herewith extend to you all and especially to the cheese makers and their wives, a hearty welcome, and kindly accept this as a small token of appreciation for your kind cooperation for the past year.

As we are entering upon a new year, we are somewhat constrained to review the past. In so doing we are pleasantly reminded that even though we had not recuperated from the ravishes of the horrible war, though labor was short, and material hard to get, our output has increased about 20 per cent, and that our output of seconds was reduced from some over 7000 triplets to about 3000 triplets; for which you cheese-makers are to be complimented.

The finish and brand are being put on in much better shape than at the beginning, which is a credit to you. It is also gratifying to see in the market reports that Tillamook Branded Cheese is by far in demand of other cheese from other districts, and at a much higher price.

The consumer is beginning to realize that Tillamook Cheese stands for quality, and that this quality is maintained by cooperation, and strict inspection in every part and branch of the industry.

The war is over and out of the sorrows and out of the wreck and ruin, a new world must be built. One that is more beautiful, one that is more enduring. Sheltered by peace, envied by prosperity, we stand today in the full white light of a greater America.

The world looks upon America with renewed admiration for the past, and with a new hope of light for the future. The boys who were over there, of which there may be some here who have taken our Old Glory over the top and where it waves today in honor and unsullied glory over the stronghold of the enemy, have done their part in making our homes safe. These boys have returned to make this a better place to live in. Instead of putting their efforts to the prosecution of war, they will put their efforts toward production. With these thoughts flashing across our vision, we get a glimpse of the future and in so doing, we realize that the fields of battle will be changed from the battle fields of France to the battle fields of the managers desks of our various manufacturing and commercial institutions, and our own organization will not escape in being called upon for duty. Therefore it behoves everyone of us to do our utmost and perfect this organization to its fullest extent in every branch, so we will be prepared to meet the greatest emergency.

Remember that we have an outstanding brand upon our cheese, and that we will rise or fall upon this brand. The consumer is the one that makes and unmake markets. If the dairymen and cheese makers will cooperate, there is no question that the quality of Tillamook cheese will be kept above reproach, and when an emergency arises you will find Tillamook Cheese at the head of the list of cheese markets, and you will have assured for yourself the permanency of your industry.

Again extending to you a most hearty welcome, and hoping that this little event will be a joy to you, that will not be soon forgotten.

Response of F. B. Culbertson, Pres. of Tillamook Co. Cheese Makers.

In behalf of the Cheese-Makers' Association, I wish to thank the Creamery Association for the honor of being their invited guests for the evening. Not in all industries do the employed have such honor shown them by their employers as shown us here tonight. It is indeed an honor which makes our hearts glad.

You can well feel proud of the success of the banquet through the efforts of your committee. Let the honor of success be theirs, for they have done their work well. We have met again as one large family to be merry together and to discuss our problems as of one mind. Let us talk frankly and without malice or ill feeling toward anyone, let us state facts as we honestly believe them to be.

In the course of the evening's program I believe our progress of the past year will be revealed, also our mistakes and failures. Such a revelation should hurt no one. The truth should hurt no one. Our association is entering on its third year of its existence. May its usefulness and benefits be of greater volume than ever before. Let us all push forward and not backward. The man that does not progress, goes backward. It is said the booster is worth more to a community than a millionaire. We can all be boosters if we can't be millionaires. I believe there is general satisfaction among the makers that the Cry Assn' have undertaken to cut out the indifferent and careless makers and only recommend those whose records show good work and satisfaction. Our association as an organization does not and will not uphold any maker who does not do what is required of a cheese maker. Let our relations toward one

another the year through be as congenial as are here tonight, and all will be well. Let selfishness and ill feeling creep in and harmony will be turned to a discord. Quite often the daily papers print items about the cheese situation in their market sheets. Tillamook cheese leads every where. Not long ago I noticed where nothing would sell readily except No. 1 Tillamook branded stock. Even cheese of first grade from other localities did not sell well even at a much lower figure. Well we may be proud of what that may mean but don't let us stop with that, let us go on, lets make Tillamook cheese known from ocean to ocean for its superior quality. "Tillamook On The Rind" should be known in every household.

I believe it fair at this time to call your attention to one incident that happened last year and that is your failure to ratify our proposed scale of wages. Gentlemen, we tried to meet you on mutual grounds on that subject as we had in other matters, but you would not accept our plan.

Your committee gave full approval of the proposed scale of wages and brought the same before you for your inspection and approval before the scale was even presented to the makers as a body. We gave you first chance to adjust the scale had you wished to do so. Your rejection caused considerable dissatisfaction among the makers for a time, also, perhaps, was the direct cause of its being adopted by the makers.

There was some injustice done some factories, no doubt, but we did the best we could and tried to be fair to everyone concerned. This year we expect to give you the same opportunity and I beg of you gentlemen to consider the matter in a far different light than heretofore. We are not organized to get all the wages we might be able to squeeze out of your pocket books, but to get a just wage for all.

If you can show us where we are unreasonable we will be more than willing to arbitrate the matter. I venture to say most makers are giving the best years of their lives to this work and in the course of a few years we will all be retired from this work, not, perhaps, of our wishes or a matter of poor conduct, but for physical reasons as well. Don't understand me to say we wish to lay up fortunes in this brief time we are engaged in this work. With the high prices and going higher all the time no one can lay up any bank account of any size, but we do desire to receive a legitimate return for our efforts that will keep our families from want and lay up a few dollars for that certain rainy day. In all her past history Tillamook County has had no brighter prospects than she has for 1920. Let us make the best of what God and nature has provided for us, use the advantages we have gained and this year will out distance them all. Let our motto be Quality and cooperation and our rule the Golden Rule. Let's help put Tillamook on the rind, so distinctly that everyone can read and understand and let such quality be back of that rind that Tillamook will be known America over, not only for its famous cheese but its makers as well.

DAIRYING DEVELOPMENTS IN TILLAMOOK COUNTY. Carl Haberlach had this subject assigned him and he said:

I have been asked to talk to you for a few minutes this evening on the proposition of Tillamook cheese. I feel that this is about all I do and have been doing for some time, so the question naturally just gets talked out. It is like a man talking continually about his wife after having been married to her for as long as I have been interested in cheese. You naturally expect that a man would love his wife after sixteen or seventeen years, and you would naturally expect that he had long before exhausted all his praise of and for her in that length of time. So cheese is about the hardest thing in the world for me to talk to you about. Politics or most anything else would be quite a diversion.

As there will be quite a few figures to give you and as you will be unable to remember all of them, I thought it best to jot them down and then you can read them later in one of the county papers, as I believe these figures are worth memorizing and pondering over. Incidentally you will be able to give any one an answer when he asks you about the cheese situation as far as such questions might relate to production, yield, etc.

When I first became connected with the cheese proposition there were some 40 dairies in Tillamook County. Today there are 25, counting the one at Dolph. There are five or six dairies that make up their own milk, however. At that time Tillamook was producing not over two million lbs. of cheese. That was in 1905. The total receipts were about \$200,000.00. They were then making twins and Young America's, triplets and Longhorns were then unheard of. None of the cheese makers now making in the county were then in the business, most of them were wearing knee pants. Mr. Christensen is the only one now actively engaged in the business who was then a cheese maker. Mr. McIntosh was the big man in the business, as you know.

That was before the farmers got the idea that they could operate themselves or to have some one else do it for them. Things were not going very well with most of the co-ops at that time. I remember that during 1902-1903 and 1904 the Tillamook Creamery, then as now the largest of the co-ops, sold its cheese for each of those years at a little over \$12,000.00 for each year. This year their receipts for making cheese will total nearly \$28,000.00, while the cheese and cream from said factory this year will run over \$28,000.00. In other words, the making receipts this year will be more than two years of their cheese sold or then, and the cheese will sell twenty times as much. And their main difficulty then was to sell their cheese and get living prices for it.

I think cheese sold for as low as 7c. I know I sold some for about 9c. the bad year of 1904, following the break in cheese from the high prices they received in 1903, the highest then known, namely 12 1/2c.

Popularity has not grown in the sixteen years, as fast as production, but people have in the meantime been educated more in the use of

only about one fourth of the cheese consumed in the State of Oregon, Washington and California. We shipped 55 per cent of our 1919 cheese to California this year. Washington took about 19 per cent, Oregon taking most of the balance.

Los Angeles as before, was our best market, total shipments there this year being an even 30,000 cases, or 35 per cent of our total production of a little more than 84,500 boxes. And Tillamook cheese the past year was sold at the highest prices of any cheese in any of the Coast markets.

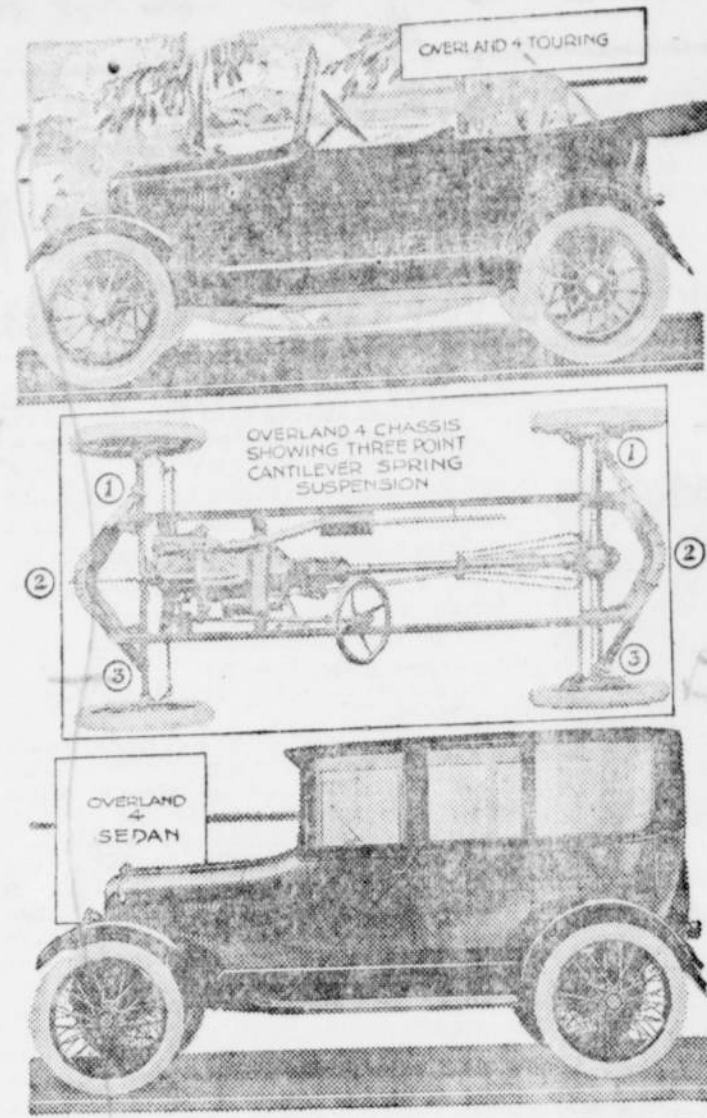
We figure that the first cause of this tremendous growth of our product has been made possible by putting out a good grade of milk. I only wish that all of the cheese had been first class. Seven of the factories came through without turning out a single second class cheese, one or two others had a few cheese frozen and this gave them some seconds. I suggest that this be not charged against the cheese makers of those factories, as it was clearly not their fault. I wish to state that as far as Oregon is concerned we have been somewhat helped because most Oregonians feel a certain personal interest in our product, had the Tillamook cheese been made by some private concern like the Carnation or Borden people, people would not have felt the same sympathy interest. It has come to be the case that the average Tillamook dairymen feels a personal pride in putting out a good grade of milk, feeling he would be well repaid for doing so in the increased fame and demand for our cheese. In talking with a man that had recently been in Humboldt County he stated that the Central Creamery people there told him that they were certain that they were making as good a cheese as Tillamook. I told him that I felt I could easily tell why they were not getting the same results we are getting. In the first place the farms there are mostly operated by renters, foreigners in the main. They were simply interested in the dollar to be had immediately, for stuff that should be fed cows whose milk was being made into cheese, etc. They do not have personal feeling in the product that a Tillamooker has, hence they cannot get the practical co-operation of the producer. Then they have not the co-operation of the co-ops, of cheese makers we have trained up. All of our boys are now trained up in Tillamook, and all have the interest of the Tillamook cheese industry at heart. They even went to work last spring and organized their association, so that they have been able to get together the past year and compare notes as to the best method of taking care of the milk, insist on better milk being brought them by the patrons, and look after other interests of the milkers. That they have also been able thereby to obtain more nearly what their work is worth is a good thing for Tillamook, as otherwise I am afraid a number of them would have given up and gone to other vocations. The matter of a few dollars wages should not enter into the proposition at all, and I have felt right along that the boys were not asking more than they were entitled to receive. Everything has gone up the last few years except the secretary's salary, so why should not the maker's wages go up too?

The method of inspecting and grading cheese was formerly criticized, now no one questions it any more. I used to sell the cheese from sixteen factories before we employed an inspector and there surely was occasion for much grief at times. As all know, about two years ago we adopted a method of trade marking Tillamook cheese. This was thought as being rather foolish by some at times, some of the cheese makers especially criticizing the proposition, some suggesting that it was simply thought up to make more work for them. This method of trade-marking our cheese was worth at least one hundred thousand dollars to us last year. Without it it would have been impossible to have had any success with our advertising, in fact it would have been useless to advertise an article that the consumer could not identify when called for, or when it was offered him, usually her. It would surprise some of you the length some storekeepers will go to in order to convince consumers that they are offering Tillamook cheese when they are offering something else, this is done of course, because the dealer can often make more money on handling the other cheese. But the word "Tillamook" stamped all over the goods we make, there can be no more camouflaging. This year we are running a series of ads that will show the consumer something about the detail of dairy production, manufacture, paraffining, testing, etc. We will run a series of ads in 11 newspapers, papers having combined circulation of nearly a million copies. It would surprise some of you how this fixes the mind of many consumers to request and insist on Tillamook when they want cheese. It is like you men insisting upon your favorite cigar or smoking tobacco or you ladies, if you do, on your favorite chewing gum.

Now as to production, markets, stocks on hand, etc. The market is well supplied with all styles of cheese, especially the heavier kinds. On the first of the year, storage stocks were 53 million lbs., as against 19 million a year ago, a gain of 169 per cent. Even then, last year at this time there was a decline of 14 1/2c. the lb. Cheese in Wisconsin in two weeks, so we do not want to be too sure of our position this year, as the stocks on hand are mostly twins, we are asking the boys to make mostly Longhorns and Y. A.'s right now. Some of the boys may think we are doing this to make more work for them, but I feel that we should make the stock on which there is the least competition, always. I would appreciate knowing of any factories where there are no facilities for making Y. A.'s and Longhorns, as there will be a difference of about 10c. the lb. on butter fat between Longhorn and triplet cheese prices this spring. It pays us in three days make to put up what the market demands.

We have about three per cent of the 1919 production unsold, all trip-lets. The cheese is in Los Angeles, everything being shipped out from here. Now about the past seasons work: Practically complete figures for the past year are as follows: Total production, 84,500 cases, 845,000 lbs. milk, cheese produced, about six million fifty thousand lbs., and

THE OVERLAND 4



1-2-3 THREE POINT EXTENSION SPRING.

Gasoline Mileage.

THE Overland Motor Company, Chicago, Illinois, submits the following record from dealers with new Overland 4. Thos. Denoyer, Kankakee, Illinois, drove 70 miles, Chicago to Kankakee, and used 1 1/2 gallons of gasoline. Frank L. Wooley drove 28 miles on one gallon.

- 1. The flexible three-point suspension, because it prevents twists or strains affecting the body, frame or mechanism, and also reduces tire wear.
2. The light weight results in decreasing the gasoline and oil consumption and increases tire mileage.
3. The immediate accessibility of all parts saves your time and repair and upkeep expense.

TOURING CAR, \$1090.00 Tillamook. Several Good Bargains in used Cars.

C. F. PANKOW, County Agent.

APPLES! APPLES!! APPLES!!!

An Apple a Day keeps the Doctor away. We have just received a shipment of extra Fancy Apples: Kings, 100 Pack \$1.75 Fancy Baldwin Spies - - - \$2.75 Extra Spitz - - \$2.75 Get our Prices on Feed. We quote Corn at \$4.10 cwt.

Conover & Condit.

total sale price of close to two million dollars. The milk contained 2,175,000 lbs. butter fat. Average test was 4.147 per cent. The average yield was 11,423 lbs. cheese per 100 lbs. milk. The average cheese price was \$2.29c. Tillamook. I wish to make some comparisons with former years. In this case comparisons are not odious, at least not as far as 1919 work is concerned. Our gain of cheese for the year was over 1,000,000 lbs. over 1918, more cheese than was made the past year at Oretown, Meda, Beaver, Neskowin, Pleasant Valley, Alder Vale, Miami, Sand Lake and Blaine factories, more than made at nine of the smaller factories. In value the cheese was worth about \$700,000 more. Our 1918 yield of cheese per 100 lbs. was 11,169, while the 1919 yield, 11,423 was over a 1/4 lbs. greater. This greater yield alone made 134,000 lbs. cheese and the value of the increased yield I figure to have been \$43,165.00. This was enough to pay the salaries of all the makers, inspector and myself. I figure that part of this yield may be attributed

to the higher testing milk, but that mostly it was due to fact that cheese makers received better milk than ever before and took greater pains with the milk. So it appears to me that the farmers have been well paid for any additional care that has been given the milk. I also feel that a greater share of the increased yield and quality is due to the painstaking work done by the cheese maker, and that their efforts have been proven sound in forming and getting under work their organization. Their wage scale was settled at one meeting, all other meetings were devoted to the farmers interests. I trust that the good work will go on and that Tillamook in another year will show equally as good results as those obtained last season. We all realize this is going to take lots of effort and co-operation all along the line Dairy Development in Oregon During Past Decade. This was the subject that State Dairy and Food Commissioner J. D.

Mickle, had to speak in. Mr. Mickle said in commencing his address that he first wanted to commend the dairymen of Tillamook county, for they had organized for mutual benefits and had co-operated with the view of bringing about improvements in dairying. And as a result of this Tillamook cheese had become so famous. It seemed to him that the dairymen of Tillamook county had gotten together as one family and settled their own problems and difficulties, and he had the greatest praise and admiration for a class of citizens who had done this most successfully. "No matter where I go in the state," said Mr. Mickle, "I hear of your organizations and the co-operative spirit that prevails amongst the dairymen of Tillamook county." He said he was wonderfully impressed with the precautions and care that were taken to produce a first class cheese. Mr. Mickle paid a great trib-