

A MESSAGE FROM TILLAMOOK

(From Hansen's Cheese Press, Milwaukee, Wis.)

By Carl Haberlach, Secretary of the Tillamook County Creamery Association.

I am glad of the opportunity to give the readers of the Cheese Press an idea of the aims, aspirations, and accomplishments of the Tillamook cheese organization.

I might state that at present our object is to put Tillamook Cheese on such a plain that we can obtain 10 cent lb. average over current market prices for the same style of cheese. Every one will agree that this is some task. How nearly this has been accomplished, your readers will see by the following:

On the first of January of this year Tillamook triplets sold for 30 cents Tillamook, loaf and longhorn for 31 cents Tillamook. At the same time, the Wisconsin Call Board prices at Plymouth showed the market to be 20 3-4 cents for Daisies and 21 1-4 for longhorns. On the date of this writing, July 24, our price on triplets is 25 cents, while our loaf and longhorn price is 27 cents Tillamook. At the same time, the Primary Wisconsin Daisy market stands at 16 3-4 cents and the longhorn market at 17 cents.

From the above, it will be seen that Tillamook prices on both styles of cheese were 9 1-4 cents above Wisconsin on the first of January and today stand 10 cents higher than Wisconsin prices on the smaller style and 8 1-4 cents higher on the larger style. It is to be remembered that this difference has prevailed during the season of heavy production and we expect to maintain the same balance of the year.

It is to be borne in mind that the production of Tillamook cheese is greatest from the first of April to the first of November. Nearly all dairying is what might be termed summer dairying. The total production last year was 7,113,076 lbs. of cheese. Roughly, this would mean approximately 100,000 cases of triplets, or, to be exact, 99,000 boxes.

Our problem is to so distribute our cheese that the market is at no time glutted. To keep our market active, it is necessary to give it just enough cheese so that the dealers are always anxious to buy. When this is accomplished to such an extent that we get from 8 cents to 10 cents lb. over similar articles made elsewhere, it must be conceded that there is some merit in our methods.

The market for Tillamook Cheese is confined to the Pacific coast. Of our production last year, Los Angeles and vicinity took 2,530,000 lbs.; San Francisco and adjacent territory, 1,982,000 lbs.; Washington, 998,000 lbs.; and Oregon, 1,603,076 lbs. It is to be remembered that Los Angeles and the state of Washington are made up largely of eastern people, and these are all acquainted with Wisconsin cheese. This made the matter of selling them on "Tillamook" to the extent of 10 cents per lb. over Wisconsin's market at retail all the more difficult.

Tillamook Cheese is sold to the jobbing trade in California and Washington through the medium of brokers situated at Los Angeles, San Francisco, Seattle and Spokane. No exclusive sales agencies exist in any section, i. e., we sell to all jobbers, including packers and wholesale grocers, who have the required financial standing.

The average over Wisconsin has been of steady growth. Up to and including 1918, Tillamook cheese was only slightly higher, in fact for six years during the twenty preceding 1918, Wisconsin received an average greater than Tillamook. In 1918 a method was developed by which Tillamook cheese was successfully branded. That same year advertising was started. The advertising appropriation was gradually increased until the last three years the advertising appropriation equals 0.4 cents per lb. on each pound of cheese made. Advertising consists of newspaper advertising, bill boards, trade papers, and a small amount of specialty work. The newspapers in the six largest states on the coast are used as mediums. The advertising consists of attractively written and illustrated ads, and all feature the association's slogan, "Look for Tillamook on the Rind." Scenes about the various farms and factories are often shown. A successful advertising agency has always been employed to assist in mapping out the plan of campaign and to determine the work necessary to get of the best copy obtainable.

Successful merchandising of Tillamook cheese has done wonders for the Tillamook county. The high prices received have enabled the farmers to improve their stock, clean up their farms and erect better buildings. The knowledge that they are getting excellent prices has always encouraged the Tillamook dairymen to increase their production. The organization receives wonderful co-

operation from the farmers in getting better milk and assisting in material improvements about the various cheese factories. Today, nearly all of the cheese factories are modern and up-to-date, and most of them are equipped with the latest appliances and equipment. Nearly all of the factories have cream separators.

Economies are effected in the manufacture and sale of the product in that supplies are purchased at wholesale and in carload lots wherever possible. Advantage is taken of market conditions, as may be illustrated by the fact that during the war the association's factories never used any substitute for rennet. Also, by the fact that some of the factories had several years supplies of cotton on hand at the beginning of the war.

Most of the cheesemakers employed by the various factories belong to the Cheese Makers' Association. While this to some extent may have increased the wages, it has also largely helped in getting out a better quality of cheese in that the cheesemakers when they get together talk over their various problems and many things are ironed out, and improvements in the manufacture of cheese are talked over. Various troubles about cheesemaking are discussed and the association has been a means of eliminating petty jealousies between various sections.

While the volume of Tillamook cheese is comparatively small, we are getting close to 10 cents lb. over other sections. Taking last year's production and figuring the same at 8 cents lb., it would mean close to \$570,000.00 more for Tillamook farmers than if they had taken Wisconsin prices. Taking it the other way, could Wisconsin get Tillamook prices instead of its own, it would mean \$25,000, 000.00 more for its dairymen than they are getting this year. This would be five per cent interest on one-half billion dollars, and would undoubtedly pay five per cent interest on the valuation of all the Wisconsin dairy farms. I am unacquainted with the assessed valuation of the dairy farms, but believe that this statement would not be far from the truth.

I might state that we hold the value of our trade mark at \$5,000, 000.00. That this is a reasonable valuation, the following will show. We are getting over 5 cents lb. on 7,000,000 lbs. of cheese made annually on account of our reputation. This would be \$350,000.00 and \$5,000,000.

00 at seven per cent would be a like amount.

It is to be remembered that when Tillamook started on its present period of accomplishment that other sections in Oregon, Washington, and Idaho were equally well situated to attain the same height.

Tillamook is vitally interested in the matter of higher prices for Wisconsin cheese. To some extent, Wisconsin helps make the price of Tillamook cheese because it is manifestly impossible to get more than a certain average over what Wisconsin makers are willing to take for their product. It is conceded that Wisconsin produces a great deal of fine cheese. It has always seemed to me that Wisconsin dairymen could receive much higher prices for their cheese, were they well organized. There is no royal road to success, but if Wisconsin tried taking a page out of our experience, we think that they could obtain splendid results. Three things are essential:

First, organization of the various communities so that the various factories and the production could be controlled. We feel that the factories should belong to the various communities because the cheesemakers are seldom able to put up the proper factories and to equip them.

Second, Standardization of product. It would be necessary to standardize the product to such an extent that whenever the sales manager wanted a given amount of cheese he could get the same from any of the factories. In our county last year, 99 1-2 per cent of the stock scored No. 1. Any cheese not coming up to the standard in our county has the name "Tillamook" removed.

Third, it would be necessary to adopt modern selling methods. This includes a selling organization, advertising, and stock of surplus production. It would not be necessary for control of the market, but I believe ed over forty per cent could absolutely control the Wisconsin market.

It seems to me that if Wisconsin dairymen received Tillamook prices for their cheese, they would, with their favorable situation of soil and climate, have arrived at a period of prosperity undreamed of by them.

SALT AS A PREVENTIVE FOR GOITER

That the State of Oregon has an

abnormally high percent of individuals affected with goiter has been a matter of common knowledge for years, but only recently has any particular attention been given to it. Iodine is necessary for the proper function of the thyroid gland. When the storage of iodine in the thyroid gland gets below 0.1 per cent the gland begins to enlarge and a goiter is formed. It has been shown beyond doubt that endemic goiter is due to a deficiency of iodine in the water and food in goiterous districts. It is also known that beginning goiters have frequently been made to disappear by the use of iodine. Goitre is prevalent in cattle, horses, sheep, hogs, and poultry of goiterous regions. A very small amount of iodine taken with the food prevents the development of goiter in these animals.

Endemic goiter is definitely and easily preventable. Existing enlargement may be frequently caused to disappear through administration of some form of iodine. As to the form of iodine to be used, it should be low in cost and in a form that will insure its regular use. The chocolate iodine tablet taken once a week has been found convenient and palatable. This is the continuous method and is preferable to the saturation method of giving iodine once or twice a year. Next to water, common salt is the most universally used article of food. Most salt brines from which salt is crystallized contain a small amount of iodine, but in the process of refinement and crystallization the iodine is lost. Salt manufacturers are now placing on the market table salt containing iodine. A small quantity of iodine in the food will make children immune from simple goiter. Common salt is something that is used by everyone regularly. Salt is therefore an ideal medium for supplying iodine to children.

The average person eats about seven pounds of salt a year and in order to furnish sufficient iodine 0.2

per cent of sodium iodide has been added to common table salt.

There is no danger of causing ill effects by the use of iodized salt. Common table salt containing this quantity of sodium iodide is therefore recommended for the prevention of simple goiter. Simple goiter is a gland enlargement which can be prevented if treated in time.

OREGON CITIZENS RISE UP UNDER STATE INCOME TAX

Citizens of Oregon rise up occasionally to protest the amount of notoriety which accrues to their state from legislation which the rest of the country classifies as experimental. Yet when election day rolls around and the ballots are brought out the voters just can not resist taking a chance on the initiative, referendum and recalls which appear so interesting. "We could not think of abolishing our system, for we still believe it might be all right if properly administered," the McMinnville Kiwanis club was told last week by G. L. Rauch, a Portland attorney.

The inability of the Oregonians to stop voting for new ideas has resulted, Mr. Rauch says, "in branding Oregon one of the most progressive states if not actually the advocate of radical legislation." William Howard Taft expressed the same thought in the lofty terms of a statesman when he remarked that "Oregon is the laboratory in which the powerful legislative potion is concocted and devised," which means, as some citizens see it, that Oregon furnishes herself as a victim upon which the experiment is tried for fear it might kill her sister states.

The current outcry in Oregon arises from the state income tax which, the city people charge, was voted in by the crafty but mum inhabitants of rural regions. Oregon, they declare, is now in the position of extending her proverbial western

hospitality to those with money to invest in industry and, when they accept, she thrusts the hand of the tax collector in the cash register and keeps it there.

It would appear the more laws a state passes to pacify its people the less happy they become, especially those who must contribute to an extra income tax.—Spokane Review, Spokane, Wash.

CUT COST OF LIVING

Grange housewives in Oregon are uniting in what may prove quite a far-reaching attempt to get at the bottom of the high cost of living, by appointing committees in local granges to make a survey of the places at which their ordinary food-stuffs are manufactured, collect all possible data relative to the produc-

tion and transportation of same, and comparative costs, figures on prices in small and large quantities and other data which all housewives should know. The information gathered in the various localities will be compiled in a general summary and made available throughout the state.

Springfield—Construction of second wing of Booth-Kelly mill dam almost finished.

Klamath Falls—American Legion and school memorial gymnasium cost \$25,000, is authorized; work to start at once.

Grants Pass—Water will be supplied in irrigation canals until October 1st. Service has been 100 per cent this year. Plans for 1925 include new laterals for added acreage, to be supplied by Sand Creek pumping station.

Miss Dorothy Bennie Announces the Open of Fall Term DANCING CLASSES October 6 to December 18 High school and grade school girls are now enrolling for natural and folk dancing. High School Gymnasium Tuesdays and Thursdays 5 to 6 o'clock

ARE YOU GOING TO BUILD? IF SO IT PAYS TO HAVE PLANS Plans save time for your carpenter and trouble for yourself in, that your architect works out your ideas on paper and can tell you how it will work out. Paper is cheaper than lumber and carpenter wages. We would be pleased to help you plan any thing from a chicken house to a business block. No job too large. FRED J. PYE & SON "Anything Made of Wood"

NEW MARKET C. F. Lincecum, Prop. Meats Fish and Poultry Wholesale and Retail SATURDAY SPECIALS Short Ribs and Boiling Meat, per lb. 10c Best Beef Pot Roast, per lb. 12 1/2c Fresh Pork Spare Ribs, per lb. 20c; two for 35c Pig Pork Roast, lean and meaty, per lb. 20c Lean Pork Steak, per lb. 22c Breast of Veal, for Pocket Roast, per lb. 15c Leg of Pork, (lean) whole, per lb. 22c SWIFTS' PREMIUM SKINNED HAMS (10 lbs. average) per lb. 32c. (Only a few; limit one to a customer.) The Finest of Poultry A plentiful supply of fresh Salmon for canning at a very reasonable price—Fresh every day. Bell Phone 3-W and Mutual Phone Successors to Hadley's Meat Market We deliver

COAST STAGES Tillamook, Nehalem and Seaside. Daily Leave stage depot at Tillamook, 9 a. m; leave stage depot, Seaside, 3 p. m. COAST STAGES Geo. Smith, Mgr.

DON'T LET THE RAINY DAYS STOP YOUR MOVING THE CITY TRANSFER COMPANY IS PREPARED TO SEND EXPERIENCED PACKERS TO YOUR HOME WITH CANVAS TO COVER ALL YOUR GOODS CALL US DAY OR NIGHT Our Motto: "Quick Service and Reasonable Rates."

Only results can win such a record! IN 1923 a group of tire experts from the East began manufacture of a tire that was to represent their combined lifetime experience. No pains were spared to make that tire the most worthy tire on the market in material, workmanship and actual service in mileage. Their massive non-skid treads affords surprisingly long wear and safety! Today that tire is the best selling tire made in any exclusively C-T-C tire factory. It is the C-T-C! We are proud to represent the C-T-C tire in this town. Stop in and let us put one on your car. Nelson Electric Co. Distributors Tillamook, Oregon

1925 MODELS Don't buy a car until you have thoroughly inspected the New Star Car. For the New Star offers more proven features than any other car near its price. There's a dry disc clutch, for instance. See a Star before you buy. The Star Car MARTINY CROTZER MOTOR COMPANY Tillamook, Oregon