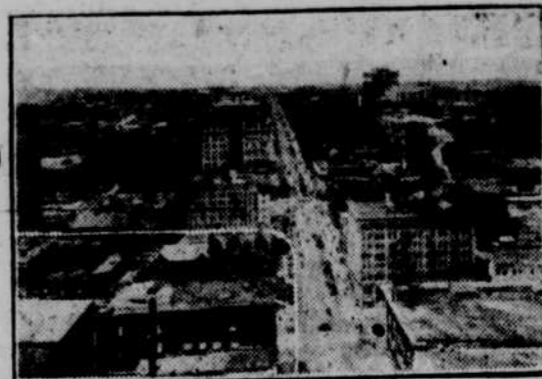


The Nebraska Dairy Development association has for its slogan, "Not more cows, but better cows for Nebraska." That is a goal well worth the efforts of the organization. Nothing short of the best should satisfy a great state.



Where Town and Country Meet



Omaha's centralized creamery business has been built by Omahans. The men who have made this the greatest butter manufacturing city of the world have been building Omaha for a quarter of a century and over. The business is the product of real constructive workers.

EDITED BY C. H. BLAKELY.

OMAHA'S GREAT BUTTER INDUSTRY IS HEROIC STORY

Men Behind Creameries Had Visions

Great Dairy Product Plants Here Are Result of Years of Hard Work and Progressive Managing.

Had Humble Beginning

By C. H. BLAKELY. How often the thoughts come to all of us as we stand before the buildings that represent one of Omaha's great industrial establishments—"how did this thing come?" Then again the thought, who was the man, who were the men? The man and the men were there. Back of the men were their thoughts, their ideas. Those buildings, the great industry, is but the material expression of the thoughts, and the hard patient labor that accompanied the thoughts.

12,000 Gallons Daily. The Alamito and Roberts Sanitary dairies combined, deliver over 12,000 gallons of milk daily. During each day these two Omaha dairies deliver 1,500 gallons of cream to the people of Omaha. The smaller dairies in and around Omaha deliver about 7,400 gallons of milk, house-to-house, daily. The amount of cream delivered by these smaller dairies from house to house is difficult to ascertain, but a conservative estimate would place it at 600 gallons daily.

of the men who built that industry, who laid the stone and the brick, who erected the steel of what is now a series of great buildings. We pass by the magnificent establishments of the "world's greatest butter producing center" and look upon it with unconcern. We see 35,000,000 pounds of butter turned out annually. Often we do not realize the human equation which makes this achievement possible. We know little of the men who have spent a lifetime molding the present greatness of Omaha's creamery industry. We determine to learn something about them.

Look Behind the Scenes. We raised the curtains of the business the other day and looked behind the scenes. We saw the presidents of the various concerns who represent the industry and talked to them about their life's work. C. F. Schwager, of Alamito, spent his early days on a farm near Omaha. He had his first experiences as a

Largest of Kind in World. The creamery industry of Omaha pays out annually for freight, \$3,230,350. Most of this goes to pay the wages of railroad employees. Consider this with the \$18,248,000 paid back to the farmers of the territory; add the amount paid to employees in Omaha, \$1,657,515, and Omaha can boast of an industry, the largest of its kind in the world, that distributes \$23,139,875 to its patrons.

manufacturer, behind the dash of an old-fashioned hand churn. His mother was an expert butter maker. She supervised the work. He arose early in the morning and quit late in the evening. "Those were the days of real sport," Schwager said. "I used to drive a team of mules into Omaha and peddle butter from house to house. I learned a great deal about selling in those days."

Fairmont Head Talks. E. T. Rector, president of Fairmont Creamery company, became enthused after a few moments and dismissed the busy stenographer. For two hours he told about his 35 years service in the dairy manufacturing business. He went back over those old days when he gathered cream from hand skimming in the days when great centralized skimming stations were all the vogue. The farmers hauled fresh milk to the skimming vats and had the cream taken out. There they went home with the skim milk, which often was whipped to sloppy whey by the jolting of the wagons. "The poor calves sure had tough sledding in those days," said Rector. "I have milked cows, hopped chods the same as any other farmer, have lived to see some of those things realized," he said.

First Dairy Student. C. F. Schwager was the first dairy student at the University of Nebraska. When he sat on the edge of his chair and told about the early days down at Lincoln his face broke from pleasant smiles to frowns of regret. He told about his work with A. L. Haecher in establishing the first dairy herd at the university, how they made a Jersey heifer produce 252 pounds of butter fat in one year, a record for those days which stood for many seasons.

He hurried the cows, carried their feed to them. He laughingly told of his first job after leaving college. An old friend, Charley Harding, now head of the Harding Creamery company, had been plugging for him with one of the concerns in Nebraska. Harding told Schwager to hold out for \$50 a month. However, it took a week of deep thinking and a lot of self conviction for the young dairy student to get up courage enough to ask the amount. Finally he did so and got the job without a word.

"It was a big raise over my last work for my father, when I arrived at the age of 21. I hired out to my father for six months. At the end of the time he gave me \$40, which

Where 35,000,000 Pounds of Butter Is Made Annually



Upper picture: Here are the buildings in which Omaha manufactures and handles 35,000,000 pounds of butter a year. These buildings are the heart of the greatest butter center in the world. Lower picture: Taken upon one of Douglas county's good dairy farms. These cows are tested for production. They are making money. Such herds as this one are making it possible for Omaha to produce 35,000,000 pounds of butter annually.

put me through the first year of college," said Schwager.

Harding Has Old Timers. The Harding Creamery was the first one of the big centralized concerns to locate in Omaha. When we went looking for Charles Harding, its founder, we found he was away for a short vacation. His right-hand worker and old-time associate, D. C. Eldredge, was at the desk and said, "I don't know much about this business, wish you could talk to Charley, I have only been in the game 21 years."

While he was relating some of the things which had happened to the business since its inception, the telephone rang. He took down the receiver and then said, "Gladys, please shut off that typewriter for a moment, I have a call from New York city and the fellow seems to be a little deaf or something." When he had finished talking to the New York representative he turned and remarked, "Well, times have changed even in my young life. When I first went on with Harding we didn't have to buck the whole world, our manufacturing methods were almost as crude as our marketing problems. But today we are in the world market. We use the best machinery possible and put out the product at a small margin of profit. Volume of business is our sole hope for profit."

Roberts Would Farm. J. R. Roberts was in the city for a few hours when we pulled the curtains upon his concern. He had the "information desk" send us back, but said, "Now, young man, make 'er snappy, I am sorry, but you see I'm way behind and must leave town to-night."

Before we left, an hour later J. R. was looking longingly out of the window and telling us about his plans of running a farm. He said, "Wish I had time to run a dairy farm myself, do all the work, take care of the cows. There is too much 'bunk' heing fed the farmer, thinks Roberts. He believes the farmer, the common kind, is doing a tremendous lot for

Rector Cites Wisconsin---

"The cow testing associations in Wisconsin, 70 of them, have made that state a dairy state. Nebraska has but three such associations," said E. T. Rector, president of Fairmont creamery. "The Nebraska Dairy Development association is doing some very valuable work. It is a step in the right direction," D. C. Eldredge, Harding Creamery company. "Too many farmers are looking upon dairying as a lifesaver in tough times, the business in Nebraska needs more men in it who are there to stay," G. W. Street, president David Cole Creamery company. "The creamery business turns more money back to the farmer than any other business," Louis Kirschbaum, Kirschbaum & Sons. "There will always be bum dairymen, but the cow-testing association work will get rid of a lot of them," C. F. Schwager, Alamito.

"Farmers don't appreciate the wholesale advice handed out to them by white-collared, so-called experts; what they want is facts," J. R. Roberts. production, milking common cows, but doing so at low cost of production. "Without that sort of production, our creamery business would be without a supply," says Roberts. "If I were on a farm, I'd keep books, I'd know just what it was costing me to produce everything on the farm." When we left, Roberts made us promise to come back and spend some time with him about that question of the "common farmer." We're going back. He has looked a little deeper into the question of production than most of the farmers. His ideas have much to do with the success of the creamery giant.

Louis K. Still in Harness. Louis Kirschbaum had his back to the door when we entered his office. When he turned and faced us his kindly smile at once sent the blood tingling. Here was a fellow who could tell a lot of history if we could get him going. He would know something about Omaha's business as a creamery giant. He reached down in the desk and pulled out a box of fine cigars. "Light up, then fire your questions," he said. Through the smoke-filled room, phantoms of the past came and went as he told about the struggles of the centralized creamery business. He came to Omaha in 1872. His business was established from a manufacturing

Omaha's Annual Creamery Payroll Is \$1,657,515

The Omaha creamery business, not including the local dairy industry, employs 1,840 persons in Omaha. The annual payroll for these workers is \$1,657,515. The industry pays back to the farmers of this territory \$18,248,000 annually. There was received at Omaha in 1924 a total of 6,400 carloads of cream. The freight alone upon this cream was \$770,000. Besides the butter sold within the state of Nebraska the industry shipped out 1,840 carloads to other points. The freight alone on this butter was \$616,000. It takes some additional materials to keep the industry running. During 1924 they shipped in 1,018 carloads, consisting of new machinery and creamery supplies. The freight costs alone upon these supplies was \$122,160. The byproducts, largely ice cream and buttermilk preparations totaled 161 carloads for 1924. The cost in freight for these byproducts was \$28,700.

Fourth Industry in America

Dairying and the products derived from the manufacturing of raw milk is the fourth industry in America. The total value of dairy cows in America in 1923 was \$2,565,877,000; all other cattle, \$1,563,347,000. Consumption of dairy products in America could be easily doubled and still not use as much as doctors and nurses advise. That would be doubling a tremendous industry. Yet it is possible. It shows the potential possibilities for dairying.

A Seedsman's Opportunity.

The Russian explorer, Kozloff, has found skeletons of animals, fish and insects near Urga, Mongolia, now extinct. He has also found a royal tomb, antedating Tut-Ankh-Amen. In it there was tea and wheat compressed into bricks and still fit for human consumption. Now watch some enterprising seedsman announce a marvelous new strain of wheat developed from this ancient grain.—Capper's Weekly.

"He who careth for flowers, careth also for Him."

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