

The Ins and Outs of a big Creamery



The cream is then cooled and put in the ice cream freezers which incidentally are the latest make and are considerably different from the old time freezers. The cans are in a horizontal position and surrounding the cylinder in which the cream is placed is another cylinder, between the two being the cold brine which freezes the cream. Then through a small opening in the front of the cream, in a mushy state, is pushed out by a slide in the inside cylinder. The cream is not touched by hands either before or after freezing. It is put in cans and placed in a vat of ice cold brine where it is kept until placed in the moulds or sold out in bulk.

The Fairmont creamery began making ice cream a year ago and the result was so satisfactory and the response of a public which endorses the goods, so generous that the ice cream plant has become an important part of the business of this company. The capacity of the freezers is 100 gallons an hour.

While traveling in the east we were very much impressed with the immense demand for buttermilk as a beverage, and the almost universal consensus of opinion among the medical fraternity that it was very beneficial for patients suffering from stomach and intestinal trouble.

Our cream is all thoroughly pasteurized. We are putting up a grade of buttermilk that is excellent in many ways, as a beverage, as a tonic, and as a medicine.

Our cream is all thoroughly pasteurized to the highest point of practical application, and thus freed from every form of bacterial life.

We then introduce pure lactic acid bacteria which, developing in this pasteurized cream, produce pure lactic acid fermentation.

The cream is then churned and the buttermilk drawn off without the addition of any water, so that it contains about 9 per cent solid matter.

Experience has taught us that when buttermilk is placed in tin containers the lactic acid acts upon the tin, solder, antimony or iron, causing the buttermilk to deteriorate in digestion.

We have adopted the plan of putting our buttermilk in glass bottles, which are thoroughly sterilized before being used.

Therefore our buttermilk develops more slowly and keeps much longer than raw cream buttermilk, full of all kinds of putrefactive and other undesirable bacterial life.

THE FAIRMONT CREAMERY COMPANY
J. H. Rushton, President.

President Rushton says the making of butter and ice cream and milk products is a science, and his company expects to employ the most learned men in this line that money can secure.

"Dr. Wylie is called a crank," he said, "by a lot of people and in many ways he may be a crank, but he does many good things and there is truth in the things he says and there is sound sense in the things he advocates. We get many valuable pointers from him and his pure food department, and in our creamery library will always be found his utterances and all the good works that will assist us in improving our products. We are complying with the pure food laws and we employ scientists who are constantly at work to improve the products we manufacture."

President Rushton is a plain spoken man, and, in talking to the uninitiated, he speaks in plain language. Discussing the pasteurization of cream, he said the pasteurization kills every kind of bacteria in the cream, both good and bad and then there is introduced a lactic acid fermentation which aids digestion and acts as a tonic and a medicine.

The Fairmont Creamery company is the largest in the United States if not in the world and its daily capacity is as follows: 50,000 pounds of creamery butter; 10,000 pounds of lard butter; 2,500 gallons of ice cream; 1,000 cases of eggs—this is its capacity in Omaha alone and does not include its immense plants in other towns and cities. The demand of the directors of the company and the managers, absolutely enforced, is for cleanliness. Large twenty-four inch exhaust pipes carry out all the steam and odors from

the pasteurizing plant and constant streams of water play on the butter and the concrete floor as clear as floors anywhere. The floors of the large freezing rooms, the churning rooms, in fact all of the floors are concrete and not one particle of dust or dirt is to be found. The workmen employed at the creamery are good examples for cleanliness in many of the clerks or professional men who do no work of this character. Every day at noon the employes change their clothing and come out after lunch with spotless white shirts and trousers. The company provides the employes with a shower bath of hot and cold water and each with a locker in which to keep his clothes. These lockers are in a large dressing room adjoining the shower bath.

It is probable more college graduates are employed right in this building than in any business in Omaha employing the same number of men. And the company is hunting for college graduates. The dairy department of the Nebraska State university is a very important part of the work of this educational institution, and the Fairmont Creamery company keeps its eyes on the graduating class.

During the last few years the laboratory of this creamery has been among its most important departments and every gallon of cream is tested in this laboratory before it leaves the building and is placed on the market. High priced chemists are employed in this department and they are the busiest men in the whole establishment. No product which does not come up to the requirements of the pure food laws as shown by the laboratory tests is allowed to leave the building.

The business of the Fairmont Creamery company is of great importance not only to Omaha but to the state. It is a large part of an industry which totals an unusual business of \$10,000,000 and is just now in its infancy. In its large establishment in Omaha the company has 150 men on the payroll and in the dull season last year it paid good salaries to seventy-five employes. It reaches out not only into Nebraska, but goes into Missouri, Kansas, Iowa and South Dakota for milk and cream. It uses of its own make from ten to fifteen tons of ice a day; it manufactures its own electric light using a power machine of forty tons and from May until September it was never shut down, day or night.

The establishment has its own water supply, an artesian well, and from this well 500 gallons of water flow every minute and the water is not wasted. It is used and is in large part responsible for the reputation for cleanliness earned by the Fairmont Creamery company.

The building occupied by the creamery company is arranged in every detail for the manufacture of the products of milk. The rooms have high ceilings and are large and light and clean. The shipping room opens out onto a platform, which in turn, connects with the doors of the cars which distributes the butter over the United States. Large and expensive alterations are now being made and at least \$10,000 will be spent in making the building still more convenient.

SELDOM, if ever, in the life of the every day boy and girl has there been a time when the supply of ice cream was sufficient to meet the demand. And a good many old folks are in the same box. Many times if the quantity was sufficient the quality was deficient, so it was all the same in the long run. Naturally this condition of affairs made an opening for an ice cream plant of large capacity, a no uncertain investment.

The Fairmont Creamery company with its ideals "To produce the highest quality; to please our customers" saw the opening and with characteristic enterprise filled it. To install a plant of a capacity large enough to supply an immense trade the

creamery has enlarged its creamery plant, dug out under the sidewalk and practically rearranged its whole establishment. But the officers of the company believe the result will justify the expenditure and the hard work necessary thereto.

The ice cream plant which occupies almost one quarter of the building at Twelfth and Jones streets has been installed and workmen are now putting the finishing touches on the addition. In the manufacture of ice cream, the creamery company expects to reach perfection and with that end in view it has taken the preliminary steps. The cream from which the ice cream is manufactured is not shipped into Omaha, but is the product of Omaha cows on dairy herds located in the outskirts of the city. These

dairies were selected with regard to the sanitary conditions under which they are kept; the feed given them by the owners and the reputations of the owners for cleanliness. But in addition special expert dairymen employed by the Fairmont Creamery company are sent regularly to each of these dairies to inspect them and report to the officials of the company. The officials specified this, in their contract with the dairymen and the inspections are regular. This insures the purity of the milk when it reaches the creamery. After that, the well established reputation of this company is a guaranty to the patrons that the ice cream they get is clean and pure.

No concern of a like character in the United States, more religiously insists on

cleanliness than the Fairmont creamery, and an inspection of its immense plant is a revelation to the average person. So clean is the place that not even the odor of milk permeates the establishment, and yet, hundreds of thousands of gallons of milk are handled in the establishment every year. This home milk which alone furnishes the cream for ice cream is kept separate from the butter fat from which the butter is made. The milk is put in the immense separator, and after the cream is taken from it, the cream is pasteurized before it is ready for the mixing vat where the flavoring for the ice cream is mixed in with the cream and sugar before freezing. This pasteurizing kills every kind of microbe or bacteria that has even been discovered in milk

at the real summer beverage, buttermilk. Heretofore the buttermilk part of the institution has been more or less a side issue, but now it promises to be an important part of the work of this company. J. H. Rushton, president of the company, was much impressed with the large amount of buttermilk consumed in the east, during a recent trip. Upon his return to Omaha he at once got busy and the result is Fairmont creamery customers are now supplied with buttermilk bottled, just the same as sweet milk or cream. The number of persons in Omaha who drink buttermilk and the number of physicians who prescribe it, Mr. Rushton said, is surprising to one who has not investigated. The following letter which President Rushton sent out to the various physicians

Stress of Financial Storm Made Scarcely a Ripple in Omaha Territory

Banks Show How Solidly Prosperity of Great West is Founded on the Resources of the Region.

FIVE months after the financial cyclone struck the east and the sale blew over the cities of the Missouri Valley, the clearing house banks of Omaha and South Omaha have \$2,000,000 more on deposit in their vaults than they had November 1, the date finally accepted as the beginning of the panic.

This means that after the purely psychological phase of the panic was over the people realized that the banks are the best places for their money.

As the business was closed for March, the bankers of Omaha viewed the situation with such an air of confidence and indifference to the effects of the panic, that the common question from the east is "Where were you when the cyclone struck?"

"Days of business stress and disaster reveal to the public what financial institutions are sound, no less than they carry down to destruction the pretenders and incompetents, whose stock in trade has been deceit or make believe," said an Omaha banker as he looked over the business of the first three months of 1908. "When the panic struck Omaha its winds found the banks sound, and even those with the smallest capital ready to help anyone who needed or deserved help over the flurry and within thirty days were telephoning to business houses, which they anticipated would need money January 1, and offering 'all you need.'"

When financial reports for the first month following the panic showed the failure of the country to amount to more than \$17,000,000 in thirty days, some \$10,000,000 of which were factory liabilities, the Omaha bankers were ready to loan money to Omaha institutions. But it was not needed. Factories went through the gale, hardly drawing on the banks. Not a cent of the \$20,000,000 of business and industrial failures of the first ninety days of the panic was contributed by Omaha, nor has there been a failure of any consequence from May 1 to April 1, reported from any town or city in the state.

When the panic's arrival was announced by the bankers of New York, first to Chicago and then the word passed on to Omaha, the bankers of Omaha felt more indignant than fearful, and when the meeting of the clearing house association was called to consider the advisability of issuing cashier's checks there was decided opposition to any such plan. Several bankers still contend that it was not a good thing to do, and all declared that it was unnecessary except as a matter of protection to keep the east from drawing out the actual money of the west.

Only loyalty to Omaha and Omaha institutions prevented one or two of the older bankers of Omaha from withdrawing

from the clearing house association and announcing that every depositor would be paid cash to the full amount of his balance if it was demanded. One bank president said, "Had it not been that I felt I should stand by the others, I would have been better off to have withdrawn and paid those who had money in my bank when they wanted it. I never refused a depositor all of his money before in my life, and I liked to think of clearing house certificates or cashier's checks."

Another Omaha bank advertised that the money would be paid all depositors and nothing held back. For a day or two it looked as though the vaults of the bank would be drained because of the fear of the people, but money began coming in as fast as it went out or faster. Several banks in the suburbs did the same. Banks at Benson, Dakota City, Fremont and elsewhere in the state never saw a cashier's check.

The panic dawned at a time when the deposits in the Omaha banks were low, because the money had been withdrawn for full trade, moving crops and various other purposes which always weaken the deposits after August or September. But the deposits in Omaha banks held about even. The reports from the east showed decreases and while the bank clearings in the eastern cities showed a decrease of from 20 to 30 per cent each week, the report of the Omaha clearing house showed an increase of clearings for six consecutive weeks after the gale struck. The situation could not be explained apart from the admission that business in general had been hit in the east, but the banks of the west were strong enough to keep all wheels going and the increases continued to show up in the clearings.

Before the statement was called by the comptroller of the currency and made public December 8, 1907, President Henry W. Yates of the Omaha Clearing House Association said: "Omaha banks, I will receive a call from the comptroller, I still refuse to recognize that there is a panic. Because things have gone wrong in New York City does not mean that the whole world has ceased to prosper. Business in general is going on and will go on quite the same as usual. While the crops are not up to the best record, there is an abundance of food and textile materials, the farmers are in more than comfortable circumstances. The higher prices at present will doubtless more than compensate them for the slight decrease of product."

When the statements of the Omaha banks were made they showed cash reserves of \$3,576,321 an increase of more than \$5,000,000 as compared with the statement issued the latter part of November, 1907. Deposits had kept pace with the reserves of the banks and the eight institutions belonging to the clearing house kept their word with the public. The deposits were \$45,555,903, as compared to \$45,272,567, as shown in the statements of a corresponding week in 1907.

The surplus and undivided profits of the eight banks showed a gain of \$200,000 for the year. Loans had been cut down \$2,600,000 as compared with the statement of November, 1907. The detailed statement

of the cash resources was as follows:

	1907.	1908.
First National.....	\$ 5,739,425	\$ 6,897,215
Omaha National.....	2,672,282	3,881,100
United States National.....	2,584,232	3,473,764
Merchants National.....	2,308,883	2,129,431
Nebraska National.....	1,162,619	828,650
South Omaha National.....	3,288,592	3,659,839
South Omaha National.....	1,827,538	1,827,538
Packers National.....	533,727	609,616
Totals.....	\$20,876,321	\$31,538,536

Deposits in the banks of Omaha at the close of business December 5 were \$37,110,897, as compared to \$37,329,856 at the same time last year and \$40,813,186 shown in the August statement of this year.

That the deposits of Omaha banks should have decreased \$5,000,000 since August is not unexpected. The money withdrawn for handling crops and other fall business would equal that amount any year and exceeded \$4,000,000 last year. The banks have lost but \$200,000 in the last year, which was anticipated because of the remarkable amount of building and the demand of depositors for money to use in various channels of trade.

The deposits of the eight national banks in Omaha and South Omaha, as compared to the record of 1907, were as follows on December 3, 1907:

	1907.	1908.
First National.....	\$10,710,320	\$10,637,711
Omaha National.....	10,728,250	10,638,869
United States National.....	2,384,494	2,779,764
Merchants National.....	2,289,447	2,149,217
Nebraska National.....	1,525,282	1,828,592
Union Stock Yards Nat'l.....	2,480,377	2,609,714
South Omaha National.....	3,288,592	3,659,839
Packers National.....	1,774,275	2,009,844
Totals.....	\$45,355,903	\$45,373,967

Following the statement the Omaha bankers sent notice to all the country banks and bank dealers that they would furnish the money to fill every elevator at every station in Nebraska, and advised the dealers to get the grain in from the country and on the way to the primary markets for the winter was open and cars could be had by the train, instead of at long drawn out intervals, as was the case in 1907. Shipments of grain increased

at the Omaha market following the action of the Omaha bankers, and normal conditions of trade were reported.

Then followed the holidays and the bonds of the three big department stores of Omaha subscribed to a statement given to The Bee a week before Christmas, which said: "Trade has actually been larger than last year. Every day, when weather would permit, the buying has been heavier than on corresponding days last year."

Thus by the time the industrial and financial depression was thoroughly on in the east, it had begun to yield in the west and at Omaha, known throughout the state as the "bright spot on the map," every banker said "it is over." A tabulated statement of the amount of cashier's checks outstanding from Omaha banks at the beginning of the new year, sixty days after the cyclone struck, was \$20,000, though at one time over \$50,000 had been issued.

When the new year was opened in earnest, the record of the clearing house from day to day showed that the future had not been capitalized by Omaha banks. The call for a bank statement came in the middle of February. It was just as welcome as the call in December. This was shown by the prompt work of the bankers in making the statement public. It came to the banks by telegraph, reaching Omaha shortly after 10 o'clock. Some of the banks had their statements made up and printed on cards to hand out at noon, and by 1 o'clock The Bee had a complete statement made up to give to its readers in the afternoon paper.

Manufacturing Plants Work Full Forces During Time When East Suffers Greatest Depression.

This statement was all the more remarkable from the fact that the grain which was not moved during November and December, was being moved during the open weeks of January and some money was needed to move it. Then industries were going on the same as usual. The Omaha banks were pouring money to the mines of Wyoming and Colorado where they send coin for pay rolls every two weeks.

But the five national banks of Omaha had \$18,323,000 on deposit in their vaults that they had in February, 1907, and the nine banks in the clearing house association had \$19,958,000 on deposit that they had when the call was made for the statement in December when the panic had been in progress thirty days.

Loans of the nine banks were greater than at the time of the December call and much larger than when the call was made the last of January, 1907.

The statements of the five Omaha banks were considered particularly strong. The deposits of the banks compared to the deposits shown by the statement of January 28, 1907, were as follows:

	Feb. 14, '08.	Jan. 28, '07.
First National.....	\$ 5,739,425	\$ 5,739,425
Omaha National.....	2,672,282	2,672,282
U. S. National.....	2,584,232	2,584,232
Merchants National.....	2,308,883	2,308,883
Nebraska National.....	1,162,619	1,162,619
South Omaha National.....	3,288,592	3,288,592
Packers National.....	533,727	533,727
Totals.....	\$20,876,321	\$20,876,321

The east applied the rule that "right" money was always succeeded by business depression, an end to promoting, and that even current enterprise would be checked. But it did not work in the west. Capital

in Omaha banks found safe employment. As "money" had not been at a premium in the west, it was not a drug on the market. The bankers of Omaha said they were making loans the same as usual and the statement made during February was evidence of the truth of their statements.

The statements of loans compared as follows in February:

	Feb. 14, '08.	Dec. 3, '07.
First National.....	\$ 2,200,475	\$ 2,200,475
Omaha National.....	1,100,237	1,100,237
U. S. National.....	1,050,118	1,050,118
Merchants National.....	747,982	747,982
Nebraska National.....	366,309	366,309
Union Stock Yards Nat'l.....	1,965,416	1,965,416
So. Omaha National.....	1,323,909	1,323,909
Packers National.....	1,632,530	1,720,292
Live Stock National.....	150,339	150,339
Totals.....	\$12,836,016	\$12,836,016

While the banks were accused of pulling in the cash and with holding large amounts from depositors during the panic, the statements of their cash and due from banks, shows that they have about \$109,000 more in their vaults at the present time than they had in December, and they have been paying every check presented for ninety days. The statement of the cash on hand is considered remarkable.

The Live Stock National bank of South Omaha, which started business December 9, 1907, has secured deposits of \$201,091 and reports loans of \$139,000. The comparative statements of deposits of the nine banks follow:

	Feb. 14, '08.	Dec. 3, '07.
First National.....	\$11,100,000	\$11,100,000
Omaha National.....	10,237,613	10,237,613
U. S. National.....	9,562,761	9,562,761
Merchants National.....	8,659,282	8,659,282
Nebraska Nat. bank.....	1,632,538	1,632,538
South Omaha National.....	2,912,209	2,912,209
So. Omaha Nat'l.....	2,912,209	2,912,209
Packers National.....	2,009,283	1,774,275
Live Stock Nat'l.....	201,091	201,091
Totals.....	\$46,075,411	\$45,355,903

Followed by record breaking bank clearings throughout the month of March. Banks over the state made reports equally as good as those made by the Omaha banks and the timidity of public confidence has not been noticeable for almost ninety days.

Bankers of Omaha are even more confident of the future than they were before the gale. The rude shock of last fall and the failures in the east, cleared the atmosphere according to Omaha financiers. If Nebraska had had a muss to clean up the panic would have disposed of the statement of the bankers, but none failed and Omaha bankers did not expect that any would be even crowded, when they announced the suspension of cash payment and extension of the check system, October 27, 1907.

Small reductions were made in the forces of the boot and shoe manufacturers and it is not likely that the normal force will be employed until late in the summer.

With the publishers and blank book makers the quiet season has just opened. Until April 1 the normal number of workmen were employed, but sixty days rest is expected during April and May and the forces have been reduced in all departments 10 per cent. The financial troubles did not effect the publishing business to

Omaha Factories Show Little Reduction in Workers' Roster or Output

WITH few exceptions, Omaha factories are running full capacity. The following shows the per cent of the normal number of workmen employed at present, the normal number being considered the average number working at the trade or industry during the year 1907—the greatest and busiest in the history of the city:

Industry.....	Per Cent of Normal No. Workmen Employed.
Packing houses.....	85
Railroad shops.....	80
Alfalfa foods.....	75
Bags and products.....	75
Boilers and tanks.....	100
Boots and shoes.....	100
Breweries (beginning April 1).....	100
Bread and bakery products.....	100
Brick and tile (April 1).....	100
Buys.....	100
Carrage and wagons.....	100
Crackers.....	100
Clothing.....	5

smaller factories..... 85
Av. % normal No. workmen employ'd..... 94.5

While there has been talk of sifting industrial forces in the east and New York and Chicago have boasted of having armies of 300 regiments each, idle, the first week in April finds Omaha factories employing on the average 94.5 per cent of the number of men working in factories at the same time last year. The average is kept well up by the smaller factories, but some of the largest industries in the city have normal forces. The greatest cut in an industrial force which has been made in Omaha was made gradually by the Union Pacific Railroad company, until during the weeks of March only about half as many men were employed in the shops as last year.

Packing houses did not force greatly and have been gradually increasing the number of men. For months there have been applications for work at the packing

houses when no men were needed, but no man with a desire to work has been turned down during March.

The season of the brewers will not open until the last of April, but by May 1 full force will be working. The usual winter forces were retained since last October, in Brick and tile manufacturers have almost all been closed, but several will open the first week in April. The outlook is for 100 per cent of the men to return to work.

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any extent in Omaha, and practically 100 per cent of the workers were employed all winter.

Cement block and stone manufacturers will begin their season about the middle of April. They have employed more than the normal number during the winter, but the regular summer force will be 125 per cent of the number last year. The outlook for a year's business is promising, not only because of the large amount of building promised, but the popularity of the cement blocks.

In the clothing factories normal forces are returning. The item alone constitutes almost \$2,000,000 of the \$20,000,000 of the factory output of Omaha. During November and December the factories had no trouble to get help. The applications exceeded the places, but since January 1 the business has improved. Ward M. Burgess

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