

heart of the central Missouri valley, taking in, besides Nebraska, part of Iowa, Kansas, South Dakota and Missouri, reaching even into Colorado and Wyoming, which ship cream into Omaha over 500 miles of railroad. It has more than 800 buying stations scattered all over this territory, where every farmer can drive in, deliver his cream, eggs or poultry and receive in spot cash the highest market price for his raw material. It has six plants or factories—three in Nebraska—Omaha, Crete and Grand Island; two in Iowa—Denison and Manning, and Concordia, in Kansas—so situated as to be most convenient and cheapest of access to the producers, both in distance and in railroad facilities.

On the selling side of the business there are fifty-five centers of distri-

son. Many men have received weekly checks for a generation, and these checks have paid the grocery bill, sent the boy or girl to college, furnished the parlor, bought the piano or organ and given the family the "lift" from hopeless drudgery. On the backs of very many of them is to be found the wife's name, and they come close to the heart of the household life.

Buy for Spot Cash

The farmer has the privilege of selling his cream or other produce to a Fairmont local agent in every town throughout the territory described and taking spot cash on delivery or shipping it himself to the nearest plant, thus receiving the benefit of doing business direct and saving a portion of the necessary local expense at country points. But the

thoroughly and scientifically clean is it from top to bottom. Floors, walls and ceilings are of cement, on which the hose can be (and is) turned daily. All employes who come in contact with the material used are dressed in white duck. Cans and other containers are subjected to the most rigid inspection. From the time the cream enters the building until it leaves it in the form of neatly-wrapped and boxed prints it is never touched by a hand. For every transition and every operation a machine stands ready to do the necessary task and pass it on. A sample of the contents of every churn is sent into the laboratory and tested by the company's professional chemists and bacteriologists and subjected to government inspection. Nothing is passed which does not come up to standard.

the cost of manufacture and enable them to pay more for butter-fat. That is the part which is up to the farmers.

How Eggs Are Handled

A visitor to the factory cannot fail to be interested in the manner of handling eggs. All are "candled" or examined by passing an electric ray through them. Those which are perfect are at once packed in boxes for shipment. Eggs, however, which are cracked, but otherwise uninjured, are broken, separated, canned and frozen solid. In that condition they can be almost indefinitely preserved. This part of the work, too, is executed with the utmost care and cleanliness, and is also subject to government supervision.

The cold storage plant occupies a large space in the factory and is



Jersey Cows in the Show Ring at the Nebraska State Fair

bution, and they are established in all the important cities from Portland, Me., to Portland, Ore., while in times of scarcity Fairmont butter is shipped to Canada and sometimes to even more distant countries. So well organized is the sales department that every pound of butter finds an immediate market, and twice as much could be readily disposed of.

Under the Same Management

During the thirty years of its continuous successful operation the company has never changed its name or management; it is known throughout the world as the Fairmont Creamery company; its officers, J. H. Rushton, the founder and president; E. T. Rector, vice president; E. F. Howe, secretary, and George W. Sumner, treasurer, are all residents and citizens of Omaha, which is the home office. The company's capital stock is owned or controlled by the officers and other residents of Omaha and Nebraska. On the company's pay roll at the Omaha plant alone are 225 names, and the total number of its employes probably reaches 2,000.

From the outset the policy of the Fairmont Creamery company has been to stand behind the farmer, deal honestly and fairly with him, give him every encouragement and help to build up his business. If there is any doubt as to whether the farmers appreciate this treatment a glance at the company's books would dispel it; they show the names of 50,000 farmers! Some of them go back to the year the company began business. It is not uncommon to find the names of three generations of the same family—father, son and grand-

important point is that the company has made it possible for every farmer, large or small, wherever located, to sell his cream to a market that will take all he can deliver the year around; and, instead of the precarious 5 or 10 cents in trade, he now sells his cream at a price which nets him an average of 25 cents a pound for butter-fat in summer and often as high as 35 cents in winter, and he is paid in cash or with a Fairmont Creamery check, which is good in any bank in the world.

The output of the Omaha factory alone now reaches the enormous total of 50,000 pounds of butter a day. The new seven-story building, occupied only about a year (the old one having been destroyed by fire), contains every possible modern device and equipment for the saving of labor and increase of efficiency. One fact alone illustrates how far this is carried. In the basement, where the machinery is installed, the fuel used is petroleum, automatically fed into the boilers, with the result that an intense heat is produced without any dust, coal ashes or cinders. Here are generated the steam and electricity by which all the varied functions are carried on—heating, lighting, refrigerating, power and pumping 500 gallons of pure water per minute from an artesian well 1,100 feet deep. Yet this immense array of machinery, occupying the entire floor, is in the sole charge of one man—an engineer—whose duties are those of a supervisor, and are not manual.

A Model of "Spotlesstown"

The building might well be taken for a model of "Spotlesstown," so

The routine is simple. The incoming cream is carried to the fifth floor in cans and then passes down from floor to floor in the various stages of manufacture by gravity. The first process is pasteurization; this is accomplished by depositing the cream in vast tanks, where it is aerated and heated by coils of pipe to a point where every individual germ of every sort and condition is absolutely and finally killed; it is then cooled to the proper degree on another floor and passed on to the five great churns, every one of which will produce a thousand pounds of butter in an hour. Then come the packing and freezing. Twenty thousand pounds of the daily output goes to the print room, where some thirty cheerful-looking, white-clad young women—all of whom are provided with seats—preside over the machinery which cuts the solid blocks of butter into pound cakes, weigh it, wrap it, slip it into the cardboard boxes, pack and seal it and send it forth into the world clothed and in its right name—Diadem or Better Butter. It is passed from girl to girl on an endless belt which extends the whole length of the long room, and a clever machine, which seems almost human, deposits a steady stream of neatly-wrapped pound packages out on this belt at the rate of one a second.

University professors and scientists from all over the world have visited this plant and all agree that it is the most scientifically operated and the largest and most modern butter-making plant in the world—there is nothing like it anywhere. The cry is, "More," "More," in order to lessen

maintained with the utmost order and system. Ice is manufactured in the basement of the building and the company does a general cold storage business for the benefit not alone of its own goods, but for those of the public also.

Their poultry department is no less worthy of mention; they buy, feed, fatten and store large quantities of poultry for their trade, thus affording a profitable cash market for another of the natural products of our western farms. They fatten as high as 40,000 birds at one time on their buttermilk alone.

As a by-product of its cream and ice business the Fairmont Creamery company manufactures ice cream at all its plants. The Delicia brand is so pure and toothsome that it has revolutionized the ice cream business of the west. Two thousand gallons are made daily in Omaha alone, and it is a welcome guest at the Sunday dinner of the largest portion of the people of Omaha and the territory which the city supplies.

Conclusion

Please allow us to prophesy that dairying in Nebraska is still in its infancy and, if you farmers and dairymen will give this important department of your farms careful consideration, test out and weed out your poor cows, erect silos, raise alfalfa, take care of the natural feed you always grow, rain or shine, and co-operate with the Fairmont Creamery company, the state farm and the university, you will soon see Nebraska in the first place among the dairy states of the union and your bank accounts the envy of our best business men.