

## THE PACIFIC COAST CONDENSARY AT KENT, KING CO.

Editor The Ranch:

It is now about three years ago since this enterprise established and commenced operations in a small way at Kent. It attracted little attention at the time amongst the dairymen of the White River valley.

To obtain a supply of milk the county sent out a representative amongst the milk shippers of the district and at once offered a better price for the fluid.

The business men of Kent looked with favor upon the establishment of the new industry, for it at once put a new business into life, made a monthly pay roll, added to the taxable valuation of the town and might cause other manufacturers to do likewise.

The company at once made it known that first-class quality was important and agreed to pay, did pay, and ever since has continued to pay an extra price for extra quality of butter fat, and in an equitable ratio.

This condensary was an experiment, a costly one at that, for it had to compete with several old and well established condensed milk factories, to wit: The Eagle, The St. Charles, The Borden Brand and many others.

To make a success of this "new plant," it must compete in quality and in price with those already well established; it must "fight its way" to the front or die in the effort, hence the absolute need then, as well as now, of having the unity of effort by each shipper as well as the management.

A market for the new product "Carnation Brand" had to be made, the supremacy of the quality of the Kent product had to be established, and that meant that people who had a preference for some other "brand" had to be induced to try the "Carnation." That was the true test of merit. The point was: Can White River Valley milk producers supply, and can the "Carnation" factory people make, a better article than any other makers in the country at the same common price?

It was a critical time for the "Carnation" people and for White River valley farms, for if they could, it meant increase of stock on the farms, and that meant increase of profit and revenue to the farmer, and the expenditure of thousands of dollars 2—RANCH... PETE more by the "Carnation" Company. The tide of battle was hot. The other companies had men out urging the extra quality of their goods, explaining how White River product could not possibly compete with their goods, but the "Carnation" continued to use every means and barrels of money to improve the quality. The farmers were urged to the best means of dairying, feeding, and cleanliness in the business, and they got the enemy on the run.

The "Carnation," meantime, were extending "their field"; new states and new countries were invaded; the same old fight was renewed and the "Carnation" again retained the battle ground, and now to day the White River, the Green River and the Stuck valley farmers are supplying to, and the "Carnation Brand" is putting up the best quality of cream on earth. The sales and business done proves it, for in three short years the business has grown from "a start" to some 300 railroad car loads per month, with a demand greater than they can supply. The farmers generally put their milk

at the barn gate and the six factory wagons come along every morning, carry it away, return in the afternoon with the cans all scalded and clean and delivered at the gate ready for another supply. At no time during all this period has any dairyman in the entire district been short of a market at the best prices obtainable, and at no time during this year has less than \$1 per 100 lbs. of milk been paid and in the winter season \$1.35 has been paid.

The benefits accruing to the entire industry of the state has been great. Instead of reducing the value of stock, it has increased, for good cows have been and still are in demand. The product has not deluged the cities and creameries with a surplus of milk and cream, and thereby caused a decline in the "standard of price," (that is butter), but practically all this "Carnation" product has gone out of the state to Japan, Honolulu, Alaska, British Columbia, Colorado, Idaho, etc., and this state has received their money for our product.

Suppose, that for one month, the 30 tons of milk sent to the "Carnation" factory daily, had been stopped and turned into Seattle and the few creameries we have in this district, what would have been the first result? I think any dairyman will know; the price would have been cut in a week and in the end about half the price would have been lost to the producer. Thus we dairymen, and thus the creamery men are all under the same benefit, owing to the continued energy and perseverance of the "Carnation" brand, and it is with a business pride that Kent can show to this state the industry that has been so beneficial to dairying.

Nor is this all. The premises have been greatly extended and enlarged. The machinery and appliances have been doubled, the wage sheet has grown, I believe, to some \$4,000 a month, and still there comes the demand for more milk and more "Carnation" cream. There has also been added to the products of the factory a "Baby Food," the only one in the States, and the demand for this product is also greater than the supply. Well may our grand White River and Green River valleys feel proud of the record made by their product and well may feel proud of the Pacific Coast Condensary and its success! Their success is ours; their failure would be our great misfortune, and we desire the Stuart Brothers and their management to know that we recognize these plain facts.

During all this time the business relationship between the factory and its shippers have been of that friendly and harmonious nature that is so absolutely essential to mutual success and there can be no doubt but that the same kind of upright and proper treatment will be extended in the future by the factory as in the past, and the factory may be assured of the same loyalty and attention to the quality of the product on the part of the shippers.

It is greatly to be desired that the next meeting of the State Dairymen's Association be held at Kent in December next so that there may be an interchange of views and opinions upon dairying by those interested in this, the greatest, most solid, safest and most beneficial branch of agriculture, and as the last census report shows,

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### ONCE UPON A TIME

There was a Boy who loved Calves. He fed them, cared for them, kept their pens clean and comfortable, watched their Habits and studied their Wants in Sickness and in Health. The Nature and the Needs of Calves were his study. So, for a Boy, he came to know a great deal about Calves. His Calves were his Pets. On a Saturday, when the School was not keepin, you might see from two to half a dozen of them following the Lad about the Farm Buildings and the Streets of the little Village. And if you knew anything about Calves, you would be struck by their uniformly thrifty condition. Thus far Inclination had brought him.

As Time went on Observation and Experience, taught him much more added to Inclination, than he had known before. At the School, for one thing, his Physiology said that he ought not to eat too Rapidly; never should he gulp down or bolt his Food. Human Nature sees its own Traits reflected in the Animals, and Evidence of Bad Manners soon appeared in his Calves too greedily guzzling down their Rations. His Logic, like that of all Young People, was instantly applied, with the Result that his Calves thereafter were fed only one Cupful of Milk at a Time in their Buckets. It took eight or ten Minutes to feed the full Allowance in this Way, but Experience showed that the Wisdom of it was equal to the Foresight, for the Calves prospered as never before, and for some reason or other never had Scours. Scours is bad for Calves.

The next Step came out of the Supposed Necessity of forcing young Calves to drink. One Day the Boy poisoned his Finger in doing this, and came near dying from the Effects of Blood Poisoning. This was something to be Avoided. The Step was to find something besides his Finger, but Equally Serviceable, to put into Calves' Mouths. One Day, after his Father and the Hired Man had nearly starved to Death their best Heifer Calf in a vain Attempt, extending over three Days, to force her to drink, the Boy returned from a short Absence,

and they turned the Case over to Him.

It was not Man's Work to teach young Calves to drink. The Boy found a piece of Rubber Tubing that he thought he might substitute for his Finger. It was one-half inch in diameter and about eighteen inches long. He offered one End of it to the Calf, while he held the other in the Pail. It was taken greedily and the entire Contents of the Bucket sucked out through it slick and clean. By the Next Day the boy had the Tube attached to the Bucket so that it required no holding. Then he invited the Hired Man and his Father out to see How It was Done.



The Calf, fed with this Crude Contrivance, began to gain very rapidly; in fact, caught up with the other Calves that were drinking. The Boy began to think. It was not the Starving that had done the Calf so much Good. It must have been the new Way of Feeding. The Boy then remarked that "the Blockhead of a Calf had shown him Something that was going to be adopted by every Farmer in the United States." His Father and the Hired Man did not attach much Importance to this. They thought he had Large Ideas. Thus suppressed, he perfected his Invention quietly until it was ready for Demonstration. Then this Slip of a Boy invited the Old Gentleman out to the Barn, to see What It Was that was going to revolutionize the Prevailing Method of Calf Raising. The Boy was Right. So convinced was the Old Gentleman of the Soundness and Practicability of the Idea that he gave the Boy enough Money to get the Device patented. He went ahead with a Will and got the Feeder patented, with Improvements that kept suggesting themselves with Use. This is the Evolution of the Common Sense Calf Feeder, which was awarded the Gold Medal at the Pan-American Exposition as the Embodiment of the most thoroughly correct and most practically perfect Device