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DEPARTMENT STORE  
Successors to W. W. Moore  
177 N. Liberty St. Salem, Or.

# Pep and Progress Pages

Dedicated to Stimulating Our Present Industries  
And to the Establishment of New Ones

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Is to Patronize Your Home People

The Surest Way to Get More and Larger Industries  
Is to Support Those You Have

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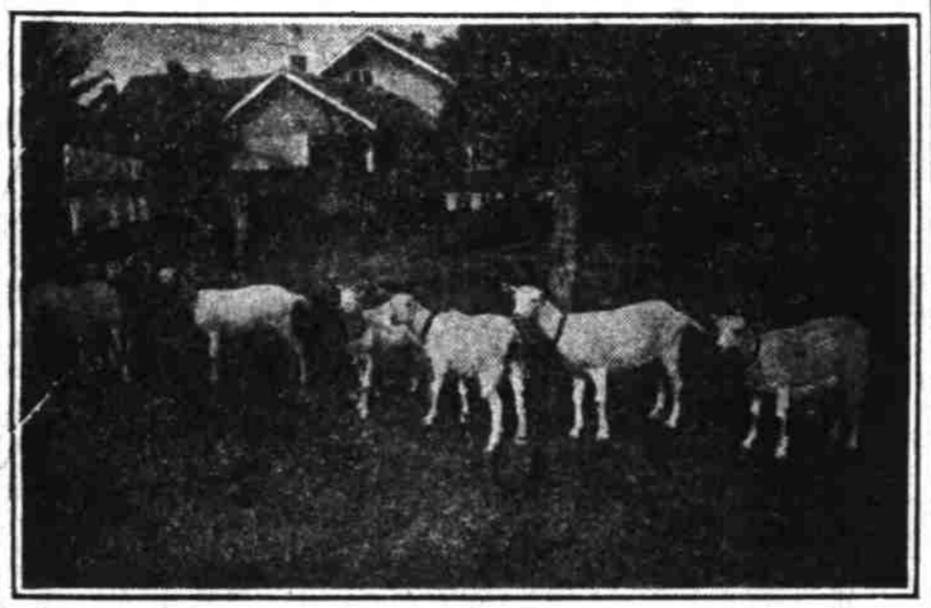
Eat a plate a day  
**WEATHERLY ICE CREAM**  
Sold everywhere  
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P. M. Gregory, Mgr.  
240 South Commercial Street Salem

This campaign of publicity for community upbuilding has been made possible by the advertisements placed on these pages by our public-spirited business men--men whose untiring efforts have builded our present recognized prosperity and who are ever striving for greater and yet greater progress as the years go by.

Why Suffer With Stomach Trouble when Chiropractic Will Remove the Cause  
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**SALEM MAY BE THE ROQUEFORT OF OREGON, WITH MILK GOATS ON A THOUSAND HILLS--WHO HAS VISION?**  
This is the Natural Home of the Goat, an Ideal Goat Country, and the Climate is Similar to That of the District in Southwestern France of Which Roquefort is the Center and the Headquarters of the Roquefort Cheese Industry of the World.  
The Salem district should produce Roquefort cheese in large quantities; in a big commercial way. Why? The original Roquefort cheese is made from the milk of sheep. It is the highest priced cheese on the American market; used in the best hotels, at swell banquets and in the homes of the well to do and of those who like to live well. But this cheese, and the Neuchatel cheese, and other cheeses of this type, can be as well made from the milk of goats; and only Roquefort experts can tell the sheep milk cheese and the goat milk cheese apart--if indeed even experts can distinguish the difference. Roquefort cheese does not need to be advertised. It is one of the oldest cheeses known. It was the favorite dish of the Gauls in their ceremonial feast, in the early centuries of our era. After the conquest of Caesar, who wrote that "all Gaul is divided into three parts." It was introduced in Rome, where it found great favor. Pliny, the Elder, refers to it in his book on Natural History. The genuine article is made mostly in the department of Aveyron, France, and within a radius of 100 miles of the town of Roquefort, where there are caves of a peculiar limestone formation, in which the cheese is cured. Some of them have been used since the dawn of history, and others of the caves have been formed artificially in later and in recent times. The climatic conditions here in the Salem district are about like those of the southwestern part of France, and the formation of the caves for the curing of the cheese could be easily accomplished here; perhaps improved upon, in time. Roquefort is the headquarters of the industry, and controls the world supply. Ewes have been bred there for centuries for milk production. They average 150 to 200 pounds of milk in a period of lactation, enough to make 40 to 50 pounds of cheese. Before the war nearly a million sheep produced more than 25,000,000 pounds of Roquefort cheese. Goat Milk Equally Good. Goat milk makes a Roquefort cheese equally as good as the sheep milk; and in fact it is being mixed with the sheep milk in the



A string of Saanen kids belonging to E. E. Woods, 700 North High street, Salem. Two of them are pure bred, of Sibyl, 7819.

ers than grazers, but will do very well on grass pasture alone, especially if clover, alfalfa or weeds constitute a part. They will eat most weeds and are very fond of many. The hills and mountains of Oregon are natural goat pasture. They will do well even on a variety of grain and dry feeds exclusively, though better with some green feed. They are natural pets and delight to be with men and women and children.  
**The Milking Time**  
Most goat keepers milk in a milking stand—a little frame raised about two feet from the ground for convenience. The goat soon learns, and jumps eagerly into place when her turn comes to be milked. Even the children can milk them. They are easily milked. Most milkers milk a goat from the side. Uke a cow.

**MILK GOATS HAVE SAVED THE LIVES OF SALEM BABIES, AND THERE IS A GREAT FUTURE HERE FOR THE INDUSTRY**

This District Is the Natural Home of the Goat, and Our People Should Take Advantage of the Present Milk Goat Boom, and Then Should Go into the Making of Roquefort Cheese and Other Cheese of That Type.

When The Statesman Salem Slogan and Pep and Progress editor takes up the question of goats he is embarrassed by the bigness of the subject, and of the field and prospective field. Many whole newspapers could be devoted to goats; many whole books, and still there would be more to say—something new every day. And the fact is that there are two branches of the goat industry—two main branches, and many subsidiary divisions. The two main branches comprise the Angoras of high and low degree, and the milk goats of a number of different breeds.

Most of the readers of The Statesman know that Salem is the center of the largest purebred Angora-goat industry in this or any other country; that this is the pioneer mohair market from first hands in the Northwest; that practically all the long haired goat skins going into the chaps (chaparajos; chapaharos) of all North America are tanned and prepared in Salem; that this is the natural home of the Angora goat—more so than even Asia Minor, the original home of the Angora; that there are perhaps 50,000 Angora goats of the purest strains in the world for such a number within a radius of 50 to 100 miles of Salem, and that there is vast room here for the expansion of the Angora goat industry.

Especially Milk Goats. But the writer has in hand for the present issue principally the exploitation of the milk goat industry for Oregon, and more especially for western Oregon, and for the Salem district where there should be one hundred milk goats for every one now found here. Though Oregon now has perhaps more than 3000 milk goats and is further advanced in their breeding than any other state in this country, with the exception of California. Portland has a large number of milk goat dairies, and Salem has several, besides many individuals about the homes in the city, in the suburbs, and throughout the country districts—and there are probably as many goats in Polk county as there are in Marion; especially around Falls City and in the Dallas district.

Room for Many More. If the reader will study the article published in this issue copied from the Portland Journal he will get a vision of what is happening and going to happen, in this country, all over this country, in the growth of the milk goat industry. It has been discovered that the milk from goats is the only food that will keep certain children alive and make them grow. A Chicago millionaire, the life of whose little granddaughter was saved by goat milk, has gotten behind the milk goat propaganda and he has enlisted many of his millionaire friends, and the heads of great industries, railroads, etc., in the work of spreading the news all over the country—the news of the fact that many babies are born every year in the United States that are condemned to die in their infancy, without goat milk. Hence milk goats. They must be supplied so that they may be at hand to furnish milk for those babies, in city, town and country in all this broad land. So no one could now stop the milk goat boom in this country; and surely no one would want to stop it.

So the Salem district, the natural home of the goat, must jump in and take advantage of the boom in milk goats. It will not diminish. It will grow. This part of the United States can reap great rewards from the industry. Salem Lives Saved. There are a number of the most prominent physicians in Salem who knew the value of goat milk for certain babies before this Chicago millionaire had heard about it. A number of Salem babies have been kept alive—kept from passing out—by the use of the milk goats, and have been brought into complete health. And several are being so kept alive now.

Milk Goat Dairy. E. E. Woods, the painter, became interested in milk goats a few years ago. He was then living in West Salem. His home is now at 700 North High street, where he has his milk goat dairy. But he has purchased and is improving a tract on the west side of the river, on the edge of West Salem, and he will soon remove his milk goat dairy to that location. Mr. Woods has Saanen goats only. He prefers them: They are a Swiss goat. There is another, Swiss goat, the Toggenburg, that may be found in many parts of Oregon. These two breeds are named after valleys in Switzerland from whence they came.

(Continued on page 3.)  
**Seavy, Bell Insurance Agency**  
J. W. Seavy 412 Oregon Wm. Bell Bldg. Shelan Sackett Phone 457

**Eyes Tested Glasses Fitted**  
Lenses accurately duplicated. Optical repairs carefully and promptly made.  
**Hartman Bros.**  
Jewelers and Opticians  
Salem, Oregon

**KING'S FOOD PRODUCTS COMPANY**  
Dehydrators and Canners  
Oregon Fruits and Vegetables  
Salem Portland The Dalles Oregon

Roquefort district itself, to give a better quality. Roquefort cheese is easy to make; and the great thing is the proper curing, the knowledge and facilities for which could be acquired here, where the natural conditions are favorable. With the milk of goats it can be produced here and sold at great profit, at much smaller prices than the imported article. The tariff duty will be in favor of this district, too.

**Goats Great Producers**  
Goats are the greatest producers of milk of all animals, in proportion to their size and the amount of feed consumed. Gretel, a Toggenburg (or Toggenberg) doe, bred by Winthrop Howland and owned by the California Experiment Station, has a record of 2941.5 pounds of milk in 365 days, or 24 times her body weight. But Gretel has since been much exceeded in milk production by "Polly-Mac," owned by J. B. McLaughlin of California. She has produced 4350 pounds of milk in one year, and her owner has refused \$5000 for her, made by George F. Etzel of Highland Mills, New York. And so it goes. As with pure bred cows, the record of today is exceeded by another tomorrow.

Jobbell, owned by R. R. Glahn of Los Angeles, has a record of over seven quarts a day. Martha Washington, a registered Toggenburg owned by Michael Montehalin of Multnomah county, Oregon, gave seven quarts of milk daily in a certified test in June, 1919, and Mr. Montehalin has since exceeded that record with a young Toggenburg doe. He is from France, and he makes Roquefort cheese from the milk of his goats.

Leading goat breeders of Oregon and California are dreaming of a goat that will give 10 and 12 quarts of milk daily; just as Oregon Jersey breeders are looking forward to the 1200-pound butterfat cow. So quantity production of Roquefort cheese is a possibility in the Salem district. The pioneers in the industry will confer great favors upon their fellow men, and especially on their neighbors—and, with intelligent and good management, will make themselves wealthy.

**Feeding the Goats**  
Goats eat anything which a cow or sheep will eat, and in addition feed upon many things which they reject. It has been said that a cow will live where a horse cannot, a sheep where a cow cannot, and a goat where all the others would fail to exist. But the goat's food must be clean. They will not eat an apple to which human lips have been touched. They will reject middlings over which a rat has merely walked. But they excel all other animals in requiring less expensive and concentrated feed, and in converting into nutritious milk and mutton even worthless and obnoxious weeds and brush. They like all kinds of vegetables and green stuff that grow in the garden, and parings and trimmings of vegetables and fruits. They are naturally more brows-

**DIXIE BREAD**  
Dixie Health Bread  
Ask Your Grocer

**G. SATTERLEE AUCTIONEER**  
Phones: Residence, 1211 Office, 1177  
SALEM OREGON

**SIBYL, 7819**  
Pure bred Saanen doe belonging to E. E. Woods, 700 North High street, Salem, Ore.

**BETTER YET BREAD**  
It Satisfies  
Made By **MISTLAND BAKERY**  
12th and Chemeketa  
Order from your grocer

**Seamless Hot Water Bottles and Combination Syringes**  
Guaranteed Not To Leak  
Prices from \$1 up  
**Brewer Drug Co.**  
495 Court St. Phone 184

Who Will be Pioneers. There are thousands of farmers in the Salem district, any one of whom, having the vision, may be a great pioneer in commencing the manufacturing on a commercial scale of Roquefort cheese. Practically all he needs is a man from France, or a family from France, to show him how. And perhaps the help of the United States department of agriculture. Large capital would not be needed. Practically no capital, to start with. But once established, the industry could sustain the investment of large capital, though it could be made to grow from securing the cooperation of neighbors in an ever widening circle. See the vision? It is a vision of Salem as the Roquefort of the United States, reaping rich rewards annually for all the years of the future. Nature has done her part, in providing the hills and the valleys and the climate in perfection for every branch of the industry.



SUCCESS ORPHEUS, 7175 Pure bred Saanen billy belonging to E. E. Woods, 700 North High street, Salem, Ore. His sire was a \$1000 goat.



Success Orpheus when he was a kid

**Save Your Clothes**  
Save Work and Worry by having your laundry work done by the  
**Salem Laundry Company**  
136 Liberty St. Phone 26

**Wiring Fixtures Mazdas Electrical Appliances**  
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Broom Handles, Mop Handles, Paper Plugs, Tent Toggles, all kinds of Hardwood Handles Manufactured by the  
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West Salem

Our efforts will be to assist in every possible way the development of the fruit and berry industries of this valley  
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Quality and Service  
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Made in Salem  
This is the only monument works in Salem.  
Big Stock on Display  
**Capital Monumental Works**  
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Also Everything in Building Material  
**Falls City-Salem Lumber Company**  
A. B. Kelaay, Mgr.  
249 S. 12th St. Phone 513

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Cream Brick Cheese  
Limberger Cheese  
Order from the factory or from your grocer  
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On paved reform school road, southeast of Salem

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More cows and better cows is the crying need  
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