

**OWPCO**  
Broom handles, mop handles, paper plugs, tent toggles, all kinds of hardwood handles, manufactured by the

**Oregon Wood Products Co.**  
West Salem

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**BUY AN**  
**OVERLAND**  
AND  
Realize the Difference

**VICK BROS.**  
QUALITY CARS  
HIGH ST. AT TRADE

# SELLING SALEM DISTRICT

## Dates of Slogans in Daily Statesman (In Twice-a-Week Statesman Following Day)

- |                                 |  |
|---------------------------------|--|
| Loganberries, Oct. 4.           | Drug garden, May 1.  |
| Prunes, Oct. 11.                | Sugar beets, sorghum, etc., May 8.   |
| Dairying, Oct. 18.              | Water powers, May 15.  |
| Flax, Oct. 25.                  | Irrigation, May 22.  |
| Filberts, Nov. 1.               | Mining, May 29.  |
| Walnuts, Nov. 8.                | Land, irrigation, etc., June 5.  |
| Strawberries, Nov. 15.          | Dehydration, June 12.  |
| Apples, Nov. 22.                | Hops, cabbage, etc., June 19.  |
| Raspberries, Nov. 29.           | Wholesaling and jobbing, June 26.  |
| Mint, December 6.               | Cucumbers, etc., July 3.   |
| Great cows, etc., Dec. 13.      | Hogs, July 10.   |
| Blackberries, Dec. 20.          | City beautiful, etc., July 17.   |
| Cherries, Dec. 27.              | Schools, etc., July 24.  |
| Pears, Jan. 3, 1924.            | Sheep, July 31.  |
| Gooseberries, Jan. 10.          | National advertising, Aug. 7.  |
| Corn, Jan. 17.                  | Seeds, etc., Aug. 14.  |
| Celery, Jan. 24.                | Livestock, Aug. 21.  |
| Spinach, etc., Jan. 31.         | Automotive industry, Aug. 28.  |
| Onions, etc., Feb. 7.           | Grain and grain products, Sept. 4.   |
| Potatoes, etc., Feb. 14.        | Manufacturing, Sept. 11.   |
| Bees, Feb. 21.                  | Woodworking, etc., Sept. 18.   |
| Poultry and pet stock, Feb. 28. | Paper mills, etc., Sept. 25.   |
| Goats, March 6.                 | (Back copies of the Thursday editions of the Daily Oregon Statesman are on hand. They are for sale at 10 cents each, mailed to any address. Current copies, 5c.) |

### MORE GOATS, AND STILL MORE

The Salem district is the greatest goat country in the world—  
For both Angoras and milk goats.  
Probably half the Angora goats of Oregon are within a radius of 50 miles of Salem.  
Salem is the great mohair market.  
There should be more Angora goats in this district—more and still more; tens of thousands of them. They are useful in clearing land and in increasing grain crops. They are profitable.  
And this should be the milk goat center.  
Salem should have a milk goat cheese factory.  
There is a great opportunity open in this line here.  
Some one is going to take advantage of it.

**Valley Motor Co**  
260 North High Street Phone 1995

**Boost This Community  
By Advertising on the Slogan  
Pages**

**EAT A PLATE A DAY**  
**Weatherly Ice Cream**  
SOLD EVERYWHERE  
**Buttercup Ice Cream Co.**  
P. M. GREGORY, Mgr.  
240 South Commercial St.  
SALEM

**DODGE BROTHERS**  
SEDAN  
**Bonesteel Motor Co.**  
184 S. Com'l St. Phone 438

**VALLEY PACKING CO.** CASCADE BRAND HAMS, BACON AND LARD  
U. S. Inspected SALEM, OREGON

### What Two Crosses to Pure-Bred Sires Did

SCRUB DOE, HER KID, AND HER KID'S KID—NOTE FLEECE

Comparison shows increased weight in the fleece on the first cross. A doe of no breeding, which shears only two pounds, throws a kid which shears 2½ pounds after her first kid was born—direct evidence of the system and its results, a pure-bred sire being used. The progeny of this yearling

In turn shows more weight in the fleece, 4.4 pounds, and progression continues in the flock, each cross adding weight.  
(This striking example was reprinted by the U. S. Department of Agriculture and the Canadian Department of Agriculture.)

### GOATS WILL TAKE THE PLACE OF DEER ON ALL OUR MOUNTAIN SLOPES

A General and Long Range View of the Development of the Milk Goat Industry in the States of California, Oregon and Washington—There Will Surely Come a Great Increase All Over This Coast

About ten years ago the pure bred goat began to attract attention along the Pacific coast as a producer of health giving goat milk. Interest in milk goats has steadily increased; the milk of the preferred breeds continues to command a greater price than cow's milk and now, with the demonstrated adaptation of this hardy animal to pastures in the brush bound foothills and lower mountain slopes, these looms the possibility of an important new industry. Peculiar significance attaches to the building up of the goat industry in that it trespasses upon no other interest as regards pasturage, but carries the promise of utilizing waste areas, and of locating a new resource in the heretofore unproductive mountain belt.

cheese cannot be manufactured in the United States, both to supply the market at a reduced cost and to realize one of the potentialities in the goat industry.

Some goats' milk is already being utilized in this way. There are several goats' milk cheese factories in California—a large one in Los Angeles. The very best sort of Neufchatel cheese is made from goats' milk, while there is every promise that a high-grade sort of Roquefort may be manufactured from it here in Oregon.

then will the goat industry spread far and wide to the subduing and utilization of millions of acres in the coast states that are now practically useless and impenetrable. The successful mountaineer goat rancher must have a market for his bucks as well as for his does. In the pelts he will have a valuable byproduct. The leather is used in the manufacture of gloves, shoes, upholstery and book covers. Every year great quantities of goat skins are imported by the furriers of the United States under a variety of fancy names.

ers down at Los Angeles who made the dream begin to come true. It was an editor, and some real estate men; realtors. The Goat World, Los Angeles, the only magazine on earth devoted exclusively to milk goats, is owned and edited by F. T. Heintz. He conceived the idea that there might be built up a goat colony near Los Angeles. He acted upon the idea, in cooperation

### AN ISSUE OF STATESMAN MONTHLY DEVOTED TO ANGORAS JUSTIFIED

**Leading Breeder Tells of the Many Advantages of These Dainty and Valuable Animals—They Do Not Deserve Their Bad Reputation—They Would Make the Country Beautiful**

Editor Statesman:  
If the Statesman were to devote an issue monthly to the interests of the Angora goats, we believe it would be space and effort well spent; for there is certainly no industry in Oregon in which there is less possibility of overproduction, and which can do more to make the country attractive to homeseekers.

At the present time the demand for mohair exceeds the supply and would rapidly become much greater if it were produced in sufficient quantities to justify installation in the knitting mills of the special machinery required for its manufacture. Mohair is an exceedingly durable fibre for which the uses are rapidly increasing. Lack of space prevents enumeration of the many articles in common use that are made from it.

As to the value of Angoras in improving the appearance of the country; one needs only to call to mind any tract of land which has been goated for any length of time, where the underbrush and weeds have been replaced by grass, the unsightly fence rows destroyed, and with that air of prosperity about it which appeals to any man.

During the several years we have raised Angora goats we have found them the most profitable of all livestock, more than doubling our original investment every year. The chief reason for this is that the mohair goat offers more sources of income than any other farm animal. In addition to the mohair clipped annually, and the yearly increase of young, the benefit to our farm in added fertility and increased pasture through destruction of underbrush and weeds amounts to many dollars each year. We also have another source of income from premiums won on our breeding stock at the leading fairs.

Numerous Advantages.  
We find that production of mohair has several advantages over wool growing. In the first place, mohair nearly always commands a higher price than wool (see present market quotations for example). More head may be kept to the acre than is the case with sheep, a greater variety of herbage is consumed, and the quantity of the clip compares more favorably than is commonly accepted. An average grade flock will shear about 5 pounds, and readily respond to the judicious selection of good sties, so that the average

is easily raised. Our purebred flock, excepting the kids, averaged an 8-lb. clip this year.

As land-clearers the Angoras are without peer. Put into slashing or underbrush, they consume everything "eatable" to a height of 5 or 6 feet, and will peel saplings which cannot be brought to the ground. They are a necessity in the preparation of land for the stump-puller or burner.

We depend upon the sale of breeding stock primarily in disposing of our surplus, although we occasionally have a few fat wethers. The flesh of goats has been sold for years on the market, but usually in disguise. Until recent years much of that particularly delicious bit of lamb was cut from a fat goat, "Chevon" as goat flesh is now known, is really more palatable than mutton, as any goat raiser will testify. Its bad reputation was due solely to the marketing of the flesh of the males by unscrupulous persons. When the consuming public becomes educated to the real value of chevon, a continuous market for surplus does, kids, and wethers will be assured. As a by-product of the slaughter yard, the hide of the Angora is of considerable importance, being used in the manufacture of rugs, furs, and various other articles.

The Angora does not deserve much of the bad reputation ordinarily attributed to goats. Although they consume a great variety of vegetation, they are (contrary to popular opinion) very dainty in habit. We have found them very easy to keep in fences as long as there was any feed to be had, although they are supposed to be brashy by habit. Goats are very hardy and will survive under more severe conditions than sheep, but like all farm animals, they respond to proper care, and should have a shelter in the winter, and regular attention at all times.

In southwestern America, the Mexicans early perceived the advantages, and acquired the habit, of keeping goats. The range once occupied by mountain sheep and wild goats has proved well suited to the domesticated herds derived from the animals imported by the Spanish colonists. At present a

**HERE, MR. HOMEBUILDER—**  
Is the BEST, SAFEST, STRONGEST, and, in the long run, the CHEAPEST Material out of which to build your home.  
It is BURNED CLAY HOLLOW BUILDING TILE—It insures Fire-Safety—Health and Comfort.  
Ask for Catalog and Booklet of Plans.  
**SALEM BRICK & TILE CO.**  
Salem, Oregon. Phone 917

**Mrs. of Burned Clay Hollow Building Tile, Brick, and Drain Tile.**

**Falls City-Salem Lumber Co.**  
**GLASS**  
Come to Us for Your Glass. We Have a Good Stock  
See the American-Made glass for green houses—Cut square and all the same thickness  
Real Yellow Fir Finish in Two Grades  
**A. B. KELSAY, Mgr.**  
349 S. 12th. Near S. P. Depot. Phone 813

Industry Will Grow  
Both for milk and cheese the goat is destined to gain in favor as an essential member of the rural home and homestead. The time is drawing near when a great many American families will appreciate the humble, faithful and self-reliant goat, and better the health of their children by the possession of one or several of them. The animals of the better breeds are almost as cleanly in their habits as human beings. They will drink only the purest water, and eat only the freshest foods. It is a wonder that their milk is noted for its wholesomeness, and works such plumpness of rosy health with the teething generation.

With the three-fold object of supplying the ever-increasing demand for milk and cheese, of providing pure bred cultivated milk goats for the family, and of introducing a new sort of wholesome meat upon the market, the goat industry faces an exceedingly bright future. To this may be added the important fact that a great unproductive wilderness of brush-bound mountains can be brought by means of goats within the productive pastoral class.

**Help Clear the Land**  
Pasturing goats on brush land accomplishes a double goal. The goats are reared in perfect health, and the brush is discouraged in favor of natural wild grasses. Arable parts of the land can be farmed to produce the sort of hay and grain feed that will enable the goats to give milk of the very best quality; or, orchards may be economically introduced, with the help of the goats, where brush and weeds have hitherto reigned.

**Auto Electric Work**  
**B. D. BARTON**  
171 S. Commercial St.

**HERE, MR. HOMEBUILDER—**  
Is the BEST, SAFEST, STRONGEST, and, in the long run, the CHEAPEST Material out of which to build your home.  
It is BURNED CLAY HOLLOW BUILDING TILE—It insures Fire-Safety—Health and Comfort.  
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Real Yellow Fir Finish in Two Grades  
**A. B. KELSAY, Mgr.**  
349 S. 12th. Near S. P. Depot. Phone 813

**MR. FARMER—**  
Have you seen the  
**MILESTONE**  
Septic Tank  
(Pre-Cast)  
"It's the modern way"  
**OREGON GRAVEL CO.**  
1465 N. Front

**Better Goats Developed**  
Quite a different grade of creature, providing better and more refined products in milk, cheese, and meat, is the pure bred goat of the developing industry in California, Oregon and Washington. The principal breeds cultivated are the Toggenburg, the Saanen and the Anglo-Nubian. The significance of a pedigree pertains mainly to the quality and quantity of milk production. Swiss pure breeds are worth more than crosses or scrubs because they come from lines which for centuries have been habituated to the maximum production of first-class milk.

Goats' milk first rose to prominence on this coast when science discovered that the goat possesses high immunity to disease, and is particularly resistant to or free from tuberculosis. The milk was therefore recognized as being especially suitable for invalids and health-seekers.

The strong flavor which repels many from the use of goats' milk disappears entirely with the proper feeding of the does, and their segregation from the bucks during the lactation period. The milk is then as mild and pleasant as the best cows' milk, while it is almost as thick as cream. A first class milking doe gives from three and one-half to five quarts a day; although half that amount is a satisfactory return. The average content of butter-fat ranges around 4.75 per cent. The does remain fresh from eight to ten months. In order to give them a slight rest between drying and freshening, breeding is not ordinarily done until five months after kidding. The period of gestation is about 152 days, or a little over five months. Usually two kids are dropped.

Goats' milk is undoubtedly destined to find the place it deserves in commercial production and distribution. The prejudice regarding odor and strong flavor is certain to disappear when the public is taught, and the truth demonstrated, by the quality of the milk, that modern scientific methods have successfully eliminated Nany's trademark. Condensed goats' milk has already appeared on the market, and will do much toward the popularization of this most healthful and nutritious of lactical foods.

Goats' milk enters into the composition of a great many different kinds of cheese made in foreign countries. The American trade is accustomed to demand imported cheeses at fancy prices. But there is no reason why the same sort of

**A DREAM: TO MAKE SALEM A ROQUEFORT**  
"If Group of Farmers Should Get the Vision, the Dream Would Come True!"

The Slogan editor had a dream about Salem becoming the Roquefort of Oregon, and told of the dream in these columns in a former Slogan number of the Statesman. The Slogan editor was "kidded" by an erudite friend of his concerning this dream. But, as with poultry, celery, and a long list, again he laughs best who laughs last—  
For the dream has come true. How? Where?  
In Los Angeles, Cal. It might have come true in Salem. It may come true here yet. The natural conditions are here; better, far better, than at Los Angeles.  
For Real Estate Men  
But it was not a group of farm-

**HOTEL MARION**  
SALEM, OREGON  
The Largest and Most Complete Hostelry in Oregon Out of Portland

**DRAGER FRUIT COMPANY**  
Dried Fruit Packers  
221 S. High St., Salem, Or.  
Always in the market for dried fruits of all kinds

**Next Week's Slogan SUBJECT IS THE BEAN GROWING INDUSTRY**

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