THE OREGON STATESMAN, SALEM, OREGON

FALLS CITY SECTION

This section is devoted to the industrial development of Falls City, Polk County, Ore. The section will be under the direction of the Falls City Commercial Club, H. Mather Smith, President and Mrs. Abigal Watt, Secretary. The advertisers in this section are Falls City firms. Each takes pride in advancing the civic and industrial development of the community. Every dollar you spend with them will help build a bigger, better and more prosperous city."

'Ac Graw, Jennings and Secretary Tierney Watch Giants at Their Spring Training at Sarasota, Fla.

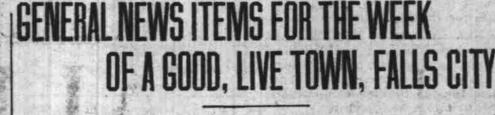


snapped while they were watching the Giants in their early training in Florida and discussing plans for the activities of the Giants before of the New York club. They were the regular season opens.

ture content of the air; fans are to full feed the same as a cow pany, who are ready to handle and on grain will produce 4 quarts vastly greater quantity.

The Portland Cheese company pronounce the Falls City cheese equal to the best imported variety building up of a great industry to a cow the relative returns will

be for the goats: 10 kids, allowing Goat's milk differs in chemical



More Activity About the Roquefort Cheese Factory, and the Comings and Goings and Various Doings of a Busy, dainty and picturesque to the **Getting Along Fine**

Suggested for the Boys and Girls | and the men feel well repaid for what they have done to help the Construction, not destruction .--ladies secure the needed equip-It will be much more fun to help ment.

Miss Gordon, of Dallas is in

Mr. and Mrs. Harry Dempsey

The Ladies' Art club met with

was served by Mrs. Driggs assisted

costumes and wearing prettily

Dunlop were presented with prizes

build up the lawns and plant shrubs on school grounds than to tear up and destroy. Think of the town today (Tuesday) conducting good impression on new pupils her regular classes in piano and and teachers who come to our vocal music, and will remain to schools if they find neat, well play accompaniments for the cared for grounds surrounding operetta, "The Toreadors" being Mrs. Mary D. Moss, of Klamath the schools. Think how much happier we feel when everything goes put on by Falls City high school Falls. Other visiting officers were tonight. just right. Mr. O. Aurland and Dr. R. K. Why can't the boys and girls

have a Maggie and Jiggs club, Howe made a trip to Portland and return last Saturday. with the Maggies all on one side, the Jiggses on the other, to compete for a small special prize for and Mr. and Mrs. Ike Dempsey the best flower box or flower bed | were guests at the homes of Mr. and Mrs. A. G. Adams and Mr. and on the school grounds? Mrs. O. Aurland last Sunday. The next regular meeting of the

Parent-Teacher association will be held next Monday, March 80th. Mrs. Frank Driggs on Tuesday Instead of the regular meeting in afternoon, March 10. Her home the high school auditorium there was attractive with great quantities of golden daffodills. The will be a "stunt" program given in Victory hall, at which a stunt gold and white color scheme was will be given by each of several also used at the table where a organizations of the city, and a very dainty two course luncheon

very jolly program is promised. Admission will be ten and twenty by Mrs. Lowe attired in similar cents. Come one! Come all! Next Wednesday, April 1, will fashioned caps. A unique game be held the regular monthly meet- added to the enjoyment of the afing of the school board of district ternoon. Mrs. McDonald and Mrs. No. 57.

Mrs. Fanny Branson, of the for furnishing the best answers. Hazel Dell ranch, is making a Those present were Mesdames what from cow's milk. It con- shipment of the famous Kiwi Dunlop, Criswell, Smith, Pugh, tains 2 to 3 per cent more solids eggs to a point in Pennsylvania. Kaufman, Lowe, Teal, Thompson, and from 4 to 6 per cent more The Kiwi's are large, with a white Horn, McDonald, White and the

THURSDAY MORNING, MARCH 26, 1925

-This cut is used by courtesy of the Associated Indus

mill in the Lewisville district will) ming pool are paid in rapidly enough the pool will also be soon be running again. Richard VanDenBosch, Jr., is structed this year.

Mr. W. B. McKown was transthe happy owner of a new Chevrolet coach, purchased last week. acting business in Portland Satur-The Community club gave a day.

masquerade dance in Victory hall Mrs. Mabel Hatch and son Willard, accompanied by Mrs. Jennie celebrating St. Patrick's day. The costumes were numerous and in- M. Cobb and Mrs. J. F. Dunlop, teresting, ranging from those were Salem visitors last Monday Mrs. Ida Dunn, of the Improv Progressive Community-The Clean-Up Campaign Is clown and clodhopper. Several ment committee of the Parentprizes were awarded, after which Teacher association visited the masks were removed and dancing, grade school last Friday afterno resumed until twelve p'clock. and with the assistance of the Frink's orchestra furnished the older pupils began the campa for beautifying the school gi music.

C. P. Horn, Jr., has arrived by setting daffodils, planting ivy from the University of Oregon at and other shrubs, and giving Eugene to spend the Easter vaca- things a general clean up.

George March was home from On Wednesday evening, the Toledo and spent the week and 18th, the local Rebecca lodge held | with Mrs. March and daughter, a special meeting to exemplify Louise. their work for the state president.

Cheerfulnes

"Cheerfulness is a goodly habit, both in its possessor and in the world he is born to face."

Mr. and Mrs. A. F. Meyers and Mr. and Mrs. Hallot L. McMurphy were in Salem Saturday evening attending a dancing party at Schindler's hall.

The Ladies' Aid of the M. E. church will serve a cafeteria supper at the church parlors Wedin Locke-Brickland, Ireland, in nesday evening, April 1.

1843, and was eighty-one years, Don't forget the art exhibit to ten months and six days old at be given at the high school, April the time of his passing. He came

1, 2 and 3. to this country at an early age, The Civic Pride committee residing in several mid-western report great activity among those states, serving with troops from making entries for improvements the state of Iowa during the Civil of all kinds. Pupils of the grade war. He later resided in Nebschool have made numerous enraska, coming to Falls City, Oretries and others are lining up for gon, about five years ago, removing a few months ago to Siletz, all sorts of entries. Let's all do where he resided with his wife our best, not alone to compete and son Charles at the time of his for the prizes offered but for the pleasure of having a clean, well Mr. McPherren left a widow, kept and "lived in" appearing two sons, Charles of Siletz and | town.

GIVE HOGS MINERALS

Slacked coal, 100 pounds; stoch

Many of the ailments

natural cave. This has been overcome by building a "ripening" room ir spring is conducted over and

cellulose, which is the fiber ele- introduced to force a proper cirment in vegetable growth. To culation and control the temperasatisfy this power the goat seeks ture which must be maintained at ent to a cow, require less care than food containing cellulose. It is about 50 degrees F. The spring the one cow. a "browser." It eats twigs and water here is just as favorable to buds and shrubs rather than grass the "ripening" process as are the

cans to clean paper from books or There are many thousands of way of the French imported \$100 for kids; 100 pounds of

The wealth of natural resources ed States annually indicates the presence of an army of epicures as expressed in climate, soil, forwho prize it. ests, mine, river and mountain The " ripening" process dewill forever represent only potenmand peculiar conditions of moistial value, until capitalized by ture, temperature and water used. human industry and converted These conditions exist in a natural

1 of it are imported into these Unit-

to state in southern France in caves of the Pyrenees mountains. In this respect Falls City holds a distinctive place in Oregon com- monopoly on the making of this munities. It has capitalized many form of cheese because the pecof its marvelous resources, uliar conditions necessary,

But it has gone one step farther. place and France believed those

to the milk goat industry and the revealed that every essential conmanufacture of roquefort cheese. dition existed there except the The digestive powers and ap-

IN U. S., LOCATED AT FALLS CITY

Mr. and Mrs. Branson and Albert Teal Capitalize the Fa-

vorable Conditions About Falls City and Start a New

and Profitable Industry - Opportunity for Those

petite of a goat are the subject of much jesting, yet these two factors enter largely into the profit- such a way that water from a able goat industry developed at Falls City.

ONLY ROQUEFORT CHEESE FACTORY

Short on Cash but Long on Brains

(By EDWARD T. BARBER)

into channels of usefulness

canning industrials.

mankind.

A goat has the power to digest and grain. It devours rags and waters of France. paper, preferring labels on tin

newspapers. acres of stump lands about. Falls cheese.

France believes she has a worldas through its lumbering and fruit found in her mountain caves, have so far not been found any other

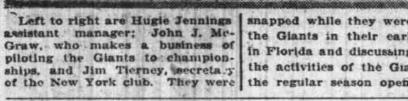
It has capitalized its waste lands conditions could not be artificially laads and its climatic conditions | duplicated. **Experimentation** at Falls City which lend themselves especially

through it, giving the right mois-

daily. The 6 or 7 goats, equival-

The product turned out at Falls City stands the test of the best two off for death or accident, at judges as being the equal in every an average price of \$10 each, or

City. Much of its rough and hilly The United States department pounds, worth a the minimum butter fat. The butter fat globules downy feather that is soft as silk, hostess.



Reckoning 6 goats equivalent and is anxious to encourage the

here in Oregon.

and mechanical properties somecheese for each goat brings 600

cleared of stumps and under brush. This makes ideal goat pas- pronounce it so. ture and is one of the leading factors which led to the establishment of the goat industry here.

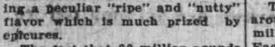
only brick cheese from their goats' manent industry capable of pracmilk. This found a ready market tically unlimited expansion. but at less than half the price of Roquefort cheese.

The fact that 60,000,000 pounds to make Roquefort cheese from of Roquefort cheese was annually cow's milk, but the product lackfrom France led the Falls City by goat's milk and failed to meet goat breeders to take up with the market demands. United States department of agri-

Roquefort cheese at Falls City. The department responded fort cheese of goat's milk and heartily and sent a man from Washington, D. C., to instruct and

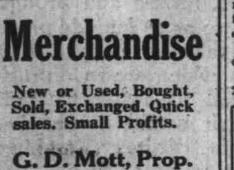
assist in starting the industry. Roquefort cheese is made goat's milk. It is first made the of suitable goat pasture around

before placing it in the form at very low prices. moulds it is inoculated with a 60 days. This "ripening" process produces a peculiar form of fergreen streaks through it and hav- present stage.



The fact that 60 million pounds





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E. P. Brown's Garage Anthorized Ford Sales and Service Gas and Oil, Auto Accessories All Kinds of Auto and

Machine Work

Oxy-acetylene Weldin

and unfit for cultivation, even if of agriculture pronounce it so. price of 50 cents per pound \$300. The dealers and consumers also To this add the value of the kids The Falls City product has been on the market long enough and dairy cow.

Attempts have been made at

So far as known, this factory highest test of market demands

equal to the imported article. There are thousands of acres same as ordinary cheese. Just Falls City which may be purchased

ing" room for a period of about now will have the advice and asbert Teal, the two farmers who, in view of supplanting the importmented cheese characterized by have developed the industry to its

These two men now have around 400 mIlk goats. A' good

is \$400 for the equivalent of one in sufficient quantity to estab-At a value of \$35 each the 6 At first the goat owners made lish it as an important and peryour \$210 worth of dairy cow

other places in the United States industry. Remember these fig-

imported into the United States ed the peculiar quality contributed and cheese.

culture the problem of making at Falls City is the only one in the United States making Roqueproducing a product meeting 'the

riculture.

The industry is firmly establish-"culture" and placed in a "ripen- ed and those desiring to enter it sistance of Jay Branson and Al. on a firm basis and with the end

ed product with home made cheese of as high or better quality.

Each goat will produce about

at the factory.

Each goat brings twin kids once

Falls City B

"Oregon Quality"

Pastries and Lunch

ted the wisdom of his choice. each. The feed necessary to keep one cow will keep 6 to 7 goats. A goat on range feed will give

when he and Mr. Branson decided 2 to 3 quarts daily. They respond to try out the Roquefort line, as

it paid more than twice as much **CLEAN UP!** as the brick cheese, White Paint \$2.75 per gallon Equal to any mail order paint They each operate independent-

ly but use the same "curing" house. Their entire product is A. F. COURTER & CO. sold to the Portland Cheese com-

R. Waterhouse **BABY CHICKS** General Blacksmithing, Wagon and Logging Work.

White Leghorns, trapnested, guaranteed pure Tancred W get our breeders direct from the Tancred Farms, world's best laying strain. **Bank of Falls City Ever-Lay Poultry** Capital \$15,000.00

Surplus \$5,000.00 Ranch General Banking Busine FALLS CITY, ORE.

FALLS CITY BARBER SHOP Agency International Tailoring Cleaning and Pressing Wm. Bohle

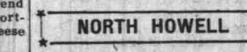
Phone 71

and looks just like our grandare very much smaller and encased in a much more tender envelope than cow's milk fat, and feel. Their wing feathers are St. Patrick's day. Shamrocks and and the gross return for the year for this reason goat's milk is very small, so while the fowls are greenery were much in evidence, highly recommended for use of large and well formed they are together with the bright yellow invalids and infants. The small, unable to fly much more than datfodills in pleasing contrast. The goats are worth \$210. Compare thin enveloped globule of fat is their own height. Contrasting table was artistic with a minature more easily digested-requiring these birds with the active Leg- lake in the center surrounded by with the \$210 worth of goats to but 30 minutes.

get a concept of the profits of the As a substitute for a town cow ures are all quoted at the minimum of market prices for kids

Mr. Branson and Mr. Teal, who have developed this business at will give as much milk as a family new nest that hen doesn't get a luncheon were in keeping with the Falls City, had no special training for the goat business. They in a small space. It is cleaner ployer. studied it from literature and in its habits. It will eat much from advice and instruction direct less food and will get most of from the U. S. department of ag- that food from the back yard.

Mr. Branson, Mr. Teal, or the Falls City Commercial club will The "culture" needed to ferbe glad to give any information ment the cheese in the "ripening" to those interested in this new and room is supplied to them free by prosperous industry, which offers the United States department of agriculture, and every assistance an unusually attractive and profitpossible is given them by the gov- | able field for activity, and which ernment to establish the industry requires but small capital.



Mr. Branson says that for many The North Howell Community years he was an alfalfa and stock club welcomed members of the milk goat is worth around \$35. farmer in eastern Oregon, where Marion County Community Fedhe still owns a hay farm. Here eration, Thursday evening at the 100 pounds of cheese annually, he struggled along for many years North Howell Grange hall, after worth 50 to 75 cents per pound just barely breaking even, and a short program by the North ing the Eugene Bible school, is often not doing that. He sensed Howell folks. Dr. Walter H. home for the Easter vacation. the wisdom of changing his line Brown gave an interesting talk a year. The kids are ted by hand of activity and began studying the on the better health of the childas are calves on a dairy ranch. goat business. After looking the ren of Marion county. Jessie D. husband, Mr. and Mrs. Ray Mag- in the manufacture of Roquefort McAdams house moved down near The annual increase of the herd is country over, all along the coast McComb, state demonstration nuson of Warrenton, for a few cheese, close to 200 per cent. The in- from Canada to Mexico, he select- leader, Oregon Agricultural col- days. From here Mr. and Mrs. crease runs usually about 50-50 ed this location at Falls City as lege, explained how to can fruit Magnuso nwill go to Seattle where ens expect to move out to the and to build an addition to the male and female. They sell at the one best spot for the busi- and vegetables. William Teutsch they will take steamer for a trip to Hitchkins place, joining Hazel kitchen and dining room this year.

munity Building." Mr. and Mrs. R. O. Dunn and Mr. Teal was interested in the soon and C. S. Morgan were Sungoat business and was experimenting with the brick cheese problem day afternoon callers at W. Ruthfords'

Mr. and Mrs. L. E. Dunn and daughter of Parkersville visited Sunday at Leo Dunns'. C. L. and V. L. Morgan motored

to Ashland for a short visit with their uncle, Dr. Brower, returning Saturday.

Allen Wiesner is the proud owner of a new bicycle which he received as a bithday gift from his parents Robert Beer lost a valuable horse last week.

Mr. Rich of Wisconsin, has been guest of Mr. and Mrs. John

CANNING CO.

Oregon Fruits, Berries

LUCKAMUTE BRAND

and Vegetables

Altomation in a the file

Stewart. FALLS CITY

the same food given to all fowls charming little glass house stood Mr. Branson says that not only produces so great contrasts in is the milk richer but the goat plumage, coloring and character. almost imagine St. Patrick himrequires so much less care and For poultry does posses character, self coming forth to kiss the feed as to make it an ideal family and if one has ever tried to per- blarney stone, which was also in source of milk. One good goat suade a contrary hen to sit in a evidence. The place cards and will use. The goat can be stabled good "character" for her next em- occasion and much laughing com-Not many of the friends of Mrs. Albert Teal know she conducted him. All present enjoyed the at-

a profitable business in raising ternoon very much, assuring the and selling fowls and eggs from hostess that her St. Patrick day the Black Jersey Giants last year. | was a success. The club meets Mrs. Teal is one of the pioneers with Mrs. Chas. Frink next week. with this brond in the west and C. E. McPherren and Benj.

now has a small but select flock Kuehn of Siletz were registered built up, for which she recently at the Falls City hotel Saturday purchased a new cockerel from and Sunday.

Richard VanDenBosch, Jr., was Heisey of Gresham, superinten-Richmond Highlands, Washington. guest at Falls City hotel over dent of the Eastern district, Ep-Graham A. Griswold of Portland was in town Monday and the week end. Mrs. J. W. L. Kaufman received tor of the M. E. Church at Hills-Tuesday of this week on business

connected with the Griswolda telephone call from her brother-Grier Lumber company and other in-law in Seattle, Tuesday afternoon, saying that her sister is Salem, accompanied by Mr. Himes

Mr. Bern Schultz, who is attend-

about six months.

Griswold, accompanied by R. M. all these goats closer to the plant ball courts ready before the in-McDonald, H. S. Smith and E. G. for cheese manufacture.

accompanied by their children and Miss Phyllis Palmer, drove to

Salem Sunday afternoon. Miss Louise Kaufman is home Mr. and Mrs. R. VanDenBosch from Willamette university to were in from their ranch and mill spend the Easter vacation with her parents, Prof. and Mrs. J. W. L. near Pedee last Thursday. They report farm work progressing Kaufman. nicely, with most of the seeding Mrs. F. E. Driggs was called to

Salem a few days ago owing to of spring grain finished. They will soon be operating the mill the serious illness of her daughter to capacity. Mrs. Orlo Graves.

The civic pride committee re-Mr. E. C. Griffin, general port many entries for competition freight and passenger agent of the Chicago & Northwestern Rail- for the prizes offered by the road company, with headquarters Parent-Teachers' association and in Portland, was in town Tuesday the Commercial club, and if all continue with present plans many on business.

Mr. and Mrs. A. A. Muck, E. A. of the homes around town will soon be smiling in new coats of Muck and Mrs. M. A. Montgomery made a trip to Scio last Sunday. paint. This contest should also John Wagner, Jr., visited Scio augment the sale of shrubs and seeds, for with spring in the air over the week end. On Monday evening, March 23, and the first humming birds waltthe ladies of the Christian church ing for flowers none can resist entertained the men of the church the lure of gardening. The Buell Mill company will at dinner with a program and social hoar following. There were start operating for the spring just about thirty present to help chris- as soon as the roads dry out ten the new range and other im-provements recently incompared A lumber. provements recently in

whom Dana was with him at Mrs. Lowe entertained the time of his death. mothers' feather beds used to club in a delightful manner on The life of this man gives us raising are due to the lack of much food for thought-an adopt- minerals in the food. Minerals

death.

tion with his parents.

hour enjoyed.

the state secretary, Mrs. Ora Cos-

ter, of Dallas, and past president,

Mrs. Carrie Hubbard, of Indepen-

dence. After the regular meeting

a banquet was served and a social

Passing of a Soldier of the Civil

War

James R. McPherren was born

ed son of the United States he should be kept before the hogs loved her well enough to fight at all times. Plenty of exercise for her continued unity, a kind is also necessary. The following and loving husband and father he mineral mixture is recommende gave of his best to his family, a by the Oregon Agricultural colhorns one is led to wonder why moss and early spring flowers. A devoted member of the Methodist lege experiment station, fed either Episoopal church he gave of him- by putting one-tenth pound per on the bank from which one could self and his wordly goods for the day in the hog's ration, or by putsupport of the church-a man ting in a self feeder: who loved his country, his God

another residing in the state of

Iowa, and five grand children, one

and his fellow men. What more salt, 8 pounds; ground bone, (fine), 4 pounds; ground sulfur, can we ask? Funeral services were conducted 1 pound; air slacked lime, 2 Sunday afternoon at the Methodist pounds; Glauber's salt, 2 pounds; ment was made on the good saint Episcopal church in Falls City, potassium iodine, 0.4 pound, I and the legends connected with slacked coal is not available, woo the pastor, Rev. J. F. Dunlop, officiating. Music was furnished by ashes or charcoal may be sul

stituted. Prof. J. W. L. Kaufman and Mrs. Marie Lunney. The services at Every farm and garden ought the grave were conducted by the to be an experiment station. Help Blue Lodge A. F. & A. M. of nature to improve. Natural se which deceased had long been a member.

lection is too slow. Help the bee boom, and help the On last Wednesday, Rev. A. S. poultry boom. They are b

healthy booms. worth League, M. A. Marcy, pas-Mack's Place boro, and Rev. Atchinson, pastor of Jason-Lee Memorial church of Confectionery, Soft Drinks. Cigars and Tobacco. the property of the Epworth The Griswold-Grien Lumber Co. Douglas Pir Mills at Falls City, Or. the kitchen to be used as a resi-

UMBI Griswold Lumber Co Gasco Building, Portland, Ore. stitute meets this year. If the



is an industry peculiar to Falls City conditions. It is made of goats milk. Goats thrive on the native pasture found on the hills about Falls City.

Thousands of acres of cheap logged off lands are here at prices and on terms which are especially attractive to the milk goat industry. The only goats' milk roquefort cheese factory in the United States is in successful operation here.

Write JAY BRANSON or ALBERT TEAL. who own and operate the factory; M. D. HAMMEL, Mgr., Falls City Lumber Co., FALLS CITY MERCANTILE CO., or FALLS **CITY COMMERCIAL CLUB for further in** formation.

interests here. Mr. and Mrs. G. E. Elle and very ill. She will leave for Seat- and another civil engineer, visited small daughters visited the county the Tuesday night. seat Monday afternoon. W. B. Stevens has purchased League convention purchased last the herd of milk goats owned by year from Mrs. Nettie McAdams Wm. Lee and will run them this made surveys and looked over summer with those owned by Al- plans for contemplated improve-Mr. and Mrs. J. F. Shultz are bert Teal and others. The milk ments on this property, and in the entertaining their daughter, and from all these goats will be used park, and decided to have the Mr. and Mrs. Teal and Mr. Stev- dence for the cooks and helpers.

from \$5 up to as high as \$50 ness. His success has demonstra- from OAC spoke on "Rural Com- Alaska, expecting to be away Dell ranch, in about two weeks They will have the lots purchased to take advantage of the extended from Mrs. McAdams graded, and L. range, and to have the milk from have lawn tennis court and volley Last Wednesday Mr. R.

Mr. and Mrs. R. L. Griswold, funds subscribed for the swim-

