



ONLY ROQUEFORT CHEESE FACTORY IN U. S., LOCATED AT FALLS CITY

Mr. and Mrs. Branson and Albert Teal Capitalize the Favorable Conditions About Falls City and Start a New and Profitable Industry — Opportunity for Those Short on Cash but Long on Brains

(By EDWARD T. BARBER)
The wealth of natural resources as expressed in climate, soil, forests, mine, river and mountain will forever represent only potential value, until capitalized by human industry and converted into channels of usefulness to mankind.

In this respect Falls City holds a distinctive place in Oregon communities. It has capitalized many of its marvelous resources, through its lumbering and fruit capping industries. But it has gone one step farther. It has capitalized its waste lands and its climatic conditions which lend themselves especially to the milk goat industry and the manufacture of roquefort cheese.

The digestive powers and appetite of a goat are the subject of much jesting, yet these two factors enter largely into the profitable goat industry developed at Falls City.

A goat has the power to digest cellulose, which is the fiber element in vegetable growth. To satisfy this power the goat seeks food containing cellulose. It is a "browser." It eats twigs and buds and shrubs rather than grass and grain. It devours rags and paper, preferring labels on tin cans to clean paper from books or newspapers.

There are many thousands of acres of stump lands about Falls City. Much of its rough and hilly and unfit for cultivation, even if cleared of stumps and under brush. This makes ideal goat pasture and is one of the leading factors which led to the establishment of the goat industry here.

At first the goat owners made only brick cheese from their goats' milk. This found a ready market but at less than half the price of Roquefort cheese.

The fact that 60,000,000 pounds of Roquefort cheese was annually imported into the United States from France led the Falls City goat breeders to take up with the United States department of agriculture the problem of making Roquefort cheese at Falls City.

The department responded heartily and sent a man from Washington, D. C., to instruct and assist in starting the industry. Roquefort cheese is made of goat's milk. It is first made the same as ordinary cheese. Just before placing in the form moulds it is inoculated with a "culture" and placed in a "ripening" room for a period of about 60 days. This "ripening" process produces a peculiar form of fermented cheese characterized by green streaks through it and having a peculiar "ripe" and "nutty" flavor which is much prized by epicures.

The fact that 60 million pounds of goat's milk is produced annually in the United States is a fact of great importance. It is the only one in the United States making Roquefort cheese of goat's milk and producing a product meeting the highest test of market demands equal to the imported article.

There are thousands of acres of suitable goat pasture around Falls City which may be purchased at very low prices. The industry is firmly established and those desiring to enter it now will have the advice and assistance of Jay Branson and Albert Teal, the two farmers who have developed the industry to its present stage.

These two men now have around 400 milk goats. A good milk goat is worth around \$35. Each goat will produce about 100 pounds of cheese annually, worth 50 to 75 cents per pound at the factory. Each goat brings twin kids once a year. The kids are fed by hand as are calves on a dairy ranch. The annual increase of the herd is close to 200 per cent. The increase runs usually about 50-50 male and female. They sell at from \$5 up to as high as \$50 each.

The feed necessary to keep one cow will keep 6 to 7 goats. A goat on range feed will give 2 to 3 quarts daily. They respond to CLEAN UP!

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Authorized Ford Sales and Service
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Oxy-acetylene Welding

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. Abigail 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.

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



Left to right are Hugh Jennings, assistant manager; John J. McGraw, who makes a business of piloting the Giants to championships, and Jim Tierney, secretary of the New York club. They were snapped while they were watching the Giants in their early training in Florida and discussing plans for the activities of the Giants before the regular season opens.

to full feed the same as a cow and on grain will produce 4 quarts daily. The 6 or 7 goats, equivalent to a cow, require less care than the one cow.

Reckoning 6 goats equivalent to a cow the relative returns will be for the goats: 10 kids, allowing two off for death or accident, at an average price of \$10 each, or \$100 for kids; 100 pounds of cheese for each goat brings 600 pounds, worth a minimum price of 50 cents per pound \$300. To this add the value of the kids and the gross return for the year is \$400 for the equivalent of one dairy cow.

At a value of \$35 each the 6 goats are worth \$210. Compare your \$210 worth of dairy cow with the \$210 worth of goats to get a concept of the profits of the industry. Remember these figures are all quoted at the minimum of market prices for kids and cheese.

Mr. Branson and Mr. Teal, who have developed this business at Falls City, had no special training for the goat business. They studied it from literature and from advice and instruction direct from the U. S. department of agriculture.

The "culture" needed to ferment the cheese in the "ripening" room is supplied to them free by the United States department of agriculture, and every assistance possible is given them by the government to establish the industry on a firm basis and with the end in view of supplanting the imported product with home made cheese of as high or better quality.

Mr. Branson says that for many years he was an alfalfa and stock farmer in eastern Oregon, where he still owns a hay farm. Here he struggled along for many years just barely breaking even, and often not doing that. He sensed the wisdom of changing his line of activity and began studying the goat business. After looking the country over, all along the coast from Canada to Mexico, he selected this location at Falls City as the one best spot for the business. His success has demonstrated the wisdom of his choice.

Mr. Teal was interested in the goat business and was experimenting with the brick cheese problem when he and Mr. Branson decided to try out the Roquefort line, as it paid more than twice as much as the brick cheese.

They each operate independently but use the same "curing" house. Their entire product is sold to the Portland Cheese company.

Allen Wesner is the proud owner of a new bicycle which he received as a birthday gift from his parents. Robert Beer lost a valuable horse last week. Mr. Rich of Wisconsin, has been a guest of Mr. and Mrs. John Stewart.

Mr. and Mrs. L. E. Dunn and daughter of Parkersville visited Sunday at Leo Dunns' home. C. L. and V. L. Morgan motored to Ashland for a short visit with their uncle, Dr. Brower, returning Saturday.

General Blacksmithing, Wagon and Logging Work.
R. Waterhouse

Bank of Falls City
Capital \$15,000.00
Surplus \$5,000.00
General Banking Business

FALLS CITY BARBER SHOP
Agency International Tailoring Co.
Cleaning and Pressing
Wm. Bohle Phone 71

FALLS CITY CANNING CO.
Oregon Fruits, Berries and Vegetables
"LUCKANUTE BRAND"

GENERAL NEWS ITEMS FOR THE WEEK OF A GOOD, LIVE TOWN, FALLS CITY

More Activity About the Roquefort Cheese Factory, and the Comings and Goings and Various Doings of a Busy, Progressive Community—The Clean-Up Campaign is Getting Along Fine

Suggested for the Boys and Girls Construction, not destruction.—It will be much more fun to help build up the lawns and plant shrubs on school grounds than to tear up and destroy. Think of the good impression on new pupils and teachers who come to our schools if they find neat, well cared for grounds surrounding the schools. Think how much happier we feel when everything goes just right.

Why can't the boys and girls have a Maggie and Jiggs club, with the Maggies all on one side, the Jiggses on the other, to compete for a small special prize for the best flower box or flower bed on the school grounds?

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The next regular meeting of the Parent-Teacher association will be held next Monday, March 30th. Instead of the regular meeting in the high school auditorium there will be a "stunt" program given in Victory hall, at which a stunt will be given by each of several organizations of the city, and a very jolly program is promised. Admission will be ten and twenty cents. Come one! Come all!

Next Wednesday, April 1, will be held the regular monthly meeting of the school board of district No. 57.

Mrs. Fanny Branson, of the Hazel Dell ranch, is making a shipment of the famous Kiwi eggs to a point in Pennsylvania. The Kiwi's are large, with a white downy feather that is soft as silk, and looks just like our grandmothers' feather beds used to feel. Their wing feathers are very small, so while the fowls are large and well formed they are unable to fly much more than their own height. Contrasting these birds with the active Leghorns one is led to wonder why the same food given to all fowls produces so great contrasts in plumage, coloring and character. For poultry does possess character, and if one has ever tried to persuade a contrary hen to sit in a new nest that hen doesn't get a good "character" for her next employer.

Not many of the friends of Mrs. Albert Teal know she conducted a profitable business in raising and selling fowls and eggs from the Black Jersey Giants last year. Mrs. Teal is one of the pioneers with this breed in the west and now has a small but select flock built up, for which she recently purchased a new cockerel from Richmond Highlands, Washington.

Graham A. Griswold of Portland was in town Monday and Tuesday of this week on business connected with the Griswold-Grier Lumber company and other interests here.

Mr. and Mrs. G. E. Elle and small daughters visited the county seat Monday afternoon. Mr. Bern Schultz, who is attending the Eugene Bible school, is home for the Easter vacation.

Mr. and Mrs. J. F. Shultz are entertaining their daughter, and husband, Mr. and Mrs. Ray Magnuson of Warrenton, for a few days. From here Mr. and Mrs. Magnuson will go to Seattle where they will take steamer for a trip to Alaska, expecting to be away about six months.

Last Wednesday Mr. R. L. Griswold, accompanied by R. M. McDonald, H. S. Smith and E. G. White, drove to Portland to attend the smoker and boxing match that evening.

Miss Louise Kaufman is home from Willamette university to spend the Easter vacation with her parents, Prof. and Mrs. J. W. L. Kaufman.

Mrs. F. E. Driggs was called to Salem a few days ago owing to the serious illness of her daughter Mrs. Orlo Graves.

Mr. E. C. Griffin, general freight and passenger agent of the Chicago & Northwestern Railroad company, with headquarters in Portland, was in town Tuesday on business.

Mr. and Mrs. A. A. Muck, E. A. Muck and Mrs. M. A. Montgomery made a trip to Scio last Sunday. John Wagner, Jr., visited Scio over the week end.

On Monday evening, March 23, the ladies of the Christian church entertained the men of the church at dinner with a program and social hour following. There were about thirty present to help christen the new range and other improvements recently installed. A very pleasant evening.



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mill in the Lewisville district will soon be running again.

Richard VanDenBosch, Jr., is the happy owner of a new Chevrolet coach, purchased last week.

The Community club gave a masquerade dance in Victory hall celebrating St. Patrick's day. The costumes were numerous and interesting, ranging from those of the clown and clodhopper. Several prizes were awarded, after which masks were removed and dancing resumed until twelve o'clock. Frink's orchestra furnished the music.

C. P. Horn, Jr., has arrived from the University of Oregon at Eugene to spend the Easter vacation with his parents.

On Wednesday evening, the 18th, the local Rebecca lodge held a special meeting to exemplify their work for the state president, Mrs. Mary D. Moss, of Klamath Falls. Other visiting officers were the state secretary, Mrs. Ora Coster, of Dallas, and past president, Mrs. Carrie Hubbard, of Independence. After the regular meeting a banquet was served and a social hour enjoyed.

James R. McPherran was born in Locke-Brickland, Ireland, in 1843, and was eighty-one years, ten months and six days old at the time of his passing. He came to this country at an early age, residing in several mid-western states, serving with troops from the state of Iowa during the Civil war. He later resided in Nebraska, coming to Falls City, Oregon, about five years ago, removing a few months ago to Siletz, where he resided with his wife and son Charles at the time of his death.

Mr. McPherran left a widow, two sons, Charles of Siletz and another residing in the state of Iowa, and five grand children, one of whom, Dana, was with him at the time of his death.

The life of this man gives us much food for thought—an adopted son of the United States he loved her well enough to fight for her continued unity, a kind and loving husband and father he gave of his best to his family, a devoted member of the Methodist Episcopal church he gave of himself and his worldly goods for the support of the church—a man who loved his country, his God and his fellow men. What more can we ask?

Funeral services were conducted Sunday afternoon at the Methodist Episcopal church in Falls City, the pastor, Rev. J. F. Dunlop, officiating. Music was furnished by Prof. J. W. L. Kaufman and Mrs. Marie Lunny. The services at the grave were conducted by the Blue Lodge A. F. & A. M. of which deceased had long been a member.

On last Wednesday, Rev. A. S. Helsey of Gresham, superintendent of the Eastern district, Epworth League, M. A. Marcy, pastor of the M. E. Church at Hillsboro, and Rev. Atchinson, pastor of Jason-Lee Memorial church of Salem, accompanied by Mr. Himes and another civil engineer, visited the property of the Epworth League convention purchased last year from Mrs. Nettie McAdams, made surveys and looked over plans for contemplated improvements on this property, and in the park, and decided to have the McAdams house moved down near the kitchen to be used as a residence for the epoks and helpers, and to build an addition to the kitchen and dining room this year. They will have the lots purchased from Mrs. McAdams graded, and have lawn tennis court and volleyball courts ready before the institute meets this year. If the funds subscribed for the swim-

ming pool are paid in rapidly enough the pool will also be constructed this year.

Mr. W. B. McKown was transacting business in Portland Saturday.

Mrs. Mabel Hatch and son Willard, accompanied by Mrs. Jennie M. Cobb and Mrs. J. F. Dunlop, were Salem visitors last Monday.

Mrs. Ida Dunn, of the Improvement committee of the Parent-Teacher association visited the grade school last Friday afternoon and with the assistance of the older pupils began the campaign for beautifying the school grounds by setting daffodils, planting ivy and other shrubs, and giving things a general clean up.

George March was home from Toledo and spent the week end with Mrs. March and daughter, Louise.

Cheerfulness
"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 Wednesday evening, April 1.

Don't forget the art exhibit to be given at the high school, April 1, 2 and 3.

GIVE HOGS MINERALS

Many of the ailments in hog raising are due to the lack of minerals in the food. Minerals should be kept before the hogs at all times. Plenty of exercise is also necessary. The following mineral mixture is recommended by the Oregon Agricultural college experiment station, fed either by putting one-tenth pound per day in the hog's ration, or by putting in a self feeder:

Slacked coal, 100 pounds; stock salt, 8 pounds; ground bone, (fine), 4 pounds; ground sulfur, 1 pound; air slacked lime, 3 pounds; Glauber's salt, 2 pounds; potassium iodine, 0.4 pound. If slacked coal is not available, wood ashes or charcoal may be substituted.

Every farm and garden ought to be an experiment station. Help nature to improve. Natural selection is too slow.

Help the bee boom, and help the poultry boom. They are both healthy booms.

Mack's Place
Confectionery, Soft Drinks, Cigars and Tobacco.

The Griswold-Grier Lumber Co.

Douglas Fir Mills at Falls City, Or.
LUMBER

Griswold Lumber Co.
Gasco Building, Portland, Ore.

ROQUEFORT CHEESE MAKING

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 information.