

Editorial Page of Home and Farm Magazine Section

Timely, Pertinent Comment Upon Men and Affairs, Following the Trend of World News; Suggestions of Interest to Readers; Hints Along Lines of Progressive Farm Thought.

TO ADVERTISERS

Advertisers in this locality who wish fully to cover all sections of Oregon and Washington and a portion of Idaho will apply to local publishers for rates.

General advertisers may address C. L. Burton, Advertising Manager Home and Farm Magazine Section, Oregonian Building, Portland, Oregon, for rates and information.

TO READERS

Readers are requested to send letters and articles for publication to The Editor, Home and Farm Magazine Section, Oregonian Building, Portland, Oregon.

Discussions on questions and problems that bear directly on the agricultural, livestock and poultry interests of the Northwest and on the uplift and comfort of the farm home always are welcomed. No letters treating of religion, politics or the European war are solicited. We proclaim neutrality on these matters.

Comparatively brief contributions are preferred to long ones. Send us also photographs of your livestock and farm scenes that you think would be of general interest. We wish to make this magazine of value to you. Help us to do it.

THE GLAMOR OF THE EAST.

WHY is it that since the beginning of the West, the people of this great country have always regarded the East as that section from which comes the best of everything? Why is it that the pioneer idea, that only from the East comes the superior article, prevails today?

The East has been a feticus for too long. Because for many years the West was the frontier of the Nation, because primitive conditions prevailed here perhaps longer than in any other section of the United States, is no logical reason for supposing that in the present day it remains behind the East in progress and in accomplishment. While the East neither retrogrades nor progresses, the West is steadily forging ahead, and the day is not far distant when the East, scornfully called the "effete East" by sectional Westerners, will be forced to admit herself outstripped by the virile West.

Because the East is forced by the high price of lumber to advertise the use of concrete and steel for many building purposes where lumber would serve as well, is no reason why we of the West should succumb to the wiles of steel interests' publicity, with unlimited forests at our very doors. We are not denying the superiority of concrete and steel construction over wood for permanence in many instances, but very often wood may serve the same purpose in constructive work at a cost far less than steel.

Because stump-pullers of many kinds are manufactured and have been in use in the East for many years is no reason why they cannot be made as well, and even better adapted to local conditions and problems, in the Northwest.

Because we have been buying nationally advertised breakfast foods manufactured in Eastern milling cities, does not mean that as good and even better cereal foods are not produced in the West. For instance, Pearls of Wheat, Farina, Wheat-Eats, Albers' Rolled Oats and other foods placed on the market in the Northwest are fully as good as, if not superior to, Cream of Wheat, Quaker Oats and other widely heralded breakfast dishes milled in states to the east.

From building material to breakfast foods is a long call, but it merely illustrates the wide range of articles in which the Northwest can compete with the East. If only the idea of Eastern superiority can be eradicated, the era of Western prosperity is at hand.

Those British vessels that fly the Stars and Stripes will not long fool the man behind

the periscope, but may lead to unintentional disaster to a ship that has the right to fly Old Glory.

THE GLORY OF THE GARDEN.

IT IS not always the largest enterprise that gives the greatest profit. On the farm it is often a small side line that gives better returns than the regular lines of effort. A few side lines—and in every farm scheme there ought to be several—will help out wonderfully in the yearly profit. A few dollars from this, a few from that, and a few from one or more others means a good deal in the course of a year. They often pay outright for the luxury you have had in mind; at least they plan the way and set the pace, and that done the end is not far to reach.

The well-regulated farm is never without its garden. The man who lives in the city appreciates the meaning and value of the garden. You need only to go from country to city in order to become a staunch advocate of a large, well-kept garden. Fresh vegetables add much to the attractiveness of country life. They are an asset of country living. They are full of health and vitality. They stand for the broad outlook of life—energy, enthusiasm, red blood and joy. They are a constant benediction to right dieting.

But the farm garden includes more than vegetables. Small fruits belong in its dominion; they add to its profit and contribute to its health-giving benefits. Give the garden a little attention and you get an attractive income from the surplus. Not only do you have for your own use vegetables and small fruits, but a little extra money, and you save on other articles for the table that otherwise would be purchased.

Therefore, during the year of 1915 let's get more from the garden. Let us permit it to add to the income of the farm and to the comforts of the home. Let it do its share in the enlargement of life, character and right living.

THE FARMER WHO ADVERTISES.

PROBABLY no other class of manufacturers do so little advertising as the farmers. The fact that there is such a wide difference between the price you get for your manufactured product, the produce of your farm, and the price which the consumer pays for that product is good evidence that advertising of the right kind placed in the right sort of papers would be a profitable investment.

A number of the foundation principles of advertising are well understood to everybody. For instance: Advertise where the buyer is. If you have milk to sell you wouldn't advertise it where everybody who reads has milk to spare. You would advertise it in your nearest home paper.

If you have high-class pure-bred bulls to sell you would advertise them in a paper that is read by a great many thousand people who are interested in building up their dairy herds.

The average reader is going to say, "But it costs money to advertise." Advertising properly done doesn't cost a cent. It is a money-maker. It will make money grow where there wasn't any. Take those pure-bred bulls as an example again. You put a price on them which reflects very naturally the local demand for your stock. Very often your stock is not fully appreciated locally. In fact this is the great stumbling-block in the way of the young breeder. "A prophet is not without honor save in his own country

and in his own house," and your neighbors are not likely to pay you anything like the price you ought to be able to get for your pure-bred stock.

What's the next move? Advertise them.

By advertising you tap the wider market. You get next to the real average demand and you can put a price on your pure-bred bulls and get it, which will not only pay your advertising bill, but show you an additional profit over what you could have gotten had you sold the animal at home.

One of our editors was asked one time what to do with the surplus young bulls and he replied: "Let somebody else feed them." He meant reach out for the larger market. Sell them at a profit and let somebody else buy the grain and use the bull who needs him.

This talk about the pure-bred animal is just a way of illustrating the point; that you have surplus goods which are of little use to you, which cannot bring you any profit and that there are within reach of you, if you use the right advertising methods, very many people who need those very things and who would be glad to know you have them for sale.

Advertising, real advertising, is telling the truth about the things you have for sale in such a way as to reach and convince the people who want to buy those things.

Look over your surplus produce, whatever it is, that isn't bringing you the profit it ought to bring, and advertise it. Let somebody know about it that wants it.

Start in easy. Tell the facts in the fewest possible words and watch results.

THE PLACE FOR FIELD PEAS.

THIS will be a year of breadth in field crops; not only to cereals, but legumes, alfalfas and grasses. Long established in the affections of Canadian farmers, and less known on this side the line, field peas are each season given a little more consideration. For centuries a favored crop in Northern Europe, and long since introduced in this country from Virginia to the St. Lawrence River, this splendid legume, high in protein, has much to commend it to American farmers. Ordinarily used as a livestock ration, field peas are also to some extent utilized by canners for the cheaper trade. It is a question whether this is wise. The business in canned goods should be so fostered and protected that their use will be doubled. Consumers want the best, and there would seem to be a sufficiently wide outlet in other directions for field peas.

A single-tax advocate having discovered that single tax would end war, it is now up to some doctor to announce a serum that will accomplish the same end.

The Japs are squeezing China too hard to suit Great Britain and Russia, which portends that friction may continue when the present war is over.

The Klamath Indians must be reading automobile literature. They are asking for a million dollars to help in agricultural pursuits.

"House of Hapsburg Threatened."—War dispatch. As it's not a cathedral, it has a chance to escape.

"What America Can Earn From the War" is the popular study nowadays.