

There Is Delight in Solitude—If It's of the Right Sort



Who has not traversed the silence of the winding forest road and felt the awesomeness of its enchanting solitude has missed one of the delights of Western life. Great expanses of pine, fir, spruce and hemlock extend on either side the way, into whose dense growth the eye penetrates but a few yards. The whirr of the partridge and the swift flight of the deer rouse one from his reverie; the sighing of the wind in the tree-tops sounds its accompaniment to the harmony of his silent thought. A sudden turn in the road brings up new wonders of the virgin solitude, while here and there a lonely cabin announces the settler, the pathfinder in the wilderness. Built of sturdy logs, nature's own untainted building material, rising but a single story and boasting but a single room, the cabin of the settler stands as the reminder of the heroism of those of former years who blazed the trail we now are following. The hospitality of the cabin is typical of the forerunners of settlement. Here, perhaps, will rise, in the distant future, a city. One never can tell. Perhaps the stream just above will one day be harnessed and its power be used to supply unborn generations with light, power and heat. Who can say that the trail blazed by the men of long ago shall not lead future generations to heights of achievement not dreamed of today? For the forest road has no end. It leads on and on into the great boundless wealth of timber, adding new wonders and beauties as it goes, so that the traveler is loath to return.

Donatelli (Dinetella).

Chop very fine about 5 slices of bacon, fry until the grease is well out, add a little olive oil, 1 large onion and 5 sections of garlic. Fry until well done. Add 4 green peppers, parsley and Italian dried mushrooms chopped fine, 1 can of tomatoes of ordinary size. Add salt, black pepper and paprika to suit taste. Cook mixture 1 1/2 hours. If it becomes too dry add water or stock soup. Stir well to keep from burning, about half an hour before it has finished cooking place 2 pounds of donatelli in a pot of salted boiling water and cook until well done; when done add the mixture in a frying pan and butter the size of a walnut, or egg, or use cream. Boil five minutes. Have already prepared some grated Holland or Italian cheese. Place a layer of donatelli in a pan similar to a milk pan, then sprinkle with cheese and black pepper. Add layers of donatelli and cheese

until pan is full, sprinkle over considerable cheese and bake 20 minutes. Instead of using water to boil donatelli, the stock from soup bone, veal or chicken can be used and is better. If desired some meat can be chopped fine and sprinkled over the cheese, except on the top layer. See that there is plenty of juice on the donatelli. Gravies from meats can be spread over the top before baking. This recipe is enough to serve six people.—Mrs. Oran Lyttle, Modesta, Cal.

The electrification of the Mt. Hood Railway, one of the branch lines of the Portland Railway, Light & Power Co., will be commenced at once and it is expected that by summer trains over this line will be operated by electricity instead of by steam, as at present. The line is 23 miles in length, reaching from Montavilla to Bull Run. Its electrification will cost about \$175,000.

The Perforation Age

That the world—at least the mechanical world—may one day be controlled and operated through the agency of slips of perforated paper is asserted in the editorial department entitled "Looking Forward" in Cassier's Magazine. Control of machinery by perforated paper was first devised and introduced by Joseph Marie Jacquard about a century ago, in the loom that bears his name. In the Jacquard loom perforated cards control the movements so that predetermined patterns are woven, in dependently of the skill of the immediate operator. More recently, the principle has been widely used in mechanical musical-instrument players, to which it was first applied about forty years ago. It has been employed also in the monotype machine, in telegraph systems and in less familiar connections, and we are told that the possibilities of the device are far-reaching, especially since the introduction of electricity has made it possible to extend this kind of control over distant apparatus. The writer of the article in Cassier's bids us look forward to the working of all sorts of machine tools and even to the control and operation of railway trains by a similar system. We read:

"The entire modern tendency in mechanical operations appears, not only in the substitution of machinery for manual operations wherever possible, but also in the planning of the manipulation by others than those by whom the work is done. The use of planning departments, functional foremen, instruction cards, and similar preliminaries to the actual performance of the work, is being generally discussed and occasionally applied; but with the exception of certain forms of tabulating machines and typesetters, and of such devices as moving electrical signs, there seems to be little employment made of the most complete method of recording and controlling movements—that of a piece of perforated paper.

"It seems entirely within reason to state that no machining operation is so complicated or involves so many movements, so variously timed, as appears in the performance of even a simple musical composition by a mechanical piano-player; and when we consider the accuracy and effectiveness with which the most elaborate compositions are rendered by such machines the applicability of the method to repetition processes in manufacturing seems worthy of consideration.

"The number of operations which may be controlled for any one machine is by no means limited, any more than the number of different

A Look at the Western Coast—Picturesque and Wild



The ruggedness of the Oregon coast presents many a picturesque scene when the incoming billows dash and foam over jutting crags and half-submerged rocks. Here the clam digger finds the rarest sport and the agate hunter is lured on and on after the receding breaker in search of rarest stones. The above scene gives a view of an incoming sea breaking in fine spray over the rocks. In the distance is an old government lighthouse, set there years ago to warn the passing steamer of the nearness of dangerous rocks. The scene is typical of the Western coast, offering, as it does, an illustration of a topography that is quite general.

musical compositions is limited for any piano equipped for use with the perforated roll. . . . The unlimited possibilities of the Jacquard principle over any other thus constitutes one of its greatest advantages. Any change or modification in a series of operations with the paper strip may be made simply by preparing a different set of perforations, just as one written order of instructions supercedes another; and thus it appears that a form of control in which instructions are positively combined with their execution is available for the most intricate manufacturing operations."

Buttermilk Yeast.

One quart of buttermilk, boil about two or three minutes, pour about 1 1/2 pints of gill over 1 pint of sifted meal, or pour enough buttermilk over the meal to make it about like corn cake batter, stirring all the time you are pouring the hot buttermilk over the meal. Put in cup 1 cake of yeast, or 1/2 cup of crumbed yeast. Cover with lukewarm water. Let soak until meal and buttermilk cools. Then add yeast, keep in warm place. Let it set until blubbers will raise thick on top, then stir it every time they raise. Stir about 20 times. Stir enough sifted meal in it to make it dry enough to crumble. Put on board to dry, allowing same to get thor-

oughly dry. Then put in paper sack and tie securely. Half cup of yeast to 4 loaves of bread.—Mrs. Herbert T. Troup, Edwardsport, Ind.

The Stenographer's Inning.

On a trial in a certain court in this state, says Law Notes, when the witness on the stand was being subjected to a merciless cross-examination, in answering one question the witness nodded. Whereupon the court stenographer, who was crowding the limit to get it all and could not see the witness, at once demanded:

"Answer that question," to which the witness replied:

"I did answer it; I nodded my head."

The stenographer, without a moment's hesitation came right back with, "Well, I heard it rattle, but could not tell whether it was up and down or from side to side."

They'll take 'most anything these days. A Chicago man has reported to the police that thieves stole the roof of his house. The roof was new and the lumber looked good to the robbers, evidently.

Darius Miller, president of the Burlington railroad, may be the next president of the Milwaukee system. He is one of the youngest railroad executives in the country, being less than 50.

A Special YOUR for Retailers Course in ADVERTISING and Salesmen

Learn to write advertisements. Complete course of fifty-two weeks. Instruction by practical experts. You write actual ads from the very start. Apply your knowledge to your own business. Pays a profit from the first. Send for detailed information today. Write at once.

PORTLAND ADVERTISING SCHOOL
301 Phoenix Bldg. Portland, Oregon

Solving the Problem of a

Better Living—More Money For ALL on the Coast

For years, the cry has been, here on the coast, "BUY A FARM OR ACREAGE, AND YOU'LL MAKE A GOOD, EASY LIVING." In a measure, this is true. But the fact remains, that to get the most out of a farm or piece of land, or out of a store, or whatever other profession or business we may be in, THERE MUST BE SOMEONE WHO WILL BUY THOSE THINGS WE HAVE TO SELL.

The man who buys these things is practically always the man who cannot produce them himself.

Here in the West, we need more men who are engaged in manufacturing enterprises—men who work in mills and shops. These men and their families need all such things as are now produced on the coast and must buy them of those nearby who produce them.

It is plain, therefore, that to reap the greatest amount of good from the business in which we are engaged, THIS BIG WESTERN COUNTRY MUST BE MORE PERFECTLY BALANCED IN THE LINES OF BUSINESS IN WHICH ITS INHABITANTS ARE ENGAGED.

Did you ever stop to think

That only a very small part of the manufactured goods that we buy every day of our lives are made here on the coast?

The people who should be using those things which we produce are not living near us. Just think what it would mean to the small farm owners alone if most of the furniture, cereal foods, clothes, etc., which they buy were made right here at home by men who, in turn, were buying their vegetables, butter, eggs, etc? Think of the advantage to every man, woman and child who now lives here if, with mills and factories located along our rivers and in our cities, large and small, thousands upon thousands of families were living here—employed in these mills! The result would not only be a better market for what is now produced, but a better price on those manufactured articles which we are buying every day. Instead of paying for high transportation rates from the East, the raw materials would be manufactured into the finished product and sold right here at home. It is plain that what we need is more and larger manufacturing institutions. The result in increased prices for what we produce and cheaper prices on the manufactured goods we have to buy is sure to follow.



Prosperity Problem Solved

The question is, "How can we get to that state?" The answer is simple.

We, ourselves, are responsible for the present condition—for the shortage in mills and factories.

We are to blame because there are not right now thousands upon thousands of families drawing good weekly pay envelopes, enabling them to put a large amount of money into circulation among us. It is our own fault that we have to pay excessive prices for many articles. It is our own fault that we send our raw products East to be made up, then bring them back here and pay Eastern factories and Eastern cities to make what we ought to have made right here.

The factories on the coast are anxious to go ahead—to enlarge, to employ thousands more of men. But the territory in which they can sell their output is limited to this coast alone, in almost every case. They cannot compete with big Eastern manufacturers. They cannot sell in the Eastern markets. In many cases, they have not the large amount of capital to advertise extensively, even in this, their home territory. They cannot go into the papers and magazines and convince you that the goods they make are as good if not better, as cheap if not cheaper for you to buy, as Eastern made goods.

We know it is the desire of almost every family on the coast to boost for coast made goods, because it helps every family living here. It means better times, more money for everyone, better property values and increased prosperity if we can make our own manufactured articles from our own raw products and keep the money circulating among ourselves.

In the past, however, it has been impossible for us to know the Pacific Coast made products. We could not ordinarily tell whether what we wanted was made on the coast. To let everyone know plainly, in advance, whether a product is made on the coast, manufacturers are now uniting and using the stamp which is shown here to designate a coast made article. Whatever you wish to purchase, ask for such an article bearing this stamp. Almost everything you can think of that you may need is made on the coast and made well. If you boost for it, the result will be that such factories making such products can grow, can give work to more people; can help YOU to better times.

Better Living Conditions for All

Show this article to your friends. Tell them what it means to everyone on the coast. Explain to them how it means money in their pockets if they will demand this stamp on every article they buy.

Ask your dealer to show you this stamp on the goods he wants to sell you. Remember, every time you insist on an article bearing this stamp, you are helping several Pacific Coast families—Your Own, and all those interested in that product.

DEALERS: Ask your jobbers to supply you with goods bearing the Pacific Coast Products Stamp. Your customers will be asking for them.

Special Prize Contest

Win Part of This \$10.00 Each Month

Write a story of not to exceed 500 words on the following subject: "HOW THE PACIFIC COAST IS PROFITED BY BOOSTING FOR COAST MADE GOODS." Send in your story not later than the 25th of the month, together with two stamps cut from coast made goods. The stamps will be like the one shown herewith, though they will be of different sizes. Prizes will be awarded and announced the first of the next month. First prize, \$5; second prize, \$3; third prize, \$2.

Co-Operative Advertising Association of the Pacific Coast

303 Phoenix Building

PORTLAND, OREGON