

## Home and Farm Magazine Section Editorial Page.

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.

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### NORTHWEST 1915.

FOR THE PURPOSE of discussing means for drawing the travel to the California expositions at San Francisco and San Diego through northwestern routes, a conference of the governors of Washington, Oregon, Utah, Idaho and Montana has been called by Governor West of Oregon, to meet in Portland on November 26 and 27, at the opening of the Pacific Northwest Manufacturers' and Land Products' Exposition in that city. It is hoped that at this time plans may be formulated to secure northwestern routings for the visitors and for the entertainment of the tourists when in this country. Governor Hiram Johnson of California has also been invited to be present at the meeting.

One purpose of the meeting, if plans are successful, will be to get the visitors to stop off in the rural districts of the states interested rather than to confine their attention in the Northwest to the larger cities. This is a movement which should have the hearty co-operation of all farming folk for the interest of easterners in our agricultural and stock raising pursuits is of decided value in the development of the Northwest. Too often the tourist gains his knowledge of the resources of the great Northwest in a hasty glance through car windows as his train speeds across the land.

The agricultural communities form the backbone of a state and their influence in the development of the Northwest should not be overlooked. In spite of the splendid manufacturing concerns that gain footholds in the large cities and bring thousands of men to the Northwest it is the land which holds the possibilities of the future. The more men who can be attracted to the farm, the greater the prosperity of the state.

In passing, it may be mentioned that the Manufacturers' and Land Products' Exposition in Portland is worthy of the serious consideration of the entire Northwest. The holding of such a fair is certain to result in friendlier relationships and a wider knowledge of the resources of the Northwest.

Should the conference of governors proposed become a fact it should make for a greater Northwest. The securing of the enormous hegira of visitors to California has been through thousands of dollars spent in advertising the Panama Pacific International Exposition. It remains for the Northwest to profit by this in getting the travelers to take the northwestern route. Entertainments of many kinds may be planned for their benefit and everything possible should be done to make their stay a pleasant one.

The states along the southern route to California might object to our capturing the travel, but there would be nothing to prevent the visitors from taking that route on their way home. Yet, it is before the Northwest to begin a stern fight to persuade the tourists to come by way of this fertile section. They will be much more receptive to first impressions received in the Northwest than to latter impressions of the Southwest. We want the visitors to see the Northwest first. Make that the slogan of all loyal sons of the Northwest. "See the Northwest first."

### THE DIET CULT.

IS IT POSSIBLE that, by taking thought and making careful selection of his diet, man may raise himself from the mental and physical planes in which he was born? Is it probable that one of average intellect

may grow to great mentality and physical endowment by careful consideration of the proteids, carbohydrates, calories and general foods that enter into his diet? These and kindred questions are raised through the organization of what is known as the "Clabber Cult," which recommends the adoption of a diet of peanuts, raw cabbage and bonny-clabber as a producer of intellectual and physical super-men.

It is not claimed for the cult that one may proceed to mental and physical heights at one bound by close attention to the diet. Rather is it urged that devotees must have patience, and await the slow and cumulative effect of the years before realizing all that is promised them.

No doubt one who confines his gustatory wants to peanuts, raw cabbage and bonny-clabber over a term of years is entitled to some high reward, says the Seattle Post-intelligencer. Those who have followed the diet for some months admit that the calm pleasures of the dining table have vanished, and that eating has become a matter of rote. However, there are present rewards. The colony is free of dependence upon the ordinary food supplies, and as long as the plodding cow continues in its work and the goober and cabbage patches thrive the problem of living is greatly simplified.

Whatever the outcome of the experiment, it is probable that humanity in general will prefer to follow the old method of catering to the appetite within the limits of the purse. There are too many people who prefer to live well while they live, rather than to live abstemiously and live long. Without the pleasures of a well-filled table, there are people who would prefer to lay aside the troubles of life and take a nice, long sleep.

### AN AIM IN LIFE.

HIGH SCHOOL STUDENTS are not the only ones to whom the following editorial in a school paper may apply:

Have an aim in life. Set up your goal and then work with all your heart and soul to attain it. Make your goal the big thing in life, make it all yours.

High school students are too often without a definite purpose in view. They are not quite sure what they are attending school for; they are simply going. The average girl or boy thinks of life after school days as some vague unreality in the misty future, something that will take care of itself. Why should they give it a second thought? Concentrated effort means everything in this age of specialization. To be a "Jack-of-all-trades" acknowledges in inefficiency now, and sooner or later acknowledges failure. Throughout the history of the world the big men of affairs have had one aim in life. Napoleon, a poor Corsican, made himself master of France and her domain simply because he set out to do so and kept on until he had accomplished his end. James K. Polk set out to obtain California, and he got it. What these men have done on a large scale, every one of you can do in a narrower sphere. Have an aim in life. If you like engineering, make yourself an engineer; if you have a liking for science, take up some scientific work; if you enjoy working in the out-of-doors, be a farmer or a surveyor. Any good, honest occupation is a worthy goal. Make something of yourself, and start in now.

### EUROPE'S PAYMENT.

NIKOLA TESLA estimates the cost of Europe's war at the end of the 200th day at \$70,000,000,000. The mind can hardly grasp the magnitude of such figures.

Tesla goes further than experts who have merely estimated the cost of military operations. He includes the economic values of lives which will be lost, the economic waste through the crippling of able bodied men, the cost of disease, the destruction of credit and purchasing power, of property, commerce and industry, taking in every factor, immediate or in the future, which enters into the conflict. He also estimates the price which nations at war will have to pay for retardation of social progress.

The total wealth of the warring nations is \$300,000,000,000, and if Tesla's figures on the total cost of 200 days' fighting are correct, they mean that nearly 25 per cent of Europe's total wealth will be the sacrifice which must be paid for the terrible spectacle which is now going on.

For fifty years, Tesla says, Europe must pay and pay, and not even then will the account be closed. Coming generations without blame for the conflict, will be burdened with penalties. Even the victors will be penalized, for no gain of territory or war indemnity will repair the losses which destruction of property, the killing of human beings and the maiming of others will bring even to the victors.

The United States knows something about war's penalties. We are yet paying the price of a conflict fifty years ago. That unfortunate war a tremendous handicap on the nation. The South suffered most, but the North, conquering after tremendous sacrifices of men and money, is only now beginning to feel the burden lessen.

There will never be another war between North and South. It is known now that men can live in harmony, and we realize that America would be much further along the road of progress had the Civil war never been fought. Europe will learn the lesson we learned. War's accounts are not settled when the fighting ends.

### CANNED GOODS.

ALTHOUGH SOUTH AMERICA imports about \$15,000,000 worth of canned goods annually, the United States furnishes only about 18 per cent of the total, of which the principal item is canned salmon. That the sales of canned goods in this field can be greatly increased is the opinion of Commercial Agent E. A. Thayer, of the Department of Commerce, who recently completed an investigation of the Latin-American markets for this line of goods.

In the year of 1913, there was produced in the State of Wisconsin more than one hundred millions of dollars' worth of cheese and other dairy products which gave that state the title of being the greatest cheese producing state in the Union. The production of cheese along in that state equalled forty-four per cent, of the entire cheese output of the United States.

"South Africa wants Pacific Coast apples," says our consul at Johannesburg, "largely on account of the system of packing best suiting market conditions. Medium-sized red apples, such as Jonathans, Rome Beauties, Banana Apples, Winesaps and Spitzenbergs, particularly the last two, are preferred to other varieties."

A new Oregon berry has been produced by a plant breeder of the state. Early reports are that it may become a commercial factor in the business. Only the originator of a new plant can tell the numberless failures which have preceded success.

Regardless of what we may think of immigrants from Japan, one immigrant has proved welcome. It is a plant known as the Adzuki bean. It bears heavily, is delicate in flavor and is rich in protein. More of this kind of immigrants will be received with open arms.

The scientific roosters are seeing great possibilities in our sugar beet pulp by manufacturing it into the cyanide of potassium for the treatment of the minerals containing the precious metals. What will our fattening cattle and sheep think of this raid on their commissary department?

Our friend, Jupe Pluve, had a long vacation this summer. Let's hope that pleasant reminiscences will not cause him to shirk work this winter!

If Gifford Pinchot is looking for a place to spend his honeymoon, his attention is called to 11,000,000 acres of forest reserve in the State of Washington.