

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 to fully 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 of Oregon-Washington-Idaho Farmer, Oregonian Building, Portland, Oregon, for rates and information.

TO READERS

Readers are requested to send letters and articles for publication to The Editor, Oregon-Washington-Idaho Farmer, 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, for the Oregon-Washington-Idaho Farmer proclaims 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 do it.

FARMER AS ULTIMATE MARKET.

MORE than ever before the manufacturer, the retailer, and the politician is looking to the farmer as one upon whom their prosperity depends. He is the ultimate market for manufactured goods; he is the ultimate market for a politician's wares. The manufacturer who does not make good with the farmer, the retailer whose policy does not please the farmer, the politician who neglects the farming interests soon learn of the power wielded by the man on the land.

The farmer is increasing in numbers, as he is also increasing in wealth. The farmer is a man with whom business men of the city like to deal. Not that they think that because he is not living in a metropolis that he is an "easy mark" for shady deals, for they know better than that from experience, but because he is good pay and a pleasant customer. No one has been quicker to sense the importance of the farmer than the wily politician. Today it is not the man who breezes about with a glad hand extended to the farmer, the man who kisses their babies and talks stock and agriculture with those in rural communities that wins, by those methods alone, in the political world, but it is the man who has the ability to make good his promises and integrity to do so.

The farmer has been coming into his own for many years. It has been slow, but we may confidently say that he has "arrived."

"TAKE-IT-BACK DAY."

THE citizens of a small town in Western Kentucky had a unique festival recently. They call it "Take-It-Back day."

On that fixed and formally proclaimed day everybody who had borrowed articles was supposed to take them back where they belonged.

The man who borrowed his neighbor's lawn-mower last Summer and forgot to bring it back was to take this day off for the return of the borrowed implement.

His wife, who had borrowed her neighbor's cookbook, was to take that back.

Their neighbors, who had borrowed the snowshovel last Winter and the nutmeg grater last Spring, were to exchange these articles for their own belongings.

And then, of course, everybody would be ready to start in on another year's borrowing.

Not a bad idea, at all. There is a good deal of borrowing in small towns. It's a

sort of social function, in a large way. Borrowing is often done when the borrowed article is not needed; but when the borrower feels the need of a little social exchange and makes the borrowing the excuse for it. Borrowing, too, is made the vehicle for exchanging the latest news. Mrs. Housewife, hearing the latest bit of scandal, must hasten to Mrs. Neighbor's house to tell it, professing, though, that she is there to borrow Mrs. Neighbor's famous recipe for layer cake.

It's a very pleasant custom, too, in many of its aspects. It is the medium whereby the newcomers in the neighborhood get acquainted and are gotten acquainted with. It is the peace overture that has patched up many a quarrel.

Unhappily, too, it is the occasion of many another quarrel, because borrowers are sometimes not returners. The "Take-It-Back" day, then, is a social reform movement aimed at robbing the borrowing practice of some of its annoying features. Therefore it is a good thing.

We wonder—the information at hand does not disclose—whether "Take-It-Back" day applies to books and money. Probably not. That's asking almost too much.

FIGHTING THE MAIL ORDER.

(Editorial in Lebanon Express.)

TEN mail sacks filled with Sears, Roebuck & Co. catalogues was one of the interesting items in the day's work at the Albany postoffice recently. These catalogues will find their way into hundreds of rural homes, and in due course of time the parcel post will be delivering various articles of merchandise at the farm homes. Many will argue that the goods are sold cheaper, when often close inspection will prove that the goods are cheaper in quality than those offered by the home merchant.

There is no doubt that many thousands of dollars are sent out of Linn County every year to the Eastern mailorder houses that should remain at home. What is the secret of their success in attracting the trade? It is liberal advertising, and if the home merchants would study the proposition from this point of view and present their goods in the same attractive manner the order of things would change—to the advantage of all concerned.

The farmers are busy people and it is much easier to scan the pages of the newspaper or turn the leaves of a catalogue, then make out an order for the articles needed, than it is to drive to town and shop in person. Chicago is only a few days farther off than their usual trading point, naturally the order goes there. The home merchant who advertises intelligently and systematically will not have long to complain of the mail-order houses.

THE HOBO DEFINED.

IT IS commonly understood that a Lobo differs from a tramp in that he wants work; at least that he professes to want it. As he puts it himself, he is an itinerant worker who, if he does not find employment in one town, travels to another in search of it.

A newer definition is that offered by a member of the profession temporarily in New York. He says the word hobo is taken from the two Latin words, "homo," man, and "bonus," good. It means, therefore, good man, a man who will work when he has a chance. The accuracy of this philological information is open to some doubt, but at least this particular man is living up to the name by directing a gang of hoboes in the

work of remodeling and repairing a house which has been turned over to them by a benevolent citizen to be used as a hobo hotel—a place where they can stay in decency and comfort while hunting work and for whose accommodations they will pay as they are able.

Already they are showing their earnestness and self-respect by offering to pay by some form of labor for the unsolicited gifts of furniture, food supplies, etc., that have come to them. The workings of the hotel scheme will be a good test of the sincerity of their assertions that all they want is work.

In Philadelphia is another group of fifty or 100 men who call themselves hoboes because, as one explains, their work, when they have any, is of a kind that compels them to wear old and often soiled clothing.

Dictionaries make the term hobo practically synonymous with tramp, and declare its origin to be obscure, but it is perhaps only fair to let the members of the fraternity fix the definition themselves; they ought, however, to get together on the subject and avoid confusion.

WAR'S WASTE OF INTELLECT.

THOMAS A. EDISON says that ways will be devised before long to protect warships from torpedo or submarine attack. It is not inconceivable that invention will make cities immune from air attack. The chemistry and mechanics of war produce a constant game of wits, to which the brightest intellects in science and invention are directed.

But here, as elsewhere in the effects of war, appears a vast, even criminal waste. We deplore war for its ruthless sacrifice of life and its wanton destruction of property. But what if all the brain power laid on the barbaric altar of professionalized battle-making were turned to the paths of peace?

Instead of bottling up energy in harmless-looking substances that explode with tremendous force, suppose that energy could be converted into heat, light and power. How much better off the world would be if the sum total of brains devoted to contriving machines for wholesale killing could work uninterruptedly at the conservation of life and energy!

War as a business deprives the working world of many minds that ought to be elevating civilization, not destroying it.

In putting in a furnace be sure and get a size larger than you think you need. Arrange for good ventilation. Have the cellar deep where the furnace stands.

Argentina has borrowed \$15,000,000 from American bankers. "Seeing America first" is becoming a slogan for a number of other countries.

General Von Hindenburg has requested the German women not to send him any more love letters. Surely that is not a call to arms.

Two officers who jumped parole were ordered back to Holland by Kaiser's Generals. That's sportsmanship.

There are a lot of individuals whose only method of taking vacation would be to go to work.

Weighing bread is an uncertain test, for the heavy bread is the worst.

Much of the Billy Sunday language is merely slang.