TILLAMOOK HEADLIGHT

HEMBREE SAYS HE IS

FREAKS IN FOOD CONSUMPTION.

GUY ELLIOTT MITCHELL.

Consumers the world over, and not alone in the United States, as has often been asserted by magazine writers, are very fastidious in their selection of articles of diet. Peculiar as it may seem, this selection is not made with the idea of procuring something which will please the palate or which is nutritious, but more with regard to the effect upon the eye of the object sought. Sometimes, too, there is a hide-bound conception of how a certain food should be and nothing can break the public of this fancy. The Department of Agriculture, a year or so ago, found that the English people would not purchase a consignment of American sweet potatoes, the sole complaint being, that while the tubers were of good color and satisfactory in every other respect, they were sweet in taste. The English conception of how a potato ought to taste was certainly a compliment to Irishmen.

Butter, an article of food supposed to be purchased for food reasons alone, depends largely upon its flavor and perhaps, still more upon its color as to its quality when it comes to purchase. With the fine fruit produced by horticulturists through modern means we find that attention has been paid more to the color and shape of the product even than to its quality. The most productive of blackberries, while large and beautiful, are, if anything, inferior in flavor to the wild ones found along the roadside. Red apples are the leading favorites of this sort of fruit. An instance of this is the Ben Davis, one of the best sellers and certainly the poorest eater

Artificially Colored Meats

Meat dealers have found that corn beef, cured ham and some salt meats find a much more ready sale where, in the process of curing, some saltpeter has been added to impart a bright red color. Sausages and other forms of minced meat are frequently colored by analine dyes, as are also the wrappers of some sausage and ham. These obtain more ready sale in competition with uncolored goods. Porterhouse steak, the most expensive cut of beef is in high favor, whereas beef coming from the neck, equally as nutritious and as palatable, it is stated, if suitably prepared, sells at a much lower price.

At this time of the year the high liver who goes to the swell hotels and restaurants and has a particular kind of game served him because it has a peculiar "gamey" flavor and tenderness, may not realize that such game has, by order of the steward, been retained in storage until it has become in reality partially decomposed. Its odor, if smelt before cooking, would prevent many people from eating it. Others do not know that when they boast about the "fine lamb" they are getting, the butcher is serving them with kid meat instead. Our people hold in high favor certain products with particular names attached to them. For instance, the amount of "Canada" lamb sold here is enormous. This word has the same magic effect upon lamb prices that the word "Philadelphia" has upon spring poultry or that of "Long Island" upon fresh eggs. The housewife, too, in many parts of the country has a strong preference for yellow-skinned chickens under the assumption that fat lies beneath the skin, although as a mtter of fact chickens store very little fat next to the skin and the color is inherent—not derived from the fat. On the contrary, in some European countries there is a preference for the darker-skinned chickens. A curious preference, entirely unassociated with tastes, is the color of eggs. While in Boston brown eggs sell for a cent or two per dozen more than white eggs, the contrary is true in New York, and if one or two dirty eggs are visible the price is still lower. It is said that Chicago is indiscriminating in regard to the color of eggs, but that San Francisco prefers white ones.

Eggs Colored With Coffee.

In England, where brown eggs are the favorite, dealers go so far as to color the shells of white eggs with either strong coffee or some dye stuff. New York likes a white butter but Chicago and Philadelphia a little darker, while Washington demands a deep yellow butter, and New Orleans wants a color still darker than Washington. How far this question of color goes may be taken from a little instance in which a car-load of butter intended for Washington was sent on to New York, and the butter originally consigned to New York was sent to Washington. The receivers in both places remonstrated strongly, the one claiming the butter to be too dark and the other too light, and that no customer could be found for either. The matter was adjusted only through the reshipment of the consignments to the proper places.

Consumers, of course, are appealed toin the selection of some foods through the quantity of advertising given to a particular product. Instances of this are found among the enormous sale of breakfast and health foods that are so widely advertised in newspaper and magazine. Years ago oatmeal was sold only by druggists and kept by them merely for the sick; indeed there was long a prejudice in England against oatmeal as food for human beings, although in Scotland it was the staple food. Even in our bread the consumer usually insists upon the pure snow-white bread that is robbed of the most nutritious element constituting the wheat grain.

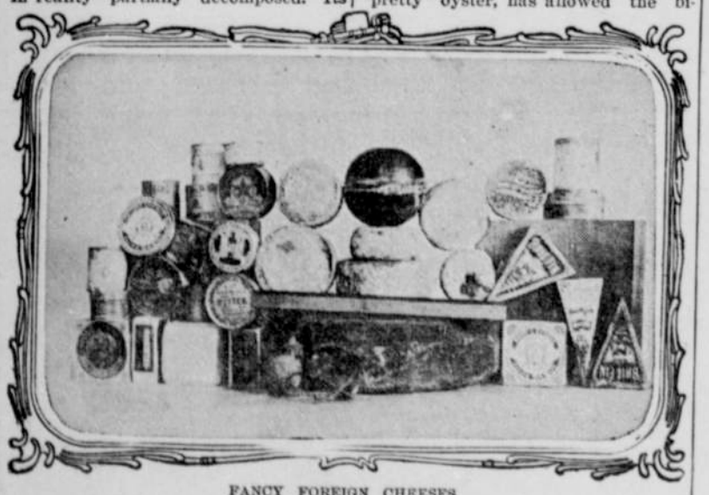
Bleached-Out Oysters.

Your elders now are complaining that they cannot get oysters with the same flavor as they used to years ago. Instead they seem to get a white tasteless bivalve. It is only made palatable through a drenching with vinegar, horseradish or some other seasoning. The reason for this is that while the oyster of to-day is the same as that of years ago, the dealer, in order to meet the consumer's desire for a "pretty" oyster, has allowed the bivalve in shell to remain for about twenty-four hours in fresh water before opening it, thus causing the white appearance.

And so the gratification of taste in these modern days is of minor consideration; the city-bred people want something that appeals to the eye, and the dealer appreciates that in order to catch the fancy of a customer it is more important to place a product in a showy and convenient package, than it is to furnish a wholesome or well-flavored food.

Hodgins' automobile ran away with his mother-in-law and scared her so that she's been speechless ever since. Hodgins considers the investment a good one.

OYSTER BLEACHING IN FRESH WATER AND FANCY CONDENSED MILK CANS



FANCY FOREIGN CHEESES

Ploughing as a Great Sport.

In the Minnesota Agricultural College they are applying the lesson that Mark Twain's hero, Tom Sawyer, had impressed upon himself on that Saturday morning when his aunt set him at work whitewashing the fence—that is, that what one must do is work, and that play may be turned into work or work into play. At the college a ploughing contest was recently held, and it has been decided to make such contests a permanent part of the field day sports.

In reporting the success of the competition in which the first prize, a sulky plow, was won by a freshman in the school and the third prize by a senior, the Pioneer Press of St. Paul, advanced the theory that if, all the energy now expended in foot ball and other school and college sports were directed toward turning the soil with plows, there would scarcely remain space for cities to flourish on unploughed land.

THE CONSUMER'S FANCY
Warrants the Shipper in Packing Extra Fruit in Expensive Baskets.

It appears that the ploughing contest was introduced this year as a new feature of the field day sports. Preliminaries were held and the best plowers in the school were selected. Each contestant was given a strong team and a plow. He was required to lay out a "land" about twenty feet wide and finish his "land." The contestants were allowed to use stakes in laying out their "land." In judging, the straightness, width, depth and evenness of the furrow, the evenness of the land and the manner in which the weeds were turned under, were all considered.

A HARDY ORANGE.

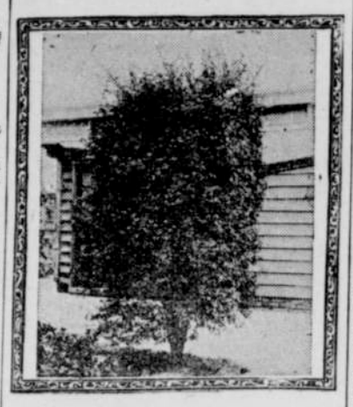
Crossing the Florida Variety on the Sturdy Japanese Species.

Botanists in the employ of the United States Department of Agriculture hope to bring into being an orange tree which will be as sturdy as the apple tree; an orange tree that will not perish in the chill of northern winter, which in December will bear its wreaths of snow and in May its garlands of bloom, and which when summer comes will yield fruit as good as that sweetened and gilded in the south sun. This may seem to be an unnatural proposition but it only seems. No violence upon the laws of Nature has been or will be attempted. It is simply an effort to make the citrus tree from which is obtained the sweet table orange, as hardy and insensitive to cold as the orange tree from which is obtained the bitter unedible orange. By crossing a citrus tree which grows in the north and which bears an unedible fruit with the citrus tree of the south it is sought to beget a plant in which will be combined the good traits of each.

Government botanists are confident that the result of this citrus marriage will be a scion that will grow and fruit at a latitude midway between the northern limits of the sweet orange and the northern limits of the line of growth of the unedible orange. If this should be there might be orange groves in central Virginia, middle Kentucky, southern Indiana, southern Illinois, central Missouri and central Kansas. Think of orange gardens around the home in Norfolk, Richmond, Lynchburg, Lexington, Louisville, Cairo and perhaps in Cincinnati, St. Louis, Jefferson City and Kansas City.

The means chosen to create the new orange may be described by either of the words, hybridization or pollenation. That form of citrus which grows farthest north is a Japanese shrub, citrus trifoliata. It may be seen in the United States as far north as Massachusetts. Its use is only ornamental. Its fruit under favoring conditions attains the size of a wild persimmon and is globular, tawney and bitter. In Japan, its home, the fruit is converted into a conserve. Three trees of the citrus trifolliata grow in the grounds of the Department of Agriculture. Each of them is about eighteen feet tall.

In the Spring when these trees are in flower a botanist watches till the gum exudes from the stigma. This sign tells him that the ovary of the flower is ripening for the reception of the pollen and the conception of the fruit. Straightway he clips the stamens—those delicate filaments, fine as hairs, which extend themselves from the heart of the flower. He clips them because at their end hang tiny pods—the anthers—in which the pollen, or the germinal dust, is held. Going to the orangery of the department he gathers the bursting anthers of the sweet oranges and sprinkles the sweet orange pollen on the stigma of the bitter orange.



EXPERIMENTAL ORANGE TREE.
Department of Agriculture.

The pollenation of these trees has been made for about ten seasons and each year the fruit of the little bitter orange has improved till this season the oranges will be fairly good table fruit.

An Adopted English Knight.

An Englishman who visited New York City a short time ago had occasion to ask an Irishman the direction of a certain business house. This son of Erin happened to be going that way, and offered to guide his inquired to the place. As they walked along, Pat, to be friendly, asked:

"And who might ye be?"

The Britisher drew himself up with dignity and replied:

"I am the Honorable John Kenneth Edgerton of London, Knight of the Garter, Knight of the Bath, Knight of St. John, Knight of the Golden Fleece, Knight of the Royal Legion and of the Iron Cross. And whom have I the honor of addressing?"

Pat, for a single instant was bewildered with this long list, but quick as a wink, he threw forward his chest, and responded pompously:

"Oi am Patherick Timothy Flannigan of Hoboken, to-night, lahst noight, noight before lahst, noight before that, to-morrow noight, the noight following and ivvery other bloody noight of the wake, including Sunday noight, be gorra!"

Senator Beveridge's book, "The Russian Advance," is still on sale—stale on sill.

It is understood that the Kentucky crops promise an unusual large output of pure Cuban tobacco this year.

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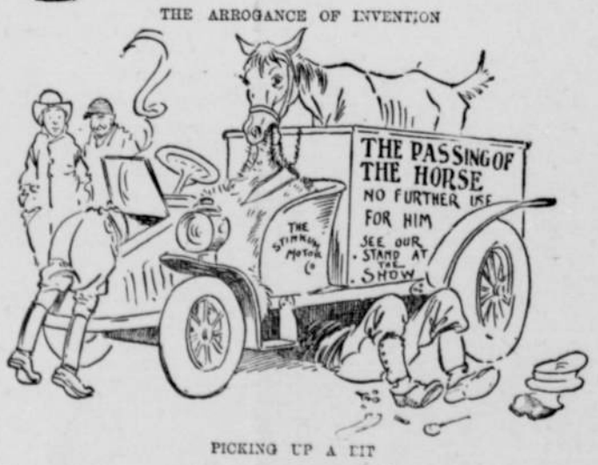
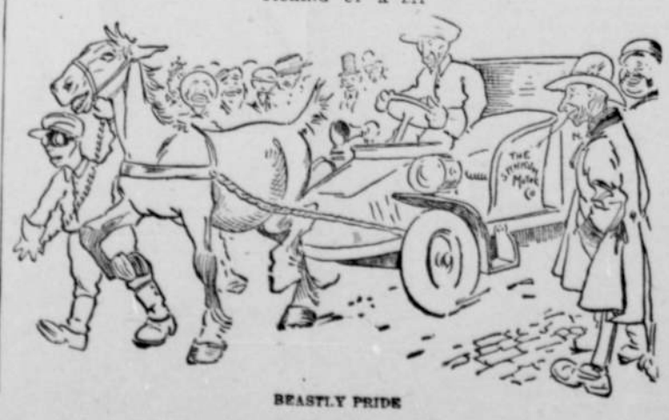
THE ARROGANCE OF INVENTION



PICKING UP A FIT



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Suburban Co-Operation.

In Kensington, Maryland, one of Washington's suburbs, there is a group of pretty little cottages inhabited mostly by government office-holders. There is no municipal gaslighting or water supply system, and to offset the benefit of the health and pleasures derived from living near to nature, there is some discomfort to those who are used to these city luxuries. One householder, of an inventive turn of mind, however, has seemed to solve the problem for himself and neighbors. The party who lived next door to him owned a gasoline engine, but he had no deep well from which to obtain a supply of pure water—the government employe had. A deal was fixed up between them by which the inventive genius was to set up and install the engine and connect it with his pump, so by a system of piping, water could be had by both parties without the necessity of hand pumping or a windmill.

This system of water supply has worked well—so well indeed that the piping has been laid to a couple of neighbors even more distant, and the well, being of ample capacity now supplies half a dozen families with water. It is understood that plans are now being perfected by which the gasoline engine will be called to do double duty. In the daytime it will fill the water tanks, while at night it will be connected to an electric generator, and thus furnish current for lighting the immediate neighborhood. The example set by this resident of Kensington could be followed by co-operation between residents of many rural settlements. Co-operative telephones are now a success and co-operative sewer, water and electric systems should prove equally valuable and successful.

"Tell me honestly, dearie, how could these doughnuts be improved?"

"By making the holes a little larger."

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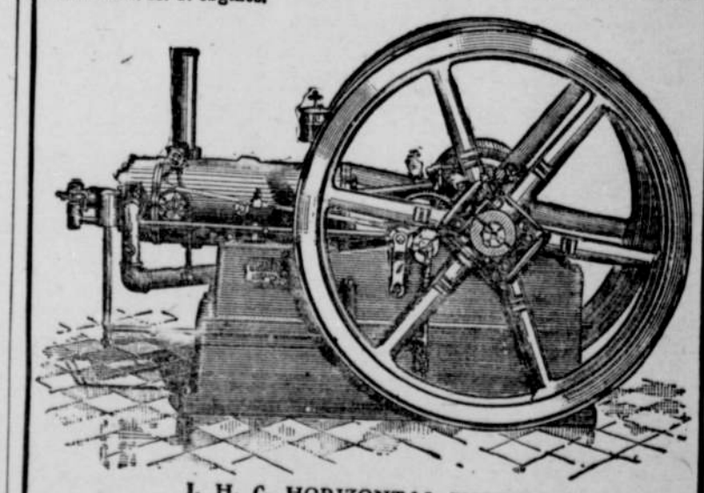

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