

ONE  
DOLLAR  
A YEAR.  
WEEKLY.

# THE RANCH

THE  
TRUTH  
IS  
ENOUGH

*A Journal of The Land and The Home in The New West.*

VOL. I. NO. 4.

FEBRUARY, 10, 1894.

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## Prospects.

Too much politics in agricultural papers—not in THE RANCH. Politics of all sorts and degrees have made people tired of most of the farm journals. That is the gist of one line of distinct approval of THE RANCH in its separate course. We are glad to see that its absolute independence is agreeable to the rank and file of the people who read it. Its editors may be wrong in caring so little for politics and politicians, voting for honest men when up for public office, regardless of the name their party happens to wear at the time. That may be wrong. If so, then independence is wrong, and patriotism is wrong. THE RANCH as a public journal has no part in politics. It is a journal of industry and the home.

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Town booming will be practised until January 1, 1900, the prophesied beginning of the millennial age; or at least, up to that date! Of course the Inland Empire will be well filled up by that time and town booming in this quarter be a thing of yesterday. There has been so many paper towns in "the west," as well as in the south and east, that most towns of rapid growth are looked on with suspicion as places for investment by people at a distance. Just now the surpassing richness and great possibilities of the Pacific northwest are attracting universal attention and the most that can be asked of wished-for and would-be investors is that they will come and see for themselves. "The truth is enough;" and as the facts (the truth) are visible to all save those who will not see, to see them on the ground is to be convinced that here indeed is the great field for enterprise.

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Why not the Yakima Commercial club test its lung power at its next meeting and cry aloud to congress to declare the Pacific forest reserve a National park? Major Powell, of the U. S. geological survey has prepared a bill thus declaring it and it will be introduced soon for discussion. As general an expression of public opinion as it is possible to obtain is needed upon this proposition for, as sly as they may keep it, members of congress really know very little of the Pacific northwest, its desires or its needs. A letter from a western representative was shown us recently in which the startling remark was dropped that 95 per cent of the members of the House

have never set foot west of the Mississippi. They don't know the pride our people take in this grand reserve of 1500 square miles, or how much they wish to see it elevated to the dignity of a national park—the Mt. Tacoma National Park, if you please. So let the Commercial club make itself heard in resolution to be forwarded to the benighted eastern majority that rules in the halls of congress.

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"These goods were manufactured by the Seattle Woolen Mill Co., Seattle, Wash., from pure selected wool grown in Kititas county." These are the words of a placard recently noticed in a store at Ellensburg. A telling way to attract attention to the products and it contains a lesson that individuals as well as localities may profit by. Make a reputation for your products by letting the world know your name and where you live. Brand everything you put on the market. If you make or raise a good article the consumer will remember it and want more. If you do not the fact will become apparant to you by the severe letting alone that you will get, and you will set about learning where the trouble lies, and govern yourself accordingly. The time is arriving when it will be difficult for a commission man or a buyer in the large cities to handle orphan products with anything like profit to the rancher.

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Talking of boom towns, it is a pleasant condition for a town to be in when not a dwelling house or business place can be had, save by waiting and watching for weeks and sometimes months for hoped for changes that will make a vacancy. That is the condition in North Yakima. That fact is enough to stamp it as very different from the "paper towns" of other days. Many of its people are ranchers too, fruit growers, hop producers, horse, cattle and sheep breeders, etc., living in or near the town on account of its superior educational advantages. It is the center, the distribution point, the place of exchange of the products of labor, of a half dozen fertile valleys, a territory covering hundreds of square miles. For a well-to-do farmer who has made his little pile by thrift and industry in the older states, who is tired of the work of a big farm, I know of no pleasanter life than a five to ten acre fruit and hop farm near enough to North Yakima to educate his children in her schools. He will then have a pleasant and profitable occupation on his little ranch, together with

the advantages of a progressive town for his family. For the professional man, merchant and mechanic the same argument holds good. For manufacturing industries the argument is needed—a great community will have them without long delay. Indeed the whole country around is to be a thickly settled community of small farms. Similar conditions prevail over most of the territory between the Cascade and Rocky mountains, which is 400 to 500 miles east and west, by 1,000 miles or more north and south.

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What fat eaters the Puget Sounders are! Five car loads of butter and three of oleomargarine every week are said to be shipped into that region from the east. The butter is all right and won't hurt the Sounders any. The oleo may be healthful enough likewise, but the hitch comes when it is sold and eaten by the consumer, as butter pure and unadulterated. We believe in freedom of trade and also in freedom of eating—that is, the freedom which means knowledge of what we eat. We believe also in protection that really protects. We believe in protection against fraud of any kind, especially fraud in food, one of the very worst of frauds, if not the worst of all. We have eaten oleomargarine and liked it well enough; much of it is better than the average cow butter. But we insist that it must be sold for what it really is; and when properly made it is a compound of clean animal fats closely resembling butter in composition. Still it is not butter and cannot, without fraud, deceit, cheating, be sold as butter. Protection of the consumer against this deception, and protection of the dairyman against fraudulent competition is a thing to be demanded and secured by the dairymen of the northwest—when they get here; and those eight car loads a week consumed in the Sound country are argument enough for their coming.

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Frank Alling, of Tacoma, is disconsolate and with cause. Last year he succeeded in opening up a trade in apples with the orient. Within a few days he has received from there order for 130 cases of first class winter apples and he finds himself unable to fill the requisition. Not that he cannot procure apples for he can, plenty of the great red cheeked beauties from the Yakima, but, alas! they were bruised and jammed in picking and packing. He did succeed in finding one lot from Vashon island that was all right but the greedy grower had mixed