

# RURALIZING SEATTLE

"Homecroft" Association plan launched here; "Acre-Culturists" to have poultry and garden paradise; workers in city can heed call to land; new science of living explained; 400 plots ready for intense development; demonstration farm established.

AT HEART most of us are ruralists—we yearn for a country life of health and happiness and plenty.

But complex civilization has crowded us into cities. And here we are, each jammed into a particular niche, surrendering our economic independence to relentless circumstance.

Who can say he has never dreamed of a garden spot, some where, some time? Who has never hoped for a home blessed with abundance of good things to eat, and free from the terrific toll of distribution costs?

Yet we are not free to revert to utter independence of cities. Many of us are fitted to the job, and would not, if we could, turn our backs to the city, and to all the conveniences we have created to make mass life more comfortable.

Few of us would abandon Seattle, with her gentle climate, her majestic setting, and her splendid opportunities for future gain.

## County Life Satisfaction For Man Who Works in City

So the time has come for "Ruralizing the City"—for bringing country life satisfaction to the man who works in Seattle.

Indeed, forces with vision and resource have been earnestly at work in a new movement, which has culminated in the "Homecroft" association plan for the "Acre-Culturist."

And what is "Homecroft"? What is an "Acre-Culturist"?

"Homecroft" means food production—to spend less and get more, by surrounding your city home with intensive, recreational production.

"Homecroft" means elbow-room, with plenty of fresh air, a house and a garage, fronted with urban lawn, and backed with garden and poultry house.

"Homecroft" means an acre of land, scientifically laid out, with fruit trees, and strawberries, and peas and potatoes and everything else that spells plenty—even profit.

"Homecroft" means independence, the antithesis of congestion in city housing. It means more food, and better food, regardless of ever-mounting prices.

"Homecroft" means a comfortable living, regardless of job, regardless of business depression, regardless of ups and downs that bring suffering in their wake to the man who produces nothing to eat.

## "Homecroft" Means Happiness Through Economic Independence

"Homecroft" means a practical solution of the living cost problem. It means giving nature a chance to bless mankind with happiness.

There is a touch of the divine in "Homecroft," because it answers troubled hearts in concrete terms. It points THE WAY.

## Land Specialists Began to Work Out Plan Months Ago

Land specialists of the Puget Mill Company began months ago to prepare for the "Homecroft" Association movement in Seattle. Four hundred acres of this company's land lie waiting for the Acre-Culturist—the man who wants his home within walking distance of his industrial job, and who wants to raise plenty to eat and to spare; who wants to engage in the fascinating and profitable vocation of poultry raising during spare time; who wants to be independent in the future.

This land lies on the "city side" of West Seattle.

There is acreage for 400 "Acre-Culturists." Roads have been built, and the land divided into lots of practically an acre each—some a little more, and some a little less.

A demonstration acre-farm has been developed and buildings erected to show just how the "Homecrofter" shall proceed.

By visiting "Homecroft," you can see with your own eyes your potential "Homecroft" farm. There is the attractive five-room bungalow, with its lawn and flowers. There is the garage and the modern poultry house, already occupied by 200 pullets that have been laying \$7 worth of eggs a day during the last few weeks.

You will find, behind the trim white poultry house, the cherry orchard, with the chicken yard, and the red clover patch.

## HOME FOOD PRODUCTION

Portions of the East are becoming interested in the proposition of an association calling itself the "Homecroft Society," the purpose of which is to discourage the congestion of city population and induce the settlement of families in suburban districts, where plenty of land may be procured for home garden and poultry raising purposes. It is confidently claimed that sufficient produce to maintain a small family for one year can be raised on a plot of ground 60x200 feet, and still leave room enough for a house. To this end instruction of the young in food production is recommended, and in many districts this instruction is being incorporated in the public school courses and otherwise disseminated by means of public lectures.

It is a practical idea, and particularly serviceable in these days of high food costs. A faulty system for the production and distribution of food has imposed a heavy burden upon heads of families in moderate circumstances. It is demonstrated by the Homecroft people that intense cultivation of a small bit of soil is capable of relieving the family purse of a heavy drain. More than that, the family on a suburban lot of less than a quarter acre can easily indulge in poultry raising, with profit, at the same time. At Daltith, Blinn, Watertown, Mass., and Los Angeles, where experiments along these lines have been made, the results are reported to have exceeded expectations.

Without any organized movement, the need for family economy has driven hundreds of families, locally, to practice the Homecroft rule, without trying. They began it in war time for a patriotic purpose, but continue it today for personal economic motives. The family that can produce its potatoes and other vegetables for the year, and supply itself with eggs and poultry for the table, has accomplished something clearly worth while, and the results are perceptible in increased savings.

In our own situation suburban rail lines and ferries make the city suburbs easily accessible to city workers, and these have been quick to advantage themselves by the conveniences. It is plain that we might wait a long time for the government to stop in and decrease the cost of living. Here is a remedy that the citizen may adopt in his own behalf.

From a Seattle newspaper of June 13.

The "Homecroft" movement is not an experiment. Groups of individuals in distant sections have discovered the necessity of "Homecroft" to make city life happier. We print herewith an editorial which appeared in a Seattle newspaper of Sunday, June 13. It points out the practicability of the "Homecroft" movement.

Obviously the writer of the editorial was under the impression that the "Homecroft" movement was confined to the East. Had he chanced to pass 26th Ave. S. W. and Spokane Ave. he would have noticed a trim office building, bearing a sign with the words "Homecroft."

This building was erected by the Puget Mill Company, that pioneered here in 1853 and that pioneers today.

## Abundance of Vegetation Is Arranged in Scientific Order

Then, in orderly, scientific intensity, you will see the rows of early and late potato plants, the rows of Marshall strawberry plants, and the garden for head lettuce, parsnips, salsify, cucumbers (to be followed by fall spinach), winter radishes, endive, onions, early radishes, bush beans, late cabbage, early corn and summer squash, late corn, tomatoes, pole beans and winter squash, the celery patch, the 17 rows of thousand-head kale and the mangels for poultry.

You will see the trees that bear quinces, and crabapples, peaches, pears, prunes and plums.

And along the fence that encloses the "Homecroft" acre-farm, are growing raspberries and delicious loganberries. Along the

walk down the center of the farm are the currant and gooseberry bushes.

All these good things on a single acre.

A demonstration farm is already there ready to serve all "Homecrofters." Mr. and Mrs. "Acre-Culturist" have already moved in. They are living there today, willing and eager to help those who will be their neighbors.

## Schools and Playfield Are Waiting for "Homecrofters"

Within a stone's throw of "Homecroft" are the Youngstown schools and ten-acre playfield for the youngsters.

A few minutes' walk from "Homecroft" and the "Acre-Culturist" can be earning his daily wages in the heart of the industrial section.

Returning home he can be in the great out-of-doors, helping Nature in profuse creation favored vegetation.

Three car lines and jitney auto bus are ready to take him or his family into the heart of the city. The joys of country life await the toilers of the city!

To the office man, or the skilled craftsman who is yearning for more economic independence, the New Science of Living offers "Homecroft."

By paying a little down and a little every month he may develop a city acre.

Success of the New Plan of City Living has already been proven. Indeed, aged couples have found contentment and plenty, with profits besides, on an acre of ground, scientifically utilized.

## All Benefits of City Life For Seattle "Acre-Culturist"

"Homecroft" lands are ready now for the city dweller. Boys and girls in Seattle schools are learning the art of home gardening, and they, too, will reap lasting benefits in health and character of "Homecroft Life."

To them are open all the benefits of a great city—her public schools, her libraries, the University of Washington, and diverse avenues of culture.

And here's the rich heritage of years spent out of doors in close commune with nature.

The Puget Mill Company takes intense pride in announcing the "Homecroft" welcome to those who would reap more enjoyment, more health, more profit from life.

This company came to Puget Sound 67 years ago and pioneered earnestly, contributing in vision and energy to the development of the great Northwest.

And now it is with earnest satisfaction that the land specialists of the Puget Mill Company point the way to further human happiness. They see years of contentment and plenty ahead of many city dwellers who can not now have soul satisfaction in the struggle for existence.

## Illustrated Outline of Plan Will Be Mailed Free to You

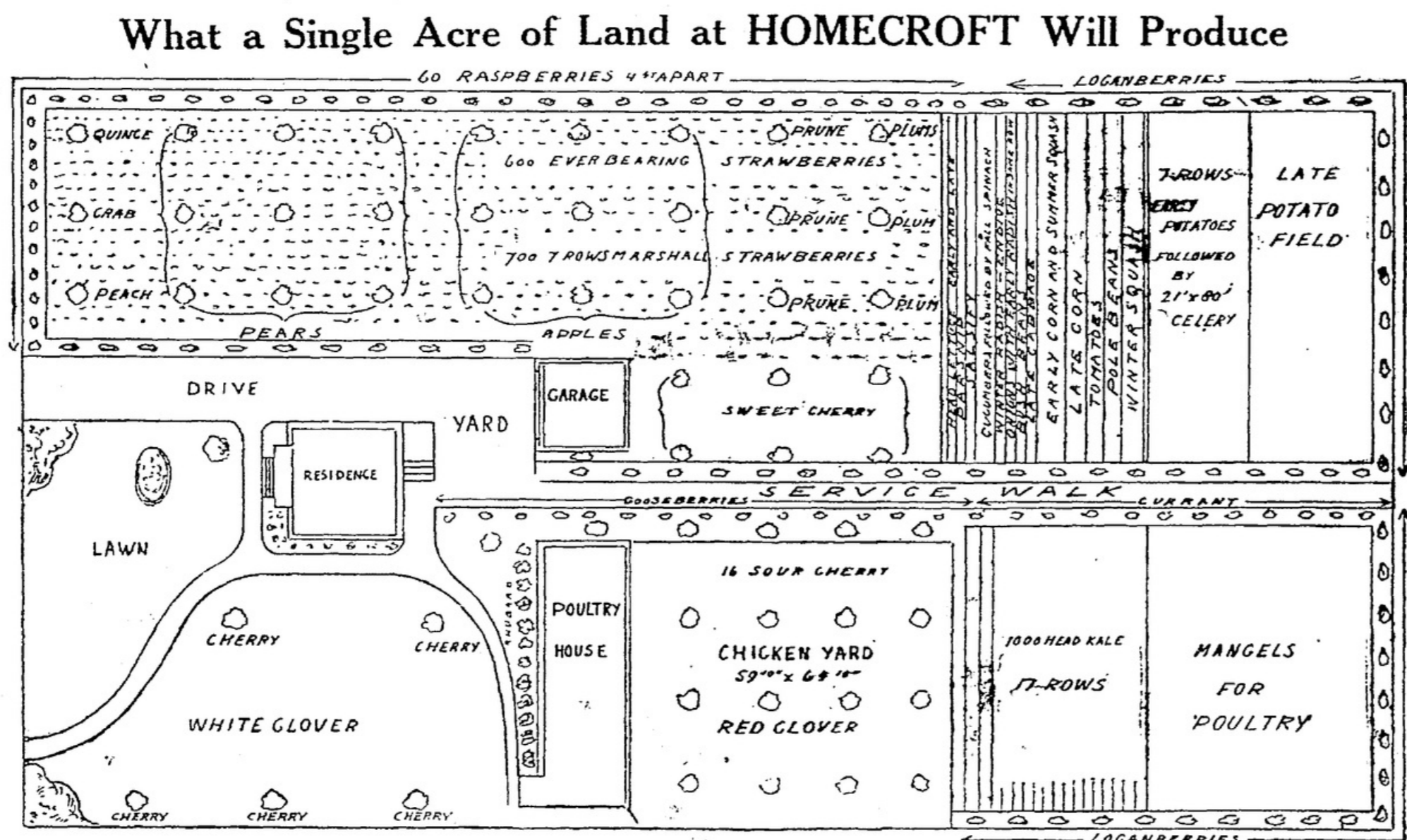
Surely American cities can not grow blindly, without thought of those natural instincts that call for plenty to eat, and the health and enjoyment that come from hours in the open among the freshness of growing vegetation.

If you are one of those who would not, or could not, leave the city, but who would live closer to Mother Earth, and share in her willing generosity, come out to "Homecroft."

Find out for yourself about the modern science of living.

For you we have prepared an interesting outline of "The New Plan of City Living." It is just off the press and ready to be sent to you if you will clip the attached coupon and drop it in the mail.

Acquaint yourself fully concerning "Homecroft"—the means of independence and a good income on a city acre.



Actual Diagram of Demonstration Farm Acre at HOMECROFT, Showing Exactly How It Is Planned

SINCE 1853

# PUGET MILL CO., LAND DEPARTMENT

"Homecroft" Offices: 26th Ave. S. W. & Spokane Ave. Walker Bldg., Second and University Seattle Phone Elliott 182 218 Pike Street Phone Elliott 1470 Open Evenings