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MILLION-DOLLAR CORN CROP.

Four years ago last Spring "Farmer Smith," agriculturist with the O-W. R. & N. Company, was peddling about Yakima County little 5-pound sacks of seed corn and asking farmers to experiment with it. Many laughed at him, and said "this wasn't a corn belt."

This year half a million bushels of corn matured in the Yakima Valley and what is more, the average yield is conservatively estimated at 65 bushels to the acre, while many farmers report that their crops will run 100 bushels or more to the acre. The average crop yield in the United States is but 25 bushels per acre.

It is hardly probable that a single ton of this great crop will be shipped out of the valley; it won't appear in the grand total of \$20,000,000 or perhaps \$25,000,000 which will be received for crops grown this season, though if it did the amount would be increased by about a million dollars.

That million dollars, however, will be added to the income of Yakima farmers in profits on hogs, sheep and cattle; in the increased returns on hay sold which otherwise would be fed at home, and in various other ways, for practically all of the corn grown here will be fed to livestock in the form of ensilage or otherwise.

Successful corn growing is but one contribution to Yakima prosperity, but an important one; it is an example of the transformation of the district during the past five or six years from a one-crop country to one of diversified crops and interests.

Farming as a business in the Yakima Valley is on a firm foundation.

"Farmer" Smith is one of the men who put it there.—Yakima Daily Republic.

FOODS TODAY AND TOMORROW.

The savings of our people will win this war. France came to our aid when we were struggling for liberty and now we are making ready to help lift the burdens of this great world war which have fallen to heavily upon her.

From every school district in this great State of ours, comes the victorious results of the Hoover Food Pledge Card Campaign; many districts going 100 per cent—will ours? And I am beginning to see the window cards giving out their glad message from every home in the rural communities as well as in the towns and cities. These are

FIREMEN RAISE FOOD, AND SAVE IT TOO; HERE'S ONE WHO KNOWS HOW TO CAN



Firemen of Washington raised gardens this summer on plots of ground adjacent to the fire stations. Having done "their bit" in the garden way they are canning their produce. In this picture a fireman is shown canning corn which he has taken to a Community Center Canning Demonstration for that purpose.

homes shielded with patriotism; a patriotism which will sacrifice gladly in this great crisis.

The savings of our people will in the aggregate not only be represented by the millions of dollars in Liberty Bonds, but more materially represented by the great reserved food supply laid by because the American housewife has seen the wisdom of substitution. Women of our great State, we must decrease the use of these four foodstuffs, wheat, red meats, sugar, and wheat flour to the minimum. But we cannot limit the use of these foods without adequate substitution in food values.

Our soldiers and allies are greatly in need of the red meats and as a Nation we have depended largely upon meats as a source of protein, i. e., tissue building food. Eggs are expensive because of the high cost of feed and it is therefore necessary for fish, milk, cheese, and tissue building vegetables to figure prominently in our menu as a substitute for meat and eggs.

The familiar term "war bread" means bread prepared by combining a minimum amount of wheat flour with other suitable materials for bread making, such as cornmeal, buckwheat flour, cooked rice and potatoes.

On every hand is heard the demand for good, reliable recipes using substantive foods. Our Agricultural College and State Food Chemist have just turned out three bulletins: War Breads and Cakes; The Use of Dried Fruits and Vegetables; and Substitutes for Meat; containing over 80 splendid recipes.

If you belong to the Home Study Club conducted by Miss Zoe Golden in this district you will receive these bulletins, if not write in to my office at La Grande. They may be had for the asking.

The purpose of the Home Study Club in our community is to efficiently train the housewives in substituting food values, the needs of the body and how to meet these needs. That although "this war must be paid for out of the savings of our people," the Nation as well as the Army may be well fed.

MAY MURPHY,
 Emergency Home Demonstration Agent.

PORK GETTING SCARCER.

It is interesting to know that in spite of high prices the consumption of pork and hog products is increasing. We are actually slaughtering, consuming and exporting more

THE OUTBURSTS OF EVERETT TRUE.



FROM THE HANDS-- --OF MASTER TAILORS

Come these Coats and Suits for Fall and Winter. And master designers created them before they reached the tailors—weeks of study were put on each model to assure its authenticity.

To know our customers' preferences is a hobby with us and it dominates us when we select our stocks—so the garments we have gathered here are sure to please you, and we know you can find your favorite here now.

A great variety in styles, shades, materials and in prices.

NOW IS THE LOGICAL TIME TO SELECT YOUR COAT OR SUIT
COATS FROM \$15.00 UP
SUITS FROM \$20.00 UP



The Coming of Winter Turns One's Thoughts to Furs

Your Gifts Must Be Off for Europe By Nov. 15.

For your choice and approval we have assembled a varied and complete showing of the Newest and Choicest Furs. Far from the north—from every fur-bearing section—we have Furs.

You must be thinking about your Soldiers' Gifts now—only 15 days more. Visit our Men's Wear Department and you will find many useful suggestions for him.

Let us help you—we'd be glad to offer suggestions for him.

We invite you to visit our Fur Department and see these today. We count it a pleasure to show them to you.

Wool Socks, Underwear, Sweaters, Gloves, Handkerchiefs, Etc.—Things that he would need and greatly appreciate.

NK West & Co.
 THE QUALITY STORE

pork products than we are producing. In other words we are encroaching upon our capital. The human body craves fat. In what more tasty form does it come than in roast pig? Or spareribs? Or pork chops? So we are in this dilemma. Every time we eat pork we send the price sailing. But we do not seem to worry about the high prices, which would ordinarily lessen consumption. When it comes to pork, all economic laws are suspended. We must have our pork. Who cares about the cost?

Rippling Rhymes

By WALT MASON

Pikers.



Beeswax & Blinken make good soup, which soup they largely advertise; and when I find my spirits droop, I buy a can, and feel them rise. Beeswax & Blinken spend good yen to introduce their helpful broth, and so, wherever there are men, their product cuts a good wide swath. I buy it by the dozen cans, consume it morning, noon and night; I eat it out of bowls and pans, and always find it strictly right. Sometimes when I am needing soup, by Beeswax and his partner canned, I toddle to the grocer's coop, and ask him for this famous brand. Sometimes the grocer says, "Oddsfish! I do not keep the Beeswax line; I know it is a famous dish—but here is something just as fine." Oh, then I pull the grocer's nose, and deftly stand him on his head; such piffle, as you may suppose, will always start me seeing red. The advertiser strives to make his product's merit understood; then comes the imitator's fake, which he pronounces "Just as good." The thing they wisely advertise is still the safest thing to get; the men who make it are too wise to fool their customers, you bet.

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The Woman Who Pays



by check instead of in currency escapes a lot of worry about money matters. She has an accurate record of where her money goes and a receipt for every penny she has paid out. Besides it's so much safer to have the cash in the bank than in the home. Our special department for women will be glad to give information.

La Grande National Bank