



**See That He Never Lacks a pouch of Real GRAVELLY Chewing Plug**

Your fighting man will go to almost any lengths to get good tobacco. Many a man has paid \$5 for less good tobacco than you will send him in a pouch of Real Gravely Chewing Plug. Only costs you 10 cents.

Give any man a chew of Real Gravely Plug, and he will tell you that's the kind to send. Send the best! Ordinary plug is false economy. It cost less per week to chew Real Gravely, because a small chew of it lasts a long while.

If you smoke a pipe, slice Gravely with your knife and add a little to your smoking tobacco. It will give flavor—improve your smoke.

SEND YOUR FRIEND IN THE U. S. SERVICE A POUCH OF GRAVELLY

Dealers all around here carry it in 10c pouches. A 3c stamp will get it into his hands in any Training Camp or Segment of the U. S. A. Even "over there" a 3c stamp will take it to him. Your dealer will supply envelope and give you official directions how to address it.

**F. B. GRAVELLY TOBACCO CO., Danville, Va.**  
The Patent Pouch keeps it Fresh and Clean and Good  
—It is not Real Gravely without this Protection Seal  
Established 1883

**HELP IN 50-50 WHEAT PROGRAM**

Thousands of Retail Grocers Support Food Administration Rules.

**SIGN PLEDGE VOLUNTARILY.**

New Wheat Saving Program Demanded — Allied Food Shortage Increases—America Must Feed Fighters.

Explaining the United States Food Administration's new 50-50 wheat regulations is a war time task the American grocer has gladly shouldered. Many stores are already displaying their Food Administration wheat saving pledge cards, that they have signed, agreeing to carry out the new wheat program.

Each flour customer is now required to buy one pound of cereal substitute for every pound of wheat flour. The substitute may be of one kind or assorted. This 50-50 sale is made by weight and not by value of the commodities. There is, of course, no regulation demanding the consumer to buy wheat flour at all.

A wide variety of substitutes has been provided: Cornmeal, corn flour, edible cornstarch, hominy, corn grits, barley flour, potato flour, sweet potato flour, soy bean flour, Feterita flour and meal, rice, rice flour, oatmeal, rolled oats and buckwheat flour.

Graham and whole wheat flour constitute an exception to the national regulation. Either of these commodities may be sold at the ratio of three pounds to five pounds of wheat flour—that is, five pounds of graham or wheat flour counts the same as three pounds of the usual wheat flour.

Mixed flours form another exception. Where any flour contains 50 per cent, or less of wheat it may be sold without any substitutes. Where the flour is mixed at the rate of 60 per cent, wheat and 40 per cent, of other ingredients an additional 20 per cent, of substitutes must be purchased by the consumer.

Where necessity is shown specially prepared infant's and invalid's food containing flour may be sold.

That the approved substitutes may be assorted is a fact many grocers and housewives overlooked for a time. For instance, if a customer wishes to buy a 24 pound sack of flour the necessary substitutes might be assorted as follows: Cornmeal, 8 pounds; corn grits, 4 pounds; rice, 4 pounds; buckwheat, 2 pounds; cornstarch, 1 pound; hominy, 2 pounds; rolled oats, 3 pounds.

None of the substitutes should be considered as a waste purchase. There are many household uses for each. The eight pounds of cornmeal can be made into cornbread, corn muffins or used in the baking of wheat bread.

Cornstarch is useful in making custard, thickening gravy or may be used in cake baking. Corn grits fried like mush forms a delicious dish, or it may be used in baking corn bread. Rolled oats, used largely as breakfast porridge or in oatmeal cookies or in making muffins.

Buckwheat flour may be used in bread making, forming an excellent substitute for one-quarter of the wheat flour, but is especially choice in the form of buckwheat cakes for breakfast.

With 11 wheatless meals needed each week in America to provide enough wheat for the allies, the Food Administration believes the substitutes will all be used to advantage.

**USE LESS WHEAT.**

The allied nations have made further increased demands on us for breadstuffs—demands that Americans are obligated to meet.

In the meantime America's meat supply has been greatly increased for some months to come by the unprecedented shipping to market of hogs that averaged 232 pounds each instead of 203 pounds—the normal.

The United States Food Administration, endeavoring to adjust the international food balance, promptly removed certain restrictions in this country on the use of meat and at the same time asked for a smaller consumption of breadstuffs.

We are asked to observe only one meatless day each week—Tuesday. We will have larger meat stocks for awhile. But our bread ration must be held to a minimum.

In altering its food conservation program the Food Administration emphasizes that the food situation is of necessity, subject to radical changes, caused by crop conditions at home and abroad and by the precarious transportation problem, both in overseas shipping and in America's overburdened transportation system.

The Food Administration will keep the American people fully and frankly advised of each change in the developing situation that they may know definitely the part their food sacrifices play in the world war.

**SLOGANS STATEWIDE**

Contestants For Liberty Loan Prize Widely Scattered.

NEARLY EVERY COUNTY AND TOWN IN OREGON IS REPRESENTED IN THE MATERIAL SUBMITTED TO THE COMMITTEE.

Slogans from over the entire state were submitted for use in the Third Liberty Loan campaign, in the recent slogan contest, for the best of which a \$50 Liberty Bond is to be awarded opening day, April 6.

Among the slogans which were considered by the committee as possessing high merit and worthy of especial mention, are the following which are representative of the entire state:

Open your purse — help kill the curse, Miss Hazel McCoy, Dufur; buy a bond that binds Democracy, W. P. McMaisters, Mills City; the Kaiser groans at Liberty Loans, Nettie Page Scofield, Newberg; Liberty Loans are Liberty's stepping stones, Mrs. J. D. Slater, La Grande; bury the Kaiser with Liberty Bonds, Geo. A. Barden, Grants Pass; Uphold the colors with liberty dollars, Mrs. Edward Hill, Marshfield; Over there our boys are watching, H. K. Donnelly, Salem; Break Liberty's chains—invest your gains, Buena Fisher, Dallas; Sow bonds—reap victory, Miss Elva S. Hall, Vanora; Build freedom's foundation with Liberty Bonds, C. E. Logsdon, Junction City; Our country's armor—Liberty Bonds, C. W. Collier, Milwaukie; The Liberty Bond is victory's wand, H. E. Allen, Hillsboro; Gold were dross with freedom's loss, Count that day lost, whose low descending sun, sees nothing done to beat the Hun, both by T. P. McAndrews, Baker; Your little mite may win the fight, Mollie E. Straight, Oregon City; Protect your homes with Liberty Loans, Lonna Powell, Baker; Buy a bond—bridge the pond, Mrs. H. M. McKenna, Astoria; We'll bridge the pond with Liberty Bonds, M. Eva Duell, Eugene; Join the band at Liberty's stand, Mrs. L. R. Whitney, Vancouver, Wash.; Another Liberty Loan insures Estate's success, Wilma Debill, Amity; Provide Pershing power to punish Prussiaism.

The following slogans are a few of those submitted by residents of Portland in the contest:

Fight, buy, or show us why, Grace N. Crow; Patriots all, subscribe to the call, A. R. Vandervliet; Liberty Loans protect what you own, W. W. Lawton; Our bonds dictate our soldiers' fate, Mrs. D. W. Jackson; Have a heart, do your part, They also serve who only lend, Jennie A. Marshall; Yankee Doodle dollars do or die, keep the home funds fighting, W. S. Kirkpatrick; 'Tis freedom's call—lend your all, Be no shirker, be a worker, Florence R. Hoyt; Save America's fate from German hate, J. N. Reeves; The Liberty Loan safeguards the home, J. H. Mason; For county and home—Liberty Loan, Geo. E. Hall; Be a backer, not a slacker, H. G. Furnish; Subscribe to loan, protect your home, Miss Myrtle Bates; Can you deny while others die, Anna Laville McPherson; Bonds are better than Prussian fetters, Ruth Helen Underhill.

How Returns are Noted

Map System to be Used During Third Liberty Loan Drive.

Returns from the various counties of the state will be indicated at the Oregon State Central Liberty Loan headquarters, Portland, on a color scheme map, as will every town and district in which a quota has been assigned, by a yellow thumb tack. The counties will have a large headed tack and the districts a small yellow one.

As soon as one-half of the assigned quota has been reached in each town or district a red thumb tack will replace the yellow one on the map. Similarly with the counties on the state map. Each county headquarters will have their own map with the county divided into convenient districts which are to be bulletined likewise.

When the full quota in each town and district is attained it will be designated by a blue thumb tack. This system will afford an accurate check and will indicate those counties and districts of the state which are doing the most effective work in the Third Liberty Loan Campaign.

In each town and district a solicitor will be sent out with the Government household questionnaire upon which is written pertinent facts concerning the individual's ability to subscribe. Should the person be unable to subscribe one-half of the amount estimated that he is able to, a yellow card will be sent into district headquarters. When more than one-half but less than the full assignment has been received a red card replaces the yellow, and a blue card is used when the full quota of the individual has been subscribed. This system gives an accurate and detailed check on every person and the state and county headquarters will know exactly what can be expected and what is being done.

The master map at Washington, D. C., will indicate the advances in each state and the entire country.

Everyman's Pledge. America shall win this war! Therefore, I will work, I will save, I will sacrifice, I will endure, I will fight—cheerfully, and to my utmost—as if the whole outcome of the struggle depended upon me alone.

**FOOD CONTROL MEANS VICTORY**

European Shortage Places Problem Before American Government—Farsighted Policy Adopted.

NEED 75,000,000 BU. WHEAT.

Food Administration Asks Aid of Every American in Gigantic Task of Feeding Millions.

It is the food problem over there that makes a food problem over here. If we wished to be supremely selfish—and supremely shortsighted—we could go on eating as much as we like and whatever we like, without much difficulty or interruption—at least, until the Germans came!

But we are not doing things in that selfish and suicidal way. We are trying to make a great common pool of all of our food, and all of the food of the allies, and all of the food we can get from South American and other neutrals, and dividing it up fairly among America, England, France, Belgium, and Italy.

This does not mean that all of the people in the great pool are going to have the same ration, but means that we are trying to arrange to have enough for everybody, so that the soldiers—our soldiers and their soldiers—will be well fed, as they have to be to fight hard and continuously, and that the munitions workers and the workers in all the other necessary industries, and the men and women at home will all have enough to keep alive and well. It is absolutely necessary to do this if the war is to be won, and we are going to do it, but it means planning, working, arranging, co-operating, being careful, not wasting, saving.

And it means that each and every one of us has got to help.

Now, we have enough, and more than enough food for ourselves, and the Government is going to see to it that we keep here at home a sufficient supply of every essential kind of food to support our people. But over there they simply have not enough. Lord Rhodes, the English food controller, recently cabled the American food administrator, that unless we can send the allies before the next European harvest 75,000,000 bushels of wheat in addition to what had been sent up to January 1 of this year he could not assure the people of the allies that they would have a sufficient supply of food to carry on the war.

He did not say anything in this cable about the other food necessary, but he has told of these needs in other cables—and by his actions in England. For example, his latest regulation compels a reduction of meat eating in the United Kingdom to a maximum of one pound per week per person, this pound including the bone and other waste parts in the meat as bought in the shop.

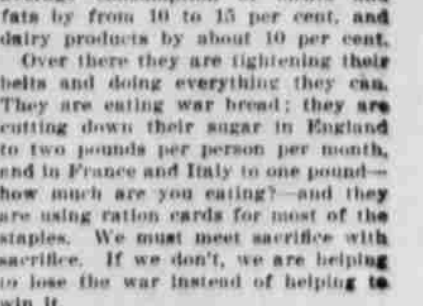
The allies must have more wheat, more meat, more fats, more dairy products, more sugar. Their harvests were very short—France had less than half her normal crop of wheat—and the available shipping is small in amount and constantly being lessened by submarines, so that it is now practically impossible to use any ships for the long voyage necessary to bring food from Australia and other remote markets.

The food must come chiefly from America. In specific figures it is necessary for us to send to the allies 1,100,000 tons of foodstuffs a month. This is a great responsibility and a great problem. The food must be found, and also the ships to carry it. It is being done, but can only continue to be done by the help and full cooperation of all of us over our broad land. We must produce and save more.

To supply the wheat necessary until the next harvest, we must reduce our consumption by from one-fourth to one-third; we must cut down our usual average consumption of meats and fats by from 10 to 15 per cent, and dairy products by about 10 per cent.

Over there they are tightening their belts and doing everything they can. They are eating war bread; they are cutting down their sugar in England to two pounds per person per month, and in France and Italy to one pound—how much are you eating?—and they are using ration cards for most of the staples. We must meet sacrifice with sacrifice. If we don't, we are helping to lose the war instead of helping to win it.

Buy Local Food—



**Dreamland Attractions**  
ONTARIO, OREGON

Sunday, June 2.  
"THE AVENGING TRAIL."  
Harold Lockwood.  
Pathe News.

Monday, June 3.  
"RAGGEDY QUEEN."  
Violet Mersereau.  
Comedy: "Welcome Home."

Tuesday, June 4.  
"HEART'S REVENGE."  
Sonja Markova.  
Comedy: "Film Spoilers."

Wednesday, June 5.  
"SCHOOLS FOR HUSBANDS."  
Fannie Ward.  
Bray Pictograph.

Thursday, June 6.  
"FILM SUPPLY PROGRAM."  
Animated Cartoons.  
Universal Weekly.  
Comedy.

Friday and Saturday, June 7 and 8.  
"SEVEN KEYS TO BALBATE."  
Six Reels.  
Geo. M. Cohan.  
Comedy: "Cinderella Husband."

**LITTLE MISS ADA LAMB IS BIRTHDAY PARTY HOSTESS**

Little Miss Ada Lamb, daughter of Mr. and Mrs. Morris Lamb of Mallett Station, celebrated her tenth birthday Friday, May 24, at the home of Mr. and Mrs. C. R. Seguire in Ontario. Twenty-six of her little friends gathered in the afternoon to help in the celebration and the time passed quickly with jolly games and other amusements.

Little Ruth and Dean Hunter gave several recitations and a few others furnished some numbers on an impromptu program. Luncheon was served late in the afternoon in the dining room, where the decorations were charmingly carried out with roses and lillies. The refreshments consisted in cake, ice cream and grape juice.

Among those present were: Ruth and Dean Hunter, Anna Messe, Ada Lamb, Evelyn and Cecelia Gallagher, John McCulloch, Opal Hogard, Howard Blom, Eileen Conway, Donald Bingham, Irene Daubenberger, Freddie Lees, Dorothy Laxon, Myrtle Beamguard, Dayal Cochran, Margaret Blackaby, Lois Prinsing, Margaret, Phyllis and Alice Watson, Adrian Hagans, Walter Woods, Bobbie Leuhers, Louise Hunter, and Scott Preston, also Mrs. Morris Lamb, Mrs. A. L. Hunter, Mrs. Anna Sullivan and Mrs. C. R. Seguire.

HE SOUGHT ADVENTURE and found it in

**"THE AVENGING TRAIL"**  
A striking story of adventure set in the Northern lumber camps

starring

**HAROLD LOCKWOOD**  
in the most vigorous role of his career

**DREAMLAND THEATRE**  
Sunday, June 2

We Are in the Market for Your

**POULTRY Eggs and Cream**

And are paying today:

For chickens, hens, 4 1-2 lbs. or **20 cts.** over, per lb.

EGGS, per dozen **30 cts.**

**41c Net for Butter Fat**

Which is equal to 44 cents where one cent is taken off the weight of your cream for shipping.

**We Have ICE For Sale**

And will make a very low price at the plant to those who can take a ton at a time.

WE ALSO HAVE SOME GOOD MILK COWS FOR SALE

**Ontario Ice & Cold Storage**  
ONTARIO, OREGON