

MUST INCREASE FOOD EXPORTS

America Called on, by End of War to Supply Added Millions.

ECONOMY STILL NEEDED.

Over Three Times Pre-War Shipments Required—Situation in Wheat and Fats Proves Government's Policy Sound.

With the guns in Europe silenced, we have now to consider a new world food situation. But there can be no hope that the volume of our exports can be lightened to the slightest degree with the cessation of hostilities. Millions of people liberated from the Prussian yoke, are now depending upon us for the food which will keep them from starvation.

With food the United States made it possible for the forces of democracy to hold out to victory. To insure democracy in the world, we must continue to live simply in order that we may supply these liberated millions of Europe with food. Hunger among a people inevitably breeds anarchy. American food must complete the work of making the world safe for democracy.

Last year we sent 11,828,000 tons of food to Europe. For the present year, with only the European Allies to feed, we had originally pledged ourselves to a program that would have increased our exports to 17,500,000 tons. Now, to feed the liberated nations, we will have to export at least 20,000,000 tons—practically the limit of loading capacity at our ports. Reviewing the world food situation, we find that some foods will be obtainable in quantities sufficient to meet all world needs under a regime of economical consumption. On the other hand, there will be marked world shortages in some important commodities.

Return to Normal Bread Loaf.

With the enlarged wheat crops which American farmers have grown, the supplies of Australia, the Argentine and other markets now accessible to shipping, there are bread enough to enable the nations to return to their normal wheat loaf, and we continue to mill flour at percentage of extraction and maintain economy in eating and the avoidance of waste.

In fats there will be a heavy shortage—about 3,000,000,000 pounds—in pork products, dairy products and vegetable oils. While there will be a shortage of about three million tons in rich protein feeds for dairy animals, there will be sufficient supplies of other feedstuffs to allow economical consumption.

In the matter of beef, the world's supplies are limited to the capacity of the available refrigerating ships. The supplies of beef in Australia, the Argentine and the United States are sufficient to load these ships. There will be a shortage in the importing countries, but we cannot hope to expand exports materially for the next months in view of the bottle neck in transportation.

We will have a sufficient supply of sugar to allow normal consumption in this country if the other nations retain their present short rations or increase them only slightly. For the countries of Europe, however, to increase their present rations to a material extent will necessitate our sharing a part of our own supplies with them.

Twenty Million Tons of Food. Of the world total, North America will furnish more than 60 per cent. The United States, including the West Indies, will be called upon to furnish 20,000,000 tons of food of all kinds, as compared with our pre-war exports of about 6,000,000 tons.

While we will be able to change our program in many respects, even a casual survey of the world supplies in comparison to world demands shows conclusively that Europe will know famine unless the American people bring their home consumption down to the barest minimum that will maintain health and strength.

There are conditions of famine in Europe that will be beyond our power to remedy. There are 30,000,000 people in North Russia whom there is small chance of reaching with food this winter. Their transportation is demoralized in complete anarchy, and shortly many of their ports will be frozen, even if artificial transport could be realized.

To Preserve Civilization. At this moment Germany has not alone sucked the food and animals from all those masses of people she has dominated and left starving, but she has left behind her a total wreckage of social institutions, and this mass of people is now confronted with absolute anarchy.

If we value our own safety and the social organization of the world, if we value the preservation of civilization itself, we cannot permit growth of this cancer in the world's veins. Famine is the mother of anarchy, and the inability of governments to give food for their people grows anarchy and chaos. From an ability to supply their people grows stability of government and the maintenance of order.

Did we pursue to the highest degree than our interests in the production of our institutions, we must bear ourselves in solution of this problem.

JEWELRY FOR CHRISTMAS GIVING

The most appropriate, lasting and beautiful of gifts, is the carefully selected article of jewelry. Be it wrist watch, necklace or the more elaborate piece in platinum and diamonds, genuineness and quality are all important. Therefore make your selections at a firm with an established reputation. In having your glasses fitted the same responsibility applies. Our Optical Department is fully equipped to do the finest work.

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PROVED SPIRIT OF DEMOCRACY

Voluntary Basis of Food Saving Showed Heart of America Beat True for Freedom.

To the voluntary service and sacrifice of the American people must be attributed the continued health, strength and morale of the Allied armies and the civil populace. Upon this spirit of service and sacrifice will depend Europe's fate in the months to come. In the past year, we have carried out an export program, the magnitude of which is almost beyond comprehension. But with the new demands that have come with the liberation of nations freed from German oppression, our exports must be almost doubled. Instead of 11,828,000 tons, we must ship twenty million tons of food to Europe in the coming year—as much as can be pushed through our ports.

If the Allies had not been fed by America, it would have been impossible for them to maintain their defense against Germany. Meeting this world need on a purely voluntary basis, the American people have conclusively proved that democracy is a success and that in time of need it will rise to its own defense. If there were no other accomplishment to its credit, the very fact that it has shown the strength of democracy has in itself more than justified the existence of the Food Administration in the eyes of the world.

Less than four months after the United States declared war the United States Food Administrator expressed his determination to meet America's food problem on a basis of voluntary action and reiterated his confidence that awakened democracy would prove irresistible.

"Many thinking Americans," said Mr. Hoover, "and the whole world have been watching anxiously the last four months in the fear that democratic America could not organize to meet autocratic Germany. Germany has been confident that it could not be done. Contrary proof is immediately at our door, and our people have already demonstrated their ability to mobilize, organize, endure and prepare voluntarily and efficiently in many directions and upon the mere word of inspiration aside from the remembrance of our Army and finances.

The history of the Food Administration has clearly shown that the mass of those who put their faith in democracy has not been misplaced.

Our food Gospel eat less serve less waste nothing

America's Pledge of Food Gave Heart to the Allies In Their Darkest Hour

Whatever is necessary America will send. That was America's pledge to the starved food council. And because, the American food army had hitherto made good they took heart and went forward.

Faith enterprise and much soft corn increased pork supplies, food conservation increased exports—total shipments doubled.

FAITH JUSTIFIED BY EVENTS.

I do not believe that drastic force need be applied to maintain economic distribution and sane use of supplies by the great majority of American people, and I have learned a deep and abiding faith in the intelligence of the average American business man, whose aid we anticipate and depend on to remedy the evils developed by the war.—Herbert Hoover, August 10, 1917.

Patriot's Plenty

Buy less - Serve less Eat only 3 meals a day Waste nothing Your guests will cheerfully share simple fare Be Proud to be a food saver

Sending to Europe 141,000,000 bushels of wheat from a surplus of apparently nothing was the outstanding exploit of the American food army in the critical year of the war.

GREATEST OPPORTUNITY WOMEN EVER HAD.

It was given to the women of this country to perform the greatest service in the winning of the war vouchsafed to any women in the history of the wars of the world—to feed the warriors and the war sufferers. By the arts of peace, the practice of simple, homely virtues the womanhood of a whole nation served humanity in its profoundest struggle for peace and freedom.

FIRST CALL TO FOOD ARMY.

This co-operation and service I ask of all in full confidence that America will render more for flag and freedom than king or hidden people surrender at compulsion.—Herbert Hoover, August 10, 1917.

A year ago voluntary food control was a daring adventure in democracy. During the year an established proof of democratic efficiency.

F C H R I S T M A S

U R N I T U R E

Headquarters for Useful Christmas Presents

\$38.50 Book Case for \$29.50	\$4.50 Pillows, pair \$2.75
\$26.50 Quartered Oak Desk \$18.75	\$8.00 Book Shelves \$5.75
\$38.00 Jap Rockers for \$19.50	\$65.00 Birdseye Maple Bed \$42.50
\$18.00 W. Edamel Desk \$13.75	\$24.00 Birdseye Maple Book Case \$17.45
\$42.50 Blue Velour Rocker \$29.50	\$28.00 Solid Mahogany Sewing Cabinet for \$19.85
\$30.00 Ivory Dresser \$24.00	\$22.50 Reed Rocker (Cretone Upholstered) \$14.95
\$65.00 Quartered Oak Bed \$42.50	\$24.00 Electric Floor Lamp \$17.50
\$19.00 Solid Oak Sewing Table \$14.00	

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Make this a Patriotic Christmas

This is the most practical and sensible way of giving Christmas present. It will be easy for any woman to choose an entirely satisfactory coat, suit or dress here, for our stocks are extremely large and comprise the seasons newest and most favored models. We invite your critical inspection and we assure you that you cannot find better value elsewhere.

Ladies' Tailored Suits

\$52.50 Broadcloth, all colors, sale price	41.50
\$45.00 Serge, all satin lined, sale price	37.00
\$39.50 Oxford, sale	25.00
\$48.00 Poplin, silk lined, sale price	35.00
\$32.50 Serge Suit, sale	22.50
\$32.50 Wool Jersey	17.90

Silk and Wool Dresses

\$15.00 All Wool Serge	9.75
\$17.50 All Wool Serge	13.50
\$22.50 All Wool Serge	15.00
\$25.00 All Wool Serge	19.00
\$35.00 Silk and Georgett sale price	16.50
\$33.50 Silk and Georgett sale price	24.50

Ladies' Coats

Reg. \$75.00, sale price	55.50
Reg. \$69.00, sale price	49.50
Reg. \$49.50, sale price	37.50
Reg. \$35.00, sale price	25.00
Reg. \$22.50, sale price	15.00
Reg. \$20.00, sale price	14.90

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Everybody Is Doing It, Doing What?

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