



If Swift & Company Made No Profit

The cattle raiser would receive only $\frac{1}{8}$ cent a pound more for his cattle

So small is Swift & Company's profit on any single transaction that if it were turned over to the cattle raisers of the country, they would receive only $\frac{1}{8}$ cent a pound more for cattle than they receive now.

Swift & Company pays for live cattle about 90% of the amount received for dressed meat and by-products. The remaining 10% pays for packing-house expense, freight to market, operation of distributing houses and profit. Swift & Company's actual figures per head for 1917 on over two million cattle were as follows:

Receipts		Payments	
From By-products	\$24.00 26%	Paid for Live Cattle	\$84.45 91%
From Meat	\$68.97 74%		
Total	\$93.00	Total	\$93.00

* This net profit of \$1.29 per head averages $\frac{1}{8}$ cent a pound live weight.

And out of this small net profit dividends must be paid to shareholders.

* Your Book of interesting and instructive facts sent on request. Address Swift & Company, Union Stock Yards, Chicago, Illinois

Swift & Company, U.S.A.



Every Few Days Send Him a pouch of Real GRAVELY Chewing Plug

Think of the welcome he will give it—this condensed plug of fine tobacco that slips flat into his pocket, ready to give him tobacco comfort and satisfaction anywhere, all the time!

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 costs 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 GRAVELY Dealers all around here carry it in 10c. pouches. A 3c. stamp will put it into his hands in any Training Camp or Seaport 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.

P. B. GRAVELY TOBACCO COMPANY, Danville, Va.

The Patent Pouch keeps it Fresh and Clean and Good—It is not Real Gravely without this Protection Seal
Established 1881



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USE POTATOES INSTEAD OF BREAD

Bread Must Be Saved—Potatoes Contain the Same Nutrient.

How many potatoes are you eating? This is a question the Food Administration wants every loyal American to ask himself or herself. Strange as it may seem, the eating of potatoes at this time is a practical war service, according to a recent Food Administration bulletin, which points out that this nation now has a large potato surplus on hand and that this valuable food, unless eaten within the next two months, will be lost through sprouting and rotting. By eating of potatoes liberally, every family can save a substantial amount of other food, particularly of wheat. By eating up the surplus of potatoes the nation will also prevent serious loss to the potato producer, who needs to be encouraged to grow maximum crops during the coming year.

"Domestic science experts have figured that: One ordinary baked potato equals in nourishment one thick slice of wheat bread.

"Potatoes at one and one-half to two cents a pound have more food value than bread at ten cents a loaf.

"Potatoes are healthful. They improve the general tone of the system by their wholesome action on the digestive organs. They are easiest on the stomach of all vegetable foods. They are easy on the kidneys because of the minimum of nitrogen they contain. They are easy on the intestines because of the tenderness and small proportion of their cellulose and the fine division of starch.

"Potatoes are valuable in the diet of the sick. They can be eaten with benefit by people suffering from dyspepsia, anemia, diabetes, Bright's disease, cardiac affections, intestinal troubles, constipation, hyperacidity, arthritis, gout, liver complaints, etc.

"Always serve potatoes with meat," concludes the Food Administration bulletin. "Never serve bread and potatoes."



By Mrs. Robt. J. Burdette.
The following line is now in your kitchen.

Knock out the breadline at your table.

It has been said that the Revolutionary War was won by men fed on hearty pudding, in other words, corn meal mush. Let it be written in history that the winning of the present war was made possible by the United States eating potatoes.

The manner of eating, the time of eating and even the kind of foodstuffs eaten are largely a matter of habit. We do not desire to break ourselves entirely of the habit of eating or life would not prove worth living, but it can be made to prove better worth living if we change some of the habits. Suppose we cure ourselves of the hand-eating habit and see if we do not consume less bread. If you were to put your bread and butter on your plate and eat it with a knife and fork it would reduce the amount of bread eaten at once. In some of the Oriental countries men carry strings of bright red wooden beads that are known as "Conversation beads," and they seem unable to talk unless they have them in their hands to play with and pass from one hand to the other. We seem to need something in our hands at table or we feel the meal is incomplete and that something is usually bread. Forget this habit and save wheat. If you must continue the hand-eating habit, hold a hot potato.

How to Increase World's Bread Ration

With famine creeping through Europe, and every nation struggling to produce enough food to sustain life, the American farmer has a duty that he can not shirk. America must ship food to Europe for our soldiers. America must supply bread to starving peoples. No matter what other crops are raised, more acres should be devoted to bread grains. "Do your bit, Mr. Farmer," says a Food Administration bulletin. "Success depends upon you in this world war."

West Point is on a food-conservation basis, and the health of the cadet corps is better than ever. All bread used is composed of 45 per cent wheat flour, 45 per cent, and 10 per cent white bolted grain flour; and many cadets consider it superior to the former white bread. Sugar consumption has been cut down, meatless days and meals are rigidly observed, and the reduced amount of meat has been beneficial to health. A lesson from a reliable source.

Taking It From Babies.

"Every ounce of wheat products in excess of six pounds per month that you eat, Mr. American Citizen, is that much literally taken from the mouths of the starving women and children of France," says a Food Administration bulletin. "The armed allies may go without wheat, but these innocents will actually die unless we give them of ours in generous proportion."

Victory bread is received with hearty approval. But don't be satisfied to use it on a wheatless day or at a wheatless meal, because it isn't wheatless.

N. A. Gee, professor of odd jobs, is now ready to take your order for anything in house moving or repairing, roof repairing a specialty; cement work of all kinds and general contracting, 801 N. Ivanhoe; phone Col. 803.

Help yourself and your country preserve eggs—with Egg Keep. Currin Says So.



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All there is in life is what joy you get out of it—so, as silk things please you—wear them.

When you come to our store we will show you silks and silk things, rich in coloring and shimmering lustre.

Silk things have advanced in price less than any other line of goods, so now is the time to buy them and wear them to your heart's content.

Come to us for everything you need. Our quality is high: our price low.

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L. E. ROSE, Mgr. Men's Dept.



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Farwell's Lineweaves 26 in. wide, all white: a varied array of patterns—per yard 19c

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Crepe Chiffon Taffetta, Silk Gingham, Jap Silk—\$2.25 to \$7.50 each
A new line of Voiles at—\$1.00 to \$2.50

COLLARS

The new things in Wash Satin Collars and Crepe Neckwear.

YARN EXCHANGE

To conserve the yarn supply of the Government we will operate a yarn exchange. Bring in your left over part skeins, some one else way need just what you have. We will give you a fair exchange.



Let's Get at the Facts!

Don't Confuse These Measures.

When you go to the polls tomorrow, remember there are two Jitney Ordinances to be voted on.

One is the "Jitney Bonding" Ordinance.

The other is the "Jitney Service" Ordinance.

If you vote for the "bonding" ordinance, you get nothing in the way of service except what the jitney drivers want to give you, and you know what that was in the old jitney days. It can't be any better now.

If you vote for the "Jitney Service" Ordinance you will have some assurance that if jitanies operate, they will give a regular service over regular routes and for some distance beyond the downtown districts, where they ran riot in the old days.

If you vote for the "Jitney Service" Ordinance, you will also be entitled to the transfer privilege the same as you are when you ride on the street-cars.

If you vote for the "Jitney Service" Ordinance, it will have no effect whatever on the question of bonding jitanies for your protection in case of accident or injury, for the "Jitney Service" Ordinance specifically provides that the question of the jitney bonds, the amount and terms, shall be left for determination by ordinance.

Some of our opponents have referred to the "Jitney Service" Ordinance as a "strangulation" measure.

There is this much to be said on that point: If you vote for the "bonding" ordinance and not for the "Jitney Service" Ordinance, you will be merely handing the free use of the streets over to the wild, unregulated jitanies; you won't get transfers; you

won't get a regular service; you won't know when, how or where the jitanies will run. They can dump you off anywhere they like and charge you any fare they please.

IT WAS TO PREVENT JUST EXACTLY THAT SITUATION FROM ARISING THAT THE "JITNEY SERVICE" MEASURE WAS INITIATED AND PLACED ON THE BALLOT.

This "Jitney Service" measure provides only moderate regulation and such regulation is aimed entirely to protect the traveling public in the way of service. For instance, this measure provides for:

1. Routes two and one-half miles long on the West Side and four miles long on the East Side.
2. These routes must be definitely prescribed and regularly followed.
3. The jitanies must operate for not less than eight hours each day.
4. Transfers must be given from one jitney route to another where the passenger travels in the same general direction.
5. The amount and terms of the bonds are left for the City Council to determine.

There isn't a single drastic provision in the ordinance, and there is nothing in the measure that compels the jitanies to operate except over such routes as they themselves choose.

If you want Jitney Service reasonably regulated, you should vote for this ordinance:

100 X YES.

PORTLAND RAILWAY, LIGHT & POWER CO.

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