

U. S. Must Cut Use Of Wheat by One-Half

America Consumed 42,000,000 Bushels Monthly.
From Now Until Harvest Must Use
Only 21,000,000.

RATION PER PERSON IS 1½ POUNDS
OF WHEAT PRODUCTS WEEKLY

Military Necessity Calls for Greater Sacrifice Here—Allied War
Bread Must Be Maintained—Our Soldiers and
Sailors to Have Full Allowance.

If we are to furnish the Allies with the necessary proportion of wheat to maintain their war bread from now until the next harvest, and this is a military necessity, we must reduce our monthly consumption to 21,000,000 bushels a month, as against our normal consumption of about 42,000,000 bushels, or 50 per cent. of our normal consumption. This is the situation as set forth by the U. S. Food Administration at Washington. Reserving a margin for distribution to the army and for special cases, leaves for general consumption approximately 1½ pounds of wheat products weekly per person. The Food Administration's statement continues: Many of our consumers are dependent upon bakers' bread. Such bread must be durable and therefore, requires a larger proportion of wheat products than cereal breads baked in the household. Our army and navy require a full allowance. The well-to-do in our population can make greater sacrifices in the consumption of wheat products than can the poor. In addition, our population in the agricultural districts, where the other cereals are abundant, are more skilled in the preparation of breads from these other cereals than the crowded city and industrial populations.

With improved transportation conditions we now have available a surplus of potatoes. We also have in the spring months a surplus of milk, and we have ample corn and oats for human consumption. The drain on rye and barley, as substitutes, has already greatly exhausted the supply of these grains.

To effect the needed saving of wheat we are wholly dependent upon the voluntary assistance of the American people and we ask that the following rules shall be observed:

1. Householders to use not to exceed a total of 1½ pounds per week of wheat products per person. This means not more than 1½ pounds of Victory bread containing the required percentage of substitutes and one-half pound of cooking flour, macaroni, crackers, pastry, pies, cakes, wheat breakfast cereals, all combined.
2. Public eating places and clubs to observe two wheatless days per week, Monday and Wednesday, as at present. In addition thereto, not to serve to any one guest at any one meal an aggregate of breadstuffs, macaroni, crackers, pastry, pies, cakes, wheat breakfast cereals, containing a total of more than two ounces of wheat flour. No wheat products to be served unless specially ordered. Public eating establishments not to buy more than six pounds of wheat products for each ninety meals served, thus conforming with the limitations requested of the householders.
3. Retailers to sell not more than one-eighth of a barrel of flour to any town customer at any one time and not more than one-quarter of a barrel to any country customer at any one time, and in no case to sell wheat products without the sale of an equal weight of other cereals.
4. We ask the bakers and grocers to reduce the volume of Victory bread sold, by delivery of the three-quarter pound loaf where one pound was sold before, and corresponding proportions in other weights. We also ask bakers not to increase the amount of their wheat flour purchases beyond 70 per

cent. of the average monthly amount purchased in the four months prior to March 1.

5. Manufacturers using wheat products for non-food purposes should cease such use entirely.

6. There is no limit upon the use of other cereals, flours, and meals, corn, barley, buckwheat, potato flour, et cetera.

Many thousand families throughout the land are now using no wheat products whatever, except a very small amount for cooking purposes, and are doing so in perfect health and satisfaction. There is no reason why all of the American people who are able to cook in their own households cannot subsist perfectly well with the use of less wheat products than one and one-half pounds a week, and we specially ask the well-to-do households in the country to follow this additional programme in order that we may provide the necessary marginal supplies for those parts of the community less able to adapt themselves to so large a proportion of substitutes.

In order that we shall be able to make the wheat exports that are absolutely demanded of us to maintain the civil population and soldiers of the allies and our own army, we propose to supplement the voluntary co-operation of the public by a further limitation of distribution, and we shall place at once restrictions on distribution which will be adjusted from time to time to secure as nearly equitable distribution as possible. With the arrival of harvest we should be able to relax such restrictions. Until then we ask for the necessary patience, sacrifice and co-operation of the distributing trades.

community development, in a recent talk made before the people of Washington County, on the occasion of the opening of the Pacific Coast Starch Company's plant at Beaverton, showed how lack of proper exploitation has failed to give the public the proper appreciation of goods that are made right here at home.

For example: Miles and miles of streets in Boston, London, Paris and Berlin are paved with wooden blocks, and only a few years ago Boston took out more than 100 miles of Belgian block pavement and replaced it with wooden blocks.

Yet in cities of the Northwest there is today little or no wooden block pavement.

Recently the fact was brought out that a company, whose advertisements are seen in every national magazine and whose business in ready-made houses runs into millions, gets much of its lumber from our Oregon forests.

Mr. Simpson said:
"There is no reason in the world why people outside of Oregon should

make the greatest profit on the things which we produce and until the first and last profit on our goods stays within our boundaries we have not done ourselves and our state justice. "It is these things which we must face and act upon now. They are matters that certainly will not improve with age.

"There are a thousand and one things made from the products of Oregon on which the manufacturing profit is reaped at places miles and miles away.

"When I speak of these things, I am not dealing in generalities. Some will naturally ask, 'Well, what is to be done?'"

"On that, I want to tell you of the situation at Coos Bay. That, incidentally, is a great community. It's great because every man there has a chance and because people there have come to realize that what is good for the community is also the best thing for them.

"In that comparatively small part of Oregon there are more representative manufacturing plants than in any other similarly populated part of Oregon, with the exception, of course, of Portland.

"Of course, some of the products of the region are still shipped away in crude form, but on the other hand there is much manufacturing in the Coos Bay cities and the profit stays there.

"For example, timber when it leaves Coos Bay is almost in its final form. No logs are shipped from there.

"The box factories are busy. Then, there are a dozen other plants which do the work right down to the last bit of finishing on novelty goods made from the myrtle and other fancy woods of the Coos Bay region."

Mr. Simpson encourages and is a believer in co-operative community development, of communities fostering new plants and industries. He commended the people of Washington County on their interest in the new starch plant.

"When the people of Oregon get into the habit of keeping their raw materials here until they are manufactured, then, and not till then, will the state be on a basis of permanent prosperity," he concluded.

FAITH IS NEEDED

Capital Should Be Invested in Industries to Develop Oregon.

Claiming that what Oregon needed was a little more faith on the part of the individual, L. J. Simpson recently pointed out how an effective, progressive state administration could help instill this feeling in private enterprise.

"Oregon today needs more of the faith that will cause men to invest their money in some enterprise which

will develop an industry which should logically be Oregon's," said Mr. Simpson.

He is a great believer in "starting something" and believes if the average man knew how often he could get "over the top" with his ideas, there would be more successful ventures. If a man can but muster the courage to start anything that has basic merit, Simpson says it will be surprising how easy the rest of it is.

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.

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PROFITS SHOULD
REMAIN AT HOME

Raw Materials Should Be Transformed
Into Finished Articles Where
They Are Produced.

Oregon need never have fear about the future if its people will but make known its possibilities of giving to the world something better for less money than can other portions of the globe.
L. J. Simpson, an authority on com-