

AMERICA MAKES GOOD

Hoover's Hopes Are Exceeded

Remarkable Results at End of Food Administration's First Year Proves Voluntary System Was No Mistake—Confidence That People Will Continue Patriotic Conservation Efforts Is Felt at Washington.

W. B. Ayer, Federal Food Administrator for Oregon, earnestly directs attention to some excerpts from a recent official summary, at the end of its first year's work, of the United States Food Administration's aims, methods and results. These excerpts are given below:

"When the U. S. Food Administration undertook the work of conserving and mobilizing America's food resources, there were three methods of approach possible in handling the problem, these methods of control being rationing, high prices and voluntary effort.

The Three Systems.

"The introduction of rationing into this country would have resulted in an inevitable reaction. It would also mean a tremendous expenditure. On the basis of the rationing system adopted by European countries for certain staple foods, it would require \$4,800,000 a year for the printing of the necessary ration cards; it would demand one official for every 1,000 families to take care of distribution under this system; in fact, on the European basis, about \$45,000,000 a year would be required to administer the rationing system in this country.

"Control of consumption by high prices was obviously too unfair to merit consideration in such a country as ours, meaning as it must, conservation for the rich at the expense of the poor.

"The voluntary system, based upon education and publicity (the third alternative), was selected because of the moderate expense involved, and because of the opportunity it afforded to use the great desire of loyal Americans to serve their country.

Results Enormous.

"The results of the voluntary control of food have been enormous. The surplus of the 1917-18 wheat crop, based on normal consumption, would have been 20,000,000 bushels. If the present rate of saving by the American people continues, we shall be able to deliver to our Allies from this crop possibly 170,000,000 bushels of wheat, of which 150,000,000 will represent the voluntary savings of the American people. This delivery of wheat has enabled the Allies to meet the more immediate and pressing bread needs of their people, and to keep up the bread ration of their soldiers.

"As to our exports of meat, the results of conservation are even more remarkable. The analysis of figures in regard to hogs indicates that we were 5,000,000 to 7,000,000 hogs short when the conservation campaign was started. Before the war, the average monthly export of hog products was about 50,000,000 pounds. In March, 1918, we exported 200,000,000 pounds and can see our way clear, with the present saving and production, to go forward at this rate for an indefinite period. Before 1914, we were exporting from 1,800,000 to 6,000,000 pounds of beef per month. After the European war began, there was an increase to about 23,000,000 per month. Now, we are exporting at the rate of 130,000,000 pounds of beef per month and, with the continuation of conservation and production, there is no reason to anticipate a material reduction in these figures.

Great Offensive Needed.

"The winning of the war depends upon the development of great offensive strength on the part of the United States. This offensive must include ships, men, supplies and food. With the increase in the size of our Army, there is a necessary decrease in our productive capacity. Harvests are bound to vary with seasonal conditions.

"The only safe procedure for us and for the Allies is to provide enormous reserve stocks of staple foods, both here and in Europe, to meet any emergency which may arise. In a later period of the war, to have to step in a critical phase of it in order to put unusual emphasis upon agricultural production, might be fatal to our final success.

"There must be no let-down in the program of conservation until the new harvest. Heartened by our success and by the spirit of devotion and self-sacrifice shown by the American people, we must go ahead more than ever convinced of our responsibility to those who fight with us and to those unfortunate peoples who look to us as the one source of the food supply necessary to keep them from destruction.

In France and England.

"The American Labor Mission just home from London, was appointed by President Wilson to make a study of conditions in England and France. Of

its nineteen members, nine are from the American Federation of Labor, two of whom are women. The others represent every social element of the American people. This mission made a comprehensive study of conditions in the Allied countries, and before leaving London for America, issued the following statement regarding food conditions:

"Since landing in England, all members of the committee have visited a number of cities and interviewed a large number of people regarding the food situation, as well as other mat-

ters arising from the war, and we feel it our duty to impress upon the American people the fact that they should endeavor to conserve food in a larger measure, that we may supply the people of the Allied countries with the things necessary to their sustenance. There is no doubt that the people of Great Britain and the Allied countries are making untold sacrifices, more than America realizes."

Wheat and Meat Abroad.

"In 1914 France produced 82 per cent of her normal consumption of wheat. In 1917 her production was only 45 per cent. After deducting the amount necessary for seed, it was estimated that the 1917 production would be but one-third of France's needs. It must be remembered, too, that France has always figured her needs on a different basis than ours. The French people have never wasted food, consequently France's normal consumption has been practically identical with her actual necessities. The ration of the French soldiers has twice been cut, and the soldier's ration is never lowered until the danger at home from food shortage is critical. Certain reports have been brought to this country that there is plenty of meat in France. These reports originated in the fact that at one time it was necessary, because of the lack of feeds, to slaughter large quantities of her dairy cattle. The immediate result was a temporary glut of meat, but the final result is that today France is on a meat ration of one pound a week, including horse flesh."

It's Up to Us.

"Germany's war of starvation is a challenge most of all to America," says a Food Administration Bulletin. "Against Germany's lust for dominion, America's purpose is to establish the society of nations. Against destruction, America's aim is healing. Against mastery, America's ideal is service. "We cannot surpass the steadfastness of Britain, the courage of Italy, the exaltation of France."

"We cannot excel the Allies in heroism, in endurance, in fortitude. Our force in battle, though it may be decisive, will not be as great as theirs. "We can hope to contribute most to the common cause from our larger resources. To relieve desperate privation, America can supply food."

"Giving up wheat is a little thing compared to their death struggle—in which our soldiers are splendidly sharing."

"A little thing—yet we can do it with greatness of spirit. Supporting our army and adding whole-hearted service to humanity, it is in America's power to defeat forever the passion of conquest."

"Now is the hour of testing. Wheat is the test."

Give the Children Milk.

Milk is one of the most important food sources the human race possesses. For the proper nourishment of the child, it is absolutely indispensable and its use should be kept up in the diet as long as possible. Not only does it contain all the essential food elements in the most available form for ready digestion, but the recent scientific discoveries show it to be especially rich in certain peculiar properties that alone render growth possible.

It is not enough to take off your hat to the flag—take off your coat and roll up your sleeves, and having made those preparations, do something useful for America and her cause.

OUR GREAT TASK

By Herbert Hoover.

If you could stand in the middle of Europe today and survey the land to its borders, you would discover its whole population of 400,000,000 human beings short of food. Millions of people in Poland, Finland, Serbia, Armenia and Russia are dying of starvation and other millions are suffering from too little food. Our Allies and the neutrals are living on the barest margins that will support life and strength.

This, the most appalling and dreadful thing that has come to humanity since the dawn of civilization, is to me the outstanding creation of German militarism. The Germans themselves are not the worst sufferers. They are extorting at the cannon's mouth the harvests and cattle of the people they have overrun, leaving them in desolation. If the war were

to cease tomorrow, the toll of actual dead from starvation within the German lines would double or treble the 6,000,000 or 6,000,000 of men who have been actually killed by Germany and her allies in arms. The 10,000,000 people in occupied Belgium and Northern France would have died of starvation had it not been for us and the Allies.

We must build our food resources to stand ready for any demands upon us by the Allies. It is of no purpose to us to send millions of our best to France if we fail to maintain the strength of their men, women and children on our lines of communication. This United States is the last reservoir of men, the last reservoir of ships, the last reservoir of munitions and the last reservoir of food upon which the Allied world must depend if Germany is to be defeated and if we are to be free men.

Now is the time to eat and to preserve home grown products. Perishable fruits are coming on the market, the gardens are making available daily supplies of food that will take the place of the commercial canned articles that are needed for shipment abroad. Sugar has been made available for home canning purposes and the supply is good at the present time. The home garden and the canning of its products means more this year than it ever did before because it will play a very important part in keeping the fighting forces supplied with the kind of food they need at the time they need it most.

America expects every civilian to do his or her duty in the same spirit as she expects each soldier when the command comes, "TO GO OVER THE TOP" without turning to see if his neighbor had gone first.

We have often quoted that old verse, "Gather your roses while ye may," and we can well now change it to "gather your vegetables," for by so doing we can accomplish great good.

"We stand behind our boys in France and we will not call it a sacrifice but a privilege to do our bit toward feeding them Over There."—Emma V. Milliken.

Conserve, reserve and preserve all of these fine fruits and vegetables that are, now within your reach; you will need them the coming winter.

By eating more perishables here at home we may save others from perishing "Over There."

The farm as well as the front needs men who see straight and shoot straight.

War is OUR BUSINESS; we can't win by carrying it as a side line.

BUILD UP INDUSTRY

L. J. Simpson Believes this is Oregon's

Problem Now.

Seventy per cent of Oregon's imports could be manufactured here. The biggest part of the profit usually goes not to the man who produces the raw material but to the man who puts it in shape for the market. Buy Oregon made goods whenever possible, and keep your money at home. L. J. Simpson, who for twenty years has devoted his energy to advancing real Oregon industries, believes that building up Oregon should be our commercial and business effort from now. The times following the war make such development imperative.

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