

WLY ROGUE RIVER COURIER

Published Daily Except Saturday

A. E. VOORHIES, Pub. and Prop.

Entered at postoffice, Grants Pass, Ore., as second class mail matter.

ADVERTISING RATES

Display space, per inch... 15c
Local-personal column, per line 10c
Readers, per line... 5c

DAILY COURIER

By mail or carrier, per year... \$6.00
By mail or carrier, per month... \$0.50

WEEKLY COURIER

By mail, per year... \$1.50

MEMBER

State Editorial Association
Oregon Daily Newspaper Pub. Assn.
MEMBER OF ASSOCIATED PRESS

The Associated Press is exclusively
entitled to the use for republication
of all news dispatches credited to it
or not otherwise credited in this
paper and also the local news pub-
lished herein.

All rights of republication of special
dispatches herein are also
reserved.



MONDAY, JULY 1, 1918.

THE DRIVE THAT FAILED

The great Austrian drive against
Italy turns out to be the most cheer-
ing thing that has happened to the
allies this year.

As a drive it is a joke. It may al-
most be said to have stopped before
it started. The Italians, with a little
help from the British and French,
checked the initial blow in almost
every sector of the great battle front,
and in many cases promptly threw
back the assailants with an actual
loss of territory. In the few places
where the enemy succeeded in
advancing at all, he was quickly
"contained" before he had got far
enough to do any harm. In these ex-
ceptional cases the defenders have
been fighting with such zest and force
that it was only a question of days,
and in some instances hours, when
the foe was driven back altogether
behind the lines he started from.

It is something quite new in an-
nals of trench warfare. By all prece-
dent the Austrians should have
plunged ahead in their first rush, as
the Germans have done lately in
Flanders and France, and as the Brit-
ish and French have done whenever
they launched a big offensive. The
battering ram is always expected to
pierce the front lines. It is an ac-
knowledged fact of the new war
strategy that it takes several days to
bring a powerful thrust to a halt,
before the counter offensive can be-
gin. And here we find the counter-
offensive started almost simultane-
ously with the offensive itself.

Any turo in war criticism can see
in this development the pleasing
proof that Austro-Hungary today, ex-
erting its utmost effort, is far inferior
to Italy in military strength and pub-
lic morale. War-paralysis has come
upon the autocratic, artificial, predat-
ory empire of Kaiser Karl, while the
free, youthful, democratic monarchy
of Italy is at the zenith of its power.

For a little while last fall, Italy
weakened and faltered. She has
now bravely atoned for that lapse.
She is regenerated, a worthy member
of the great allied brotherhood, a
comrade of whom Britain, France
and America may well be proud.

The tide has turned. The German-
ic wave has begun to recede. Aus-
trian military power is breaking up
in the cross currents of political and
racial revolt. The Germans on the
distant western front, sense the in-
evitable, and fight with less spirit.

It is "thus far and no farther" for
the central powers. Henceforth the
allies have them on the run. To
Italy goes the credit of starting
them down the toboggan slide.

THEIR NAME IS LEGION

When you have been reading

Cucumbers - 2 for 5c

Cantaloupes - 10c

KINNEY & TRUAX GROCERY

QUALITY FIRST

something particularly atrocious
about Hun methods and you are full
of wrath against the Kaiser and all
his minions that you can hardly stand
it because you are not in the army,
get out a good old fly swatter and
swat all the flies in sight. Every-
thing that spreads disease is an aide
of his, and as such deserves fit pun-
ishment.

When the flies have disappeared,
if you have any of that murderous
feeling left in your system, get out
the sprayer and go after the garden.
Every voracious beastie eating up
your foodstuffs is proper subject for
your anti-German rage.

By the time you get through with
the garden, peace will have descend-
ed upon you—that peace which cele-
brates a skirmish won, that peace
which prepares the mind with a sense
of gratitude for the future finished
victory.

ATE TOO MUCH WHEAT

So a Pigeon Fancier Sold the Whole
Flock.

Because of the war, E. D. Zellner of
Junction City, Kan., is giving up one
of the most unique and profitable busi-
nesses in the city. Mr. Zellner for
years has owned one of the biggest
pigeon farms in the state, raising
squabs for the Chicago and New York
markets, where they commanded \$1
each. However, the pigeons would
thrive on nothing but wheat, and Mr.
Zellner's grain bill ran from \$30 to \$150
per month. Rather than feed wheat
to pigeons, when it is needed so badly
for the allies, Mr. Zellner is closing
out his business and has shipped one
lot of 1,000 homers to Boston by ex-
press. The cost of transportation was
5 cents per pigeon.

FARM BOY A GIRL

Looked Strong and Was Hired to
Work.

Last summer a Garden City, Kan.,
farmer met Linn Overbrook, a strong
looking eighteen-year-old lad, who
wanted a job threshing. After that
was over Linn had become so well liked
by the farmer and his wife that they
offered him an all-winter job at \$10
a week. He accepted.

All went well until a few days ago,
when Sheriff Oil Brown came to the
farm and told Linn: "I know all
about you." Linn confessed, "She" had
run away from home. Mabel was taken
to town, and held until some one
came for her. Then she was taken
back to her Nebraska home.

By Mrs. Robt. J. Burlette.

The firing line is now in your kit-
chen.

Knock out the breadline at your
table.

It has been said that the Revolu-
tionary War was won by men fed on
heavy pudding, in other words, corn
meal mush. Let it be written in his-
tory 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.

The philosophy of the W. S. S. is
save, save, save.

Our classified ads bring results.

FOOD CONTROL
MEANS VICTORY

European Shortage Places Prob-
lem Before American Govern-
ment—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 diffi-
culty or interruption—at least, until
the Germans came!

But we are not doing things in that
selfish and suicidal way. We are try-
ing 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
neutral, and dividing it up fairly
among America, England, France, Bel-
gium 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 sol-
diers—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 in-
dustries, and the men and women at
home will all have enough to keep
alive and well. It is absolutely neces-
sary to do this if the war is to be won,
and we are going to do it, but it means
planning, working, arranging, co-oper-
ating, being careful, not wasting, sav-
ing.

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 sup-
ply of every essential kind of food to
support our people. But over there
they simply have not enough. Lord
Rhondda, the English food controller,
recently cabled the American food ad-
ministrator, that unless we can send
the allies before the next warpean
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 prod-
ucts, 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 sub-
marines, 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 nec-
essary 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 co-
operation 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 making 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.

How Do Men Break Down?

It is assumed that there is no chance
of your breaking down—although
there will be times when you will try
to fool yourself with this idea. This
thought of breaking down indeed is
one of the illusions of mediocrity. It
is the excuse which every lazy man
presents to himself. It is moral astig-
matism. The great fact is that men do
not break down from overwork so
much as is commonly supposed. As
they go upward in the scale of in-
creased activity, increased responsi-
bility only acts upon them as a natural
stimulant and carries them along. If
hard work and worry killed men so
easily, most of the successful business
men of America would be dead al-
ready. No! What kills men is due more
to what they take into their stomachs
rather than what they take into their
minds.—Physical Culture.

When Sick, Go to a "Vet."

"Some of the best medicines for peo-
ple are dog medicines," said a phys-
ician.

"You see, all sorts of remedies are
prescribed for human complaints, and
sometimes they are beneficial. Many
people have faith in patent medicines,

which may be more or less justified.
That a dog medicine is very sure to
be a good thing. It wouldn't sell if it
wasn't. And what is good for a dog
is likely to be good for a human being
—supposing that he really knows what
is the matter with him.
"A doctor who started in business
with no other equipment than a dozen
prescriptions representing first-class
dog medicines (supposing him to be a
fair diagnostician) ought to make a
fair professional success."

Famous Military Commanders.

Napoleon regarded Wellington as
able, but lucky. He considered Tilly
and Wallenstein far better generals
than Gustaf Adolf. Turenne he placed
far in advance of Frederick the Great.
"If I had a man like Turenne as my
second in command during my cam-
paigns," he said, "I should now be
master of the world." Hannibal, accord-
ing to Plutarch, sometimes ranked Al-
exander, sometimes Pyrrhus as the
foremost general of all time. Scipio
he placed second. Himself he ranked
but third or fourth. Posterity has
modified his verdict to the advantage
of his fame.

He Had Changed.

Mother—Why didn't you speak to
that little boy who just passed?

Tommy—I don't know him, mama.

"Yes, you do know him. He's the
little boy who just moved in next door
to us. You were playing with him
yesterday."

"Well, mama, if that's the same boy,
he's over-washed today."

Give "Overt" a Chance.

Many a fine adjective has been
spolied by being hooked up, in some
facile phrase, to a commonplace noun.
For example, overt. Never in my life,
writes H. L. Mencken in the New York
Sun, have I encountered overt save in
front of a set. Thus joined and poisoned,
it is mounded abominably by lawyers
and newspaper editorial writers; the
literate fauna of a superior type avoid
it almost altogether. And yet it is a
fine adjective, a juicy adjective, an
adjective worth knowing better. Why
not overt honesty, overt destiny, overt
love? I once had an overt black eye.
Earlier in this life I made overt eyes
at a girl overtly red-haired, and re-
member her oleaginous kiss every
time the barber's brush slides across
my face. Let us appoint a committee
to get overt out of jail.

NOT SO EASY TO BE BAD

One Who Tries It May Come to At-
tach New Meaning to Biblical
Injunction.

It is a popular fallacy that it is
much easier to be bad than good. So
firmly rooted is this error that it is
universally accepted. H. Varley writes
in Judge.

Yet it is very easy to demonstrate the
absurdity of it. Imagine yourself, for
a moment, having decided to be as bad
as possible. Throw off all thought of
convention of law, of caring for the
opinions of others and of heeding the
still, small voice within you.

Here you are then, ready to be bad.
Not just ordinarily, pretty bad—but
bad to the nth degree.

What shall you do? Murder? That's
stilly, for there is none you hate enough
and if there was the fear of eventual-
ly sitting in a chair got upholstered
for comfort but for speedy demise
would deter you from murder.

Rob a bank? However delightful
the prospect, you can't tear open iron
bars with your bare hands nor dig
through granite with your fingernails.

Elope with your neighbor's wife?
That is the most ridiculous of all, for
you know your neighbor and that re-
moves any wish to endure, even for a
moment, what he suffers indefinitely.

So you stand, and mentally go
through the whole category of badness
without finding a single thing you can
do without much more trouble than
you could perform some good deed.
The worst you can picture yourself do-
ing (that is feasible) is such a com-
mon peccadillo that you must despise
it for its very littleness.

So you see the difficulty of being
just a little bad—the utter impossi-
bility of being really bad.

Then the Biblical injunction comes
to you with an entirely new meaning:
"The way of the transgressor is hard."

Making Our Own Indigo.

Indigo is now being made from coal
tar in this country. At Midland, Mich.,
1,000 pounds of 20 per cent paste are
produced daily. All the tariff bills
of this nation, commencing with the
tariff of March 3, 1883, and including
the tariff of October 3, 1913, placed
indigo on the free list. Not until
September 5, 1916, was a bill passed
putting a duty on it. It was the first
schedule that braved the anger of the
German dye makers.—Popular Science
Monthly.

War Savings Stamps save lives.

Don't Slow Up
Advertising Now!

Never has there been a time when the public has
looked more keenly for MERCHANDISING NEWS
than now.

Never has there been a time more auspicious for the
enterprising tradesman to secure HIS FULL SHARE OF
TRADE than now.

People must continue to eat, to wear and to use.

The tendency is to cut out luxuries, and luxuries are only a rela-
tive small proportion of your business. For every luxury cut out you
have a chance to increase your movement of staples.

How short-sighted is the policy of reducing advertising expense to
"save money." You will only lose trade. You will only lose prestige.

Advertise to increase sales and make more money; don't cut it out
to save money.

Study your advertising as you never did before—do it wisely and
well.

Be prosperous and let the people know that you are prosperous.

Success was NEVER achieved by stopping advertising or by wear-
ing old clothes and talking pessimism.

Be Wise—and Advertise!

