

Americans Are Changing Their Habits of Eating

Consuming More Fruit and Vegetables, More Milk and Dairy Products and More Pork, Less Beef, Corn and Wheat.

By CALEB JOHNSON

In ten years the eating habits of the American people have undergone a radical change.

We are eating more fruit, more green vegetables, more poultry, more milk and butter. We are eating less beef, less wheat, less corn, less meat generally.

The only kind of meat in which has been an increase in domestic consumption is pork, and that increase is mainly in the form of ham.

Figures compiled by the Bureau of Home Economics of the United States Department of Agriculture, which reveals those facts, throw an interesting side light on the change which is going on in American life.

Not so many years ago the great majority of Americans were engaged in heavy manual labor. Their work called for large meals of hearty food. Now a large and growing population of factory workers and other laborers are machine tenders, their work calling for comparatively little muscular exertion. The workingman's dinnerpail no longer is the institution it once was. In the larger cities and even in small communities the quick lunch counter with ham sandwiches and cheese sandwiches as its principal staples, is far more popular with the average young mechanic.

That is one reason why we are changing from a nation of heavy eaters to a nation of moderate eaters.

Another is the general desire to avoid fat. So much has been said in print and otherwise about the physical danger of overweight that even those who care little about how they look are deliberately avoiding the fattening foods. And as for the girls—well, it is hardly necessary to point out that they can't keep that boyish figure and eat the old-fashioned three square meals a day.

Lettuce is one item of food which has gained in popularity. Between 1920 and 1929 our national consumption of lettuce was multiplied from 13,000 carloads in 1920 to over 53,000 carloads in 1929. And that indicates another reason for the change in our eating habits. Lettuce is one of the chief sources of the health preserving vitamins, unheard of by the public ten years ago, now generally understood to be essential to the health of everybody who does not spend most of his or her time out of doors.

For the same reason, in 1929 we ate more than three times as much celery, and six times as many carrots. These vegetables stand high in the list of foods containing a high percentage of vitamins. And we are eating about twice as much grapefruit, cabbage, cauliflower, tomatoes and turnips as we did ten years ago.

In 1917 we consumed about 42 gallons of milk per individual. In 1929 this had increased to 56 gallons. In the same period we increased our butter consumption by three pounds per head. That much of this increased use of dairy products can be traced to the fact that less meat consumption is hardly to be doubted, especially when we compare the figures showing the falling off in the use of meat.

In 1920 the average American ate 63 pounds of beef in the course of a year. In 1929 this had fallen off to a shade over 51 pounds. In the same time we reduced our average consumption of veal from about 7 1/2 pounds to 6 1/4 pounds. We continued to eat about the same amount of lamb and mutton, but our pork bill ran up in those nine years from an average of 60 to almost 74 pounds. Of all kinds of meat, we are eating almost 25 per cent less than we did twenty years ago.

We have cut down on bread—wheat bread and corn bread both—as the statistics of flour and corn meal shipments show. The falling off here in twenty years is nearly 40 per cent.

Out of figures like these we obtain not only an index of the changing tastes and habits of the nation, but information of the greatest value to the forward looking producers of and dealers in foodstuffs.

It seems to be apparent to wheat growers, for example, that their market is getting smaller. That should make many farmers consider trying to reduce cost of production, cut down wheat acreage, turn part of the wheat land into some other crop that promises a better market.

The grower of corn is not so seriously threatened as is the wheat farmer, for an increasing amount of corn is being converted into pork, probably about compensating for the falling off of human consumption of corn bread.

There is every indication that the trend in food preferences will continue about as it is going now. That means there is an enlarging opportunity for the fruit and vegetable grower. Already fruits and vegetables total a higher value in annual production than any other crop except corn. To the Western farmer accustomed to a single crop on large acreage, such as corn or wheat, or the Southern farmer whose sole staple is cotton, such crops as celery, lettuce, tomatoes, peppers, strawberries and other small fruits seem like kitchen garden stuff, not worth while bothering with. But the experience of specialists in such crops has been that they are no more hazardous than the grain crops when intelligently cultivated, that while the investment per acre is higher in production cost, the profit per acre is greater in good years and at least as great in the average years.

Already the United States has ceased to become a beef exporting country. In fact, we are importing some beef from South America. With the falling off in domestic consumption, there is no encouragement for the cattle raiser to expand his activities. Hogs offer a better outlook for the future, dairy farming looks like a stable and growing industry in which to start one's sons, but the agricultural prizes of ten years from now will go to the growers of fruit and vegetables. If the present tendency in food habits continues they will be sitting on the top of the world in 1940.

From Leaburg—Mrs. J. M. Uza, of Leaburg, was a shopper in this city traced to the seat less meat consumption Monday.

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PISTOLS

The Massachusetts legislature is considering a bill to prohibit the manufacture of pistols within the state.

Nowhere else in the world are pistols sold so freely as in this country. And nowhere else in the world are there so many murders. Rifles and shotguns are used for sport. Pistols are made for shooting only one kind of game. Think that over. The only purpose for which a pistol is made or used is to kill human beings!

The knowledge that one carries a pistol invites attack. Most shootings arise from the fear that the other fellow will shoot first. The unarmed man is less likely to be shot than is the gun-toter. . . .

IRISH

Wherever you go you can find folk of Irish descent. And wherever you find them you will find with a finger in the political pie. Politics and fighting seem to be gifts with which every Irishman is born. One of the greatest leaders of the American Revolution was General Sullivan. A McMahon was a Marshal of France and afterwards President of the French Republic. Admiral O'Higgins is one of Chile's national heroes. O'Reilly street in Havana is named for a Cuban patriot of Irish descent. One of the members of the French cabinet which took office in February is named Hennessey. Tradition has it that the Obregons of Mexico were really O'Briens. Three Presidents of the United States have been of Irish stock. Men of practically unimpaired descent control the governments of New York City and Boston and of many other American cities.

The secret seems to be in the Irishman's innate ability to adapt himself to his surroundings, a quality which many other races seem to lack. . . .

CHINA

The North China Republic seems to be on the way to firm establishment on the basis of democracy as we understand it. That part of China has been free from war since 1928. The name of the old city of Peking has been changed to Peiping, which means "City of Peace." The leaders of the Nationalist party have inaugurated an educational program looking toward the establishment of a constitutional, representative government.

It may take China a hundred years, and probably will, to lift its people to the levels of civilization as we understand it, but the present movement is the most hopeful of any which have been undertaken. . . .

SALVATION

Fifty years ago, on March 10, 1880, six young women dressed in strange-looking blue bonnets with red ribbons across them and wearing blue capes lined with scarlet, landed at Castle Garden. They were the advance guard of the Salvation Army, sent across the Atlantic by General William Booth, that inspired son of a Jewish pawnbroker, to carry his militant Christianity with the aid of the brass drum and cornet, into the slums of America.

They and their successors have reached down to levels which the churches had never plumbed and lifted thousands of hopeless, weak and miserable human beings into a new life of faith, hope and courage. No other organization or sect so endeared itself to our soldiers in France as did the Salvationists, with their human, simple, selfless helpfulness. No other religious organization today holds the respect of all intelligent church people as the Salvation Army does. It has proved itself the friend of the poor and the unfortunate. Its leaders and members have justified their faith by their works. . . .

CORPORATIONS

The business corporation, the shareholders in which have no liability for the company's debts beyond the amount of their investment, is only 100 years old. In 1830 the Commonwealth of Massachusetts enacted the first law permitting manufacturers to incorporate. Today more than nine-tenths of the nation's business, aside from farming, is done by or through corporations.

Corporate farming is the next step. Farmers are learning about corporations and corporate management through their selling cooperatives. In several sections corporations are operating farms successfully.

The most important thing we have learned about business corporations in 100 years is that their success depends almost entirely on their management. They do not run themselves. And the success of corporate farming will depend entirely upon the management of the farming corporations. . . .

Girls League Entertained

Twenty-five members of the Girls' League of Springfield high school and their advisor, Mrs. W. R. Baker, were guests of the Eugene high school girls' league Monday afternoon at a tea given between the hours of 3:00 and 5:00 o'clock.

From Walton—E. F. Vincent, of Walton, was a visitor in Springfield on Tuesday afternoon.

THURSTON

Mrs. Lum Mays and son, Dennis, of Signal, motored down to Thurston Wednesday.

Frank Campbell, drove to Elmira on Wednesday.

Mr. and Mrs. Herbert Weiss have moved back to Thurston after spending several months in Eugene and Springfield.

George Travis and James Edmiston motored to Waltherville last Friday evening and attended the play given by the high school.

Anda Calvert, son Roy and daughter Ella, of Junction City, was in Thurston last Sunday. He was looking after his bees here.

Miss Lorena Wilson and Miss Dorothy Turner, U. of O. students, of Portland, spent the week end with Miss Maude Edmiston.

Miss Hazel Russell spent several days last week visiting her brother, Belmont Russell, and family at Silverton.

Mrs. Edna Yarnell, of Springfield, visited last week with Mrs. Ira Gray.

Winfield Stone arrived Tuesday from San Francisco for a few days visit with his grandfather, A. W. Weaver.

William Mills, of Springfield, spent Tuesday night with James Edmiston.

Ralph Bonney, of Montana, visited friends in Thurston Friday.

Mrs. Mary Spires, of Eugene, spent Sunday with her parents, Mr. and Mrs. Charles Hastings.

Miss Veda Gray, who teaches at Lorane, spent the week end at her home here.

The high school is practicing on a play, The Path of True Love, which the students plan to give on April 18.

LINCOLN SCHOOL HAS ART PRINT EXHIBIT

An exhibit of many fine art prints is being held at the Lincoln school on Wednesday, Thursday and Friday of this week. Included in the exhibit, which is being sponsored by the school pupils for the purpose of raising funds with which to purchase new pictures for the school, are many prints of the fine masterpieces. An admission charge of 10 and five cents is being made.

"HONEY," "HAPPY DAYS," AND "MEN WITHOUT WOMEN" AT THEATRES

"Happy Days" coming for you—and how!

A full 100 stars of stage and screen doing their stuff in as sparkling an all talking musical romance as was ever written for stage and screen.

Will Rogers, Janet Gaynor, Charles Farrell, Vic McLaglen, Ed Lowe, J. Harold Murray, Walter Catlett, Tom Patricola, Warner Baxter, William Collier and 90 others are in it!

In fact "Happy Days" is coming all next Sunday to the Fox McDonald and you'll agree that those days will be happy days when you come early to avoid the rush. . . .

What is the new melody everyone is humming? It goes like this—what is the name of it?

The answer is found at the Fox McDonald theatre where "Honey," sweet and stirring romance, is playing for the week end.

The melody is "Sing You Sinners" and it is one of the five original songs to be heard in this joyous smash-hit starring Nancy Carroll. "Sing You Sinners" is rendered by a chorus of 100 Southern-born Negro

singers—men and women who can put over a Jazz rhythm spiritual like nobody else can. A comedy reprise is rendered by little Mizzi Green, nine year old sensation, supported by a group of cute darkey youngsters. . . .

Despite the fact that it is a motion picture, there is nothing movieish about the diving scenes in John Ford's newest Fox Movietone production "Men Without Women" a thrilling story of the submarine service which comes to the Fox Rex theatre Friday and Saturday.

The sequence in which the hearse vessels assemble above the doomed undersea craft and send divers down to clear the fouled torpedo tubes that the survivors may escape, was filmed exactly as it appears on the screen, on and beneath the Pacific ocean.

LAST REGISTRATION CAN BE MADE TUESDAY

Tuesday, April 15, is the last day on which Lane county people can register for the primary election. All persons who expect to vote at this election should register at the city hall before that time as it will be impossible to vote if not registered.

Special Demonstration Hines Products

Mrs. Marion Ross, special demonstrator for Hines "57" Varieties of Food products, is at Gray's Store, Springfield, for the remainder of the week. She invites everyone to sample any or all of the large number of food items on display. Soups, Beans, Pickles, Catsup and all other well known foods will be served.

Grays Cash & Carry

Phone 22 Fifth and Main Sts.

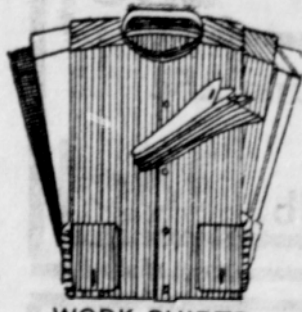
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WORK SHIRTS

Don't let this low price confuse you. This shirt is entirely out of the class of shirts usually sold at such a price. Be sure to see it. Only 39c

Fine Chambray, having all the features of the regular 98c value. Coat style, full cut. Fact it was made to sell for 98c. Special Value 65c

Dep't. STORES

C.J. Breier Co

IN THE WEST

Men! 50,000 Shirts

Lot 1—Reg. 98c Value
We believe this is the first time fine count fast color shirts have been sold at this ridiculous price 2 for \$1.00

This group contains many new patterns in Broadcloth and Print materials. The make and material is guaranteed perfect, as are all the shirts in this big event. Values to \$1.49. Only 79c

Special Purchase 3000 Shirts. From a leading manufacturer of only high grade shirts, bought at a big concession because we took the entire lot. Values running to \$21.00 to \$33.00 a dozen wholesale.

The usual price, in many cases, is actually less than it costs to make the shirts. For this sale only \$1.49