

THE TEST OF EFFICIENCY

Eastern Multnomah Babies Who Score 100 Per Cent



MARK HONEY NICKERSON, 1 yr.
Son of Mr. and Mrs. Mark Nickerson and grandson of Mr. and Mrs. W. F. Honey, Gresham, Ore.



JEAN LOIS REAVELL, 9 Mo.
Daughter of Mr. and Mrs. Chas. Reavell of 15 E 84th, Portland, granddaughter of Frank Maran of Fairview.



JACK CASWELL GRAVE
Son of Mr. and Mrs. Thomas H. Grave, Gresham.



JANE FIELDHOUSE, 22 Mo.
Daughter of Mr. and Mrs. Guy Fieldhouse; granddaughter of Mrs. Ella Fieldhouse, Gresham.

"Every man and woman in Oregon must join the Red Cross" is the Oregon slogan.



LYLE CLARK THOMPSON, 7 Mo.
Son of Mr. and Mrs. Earl Thompson, Portland; grandson of Mr. and Mrs. H. E. Davis, Gresham, and Mr. and Mrs. S. S. Thompson, Corbett.

Food and fighting will win the war.

The food you waste today may mean hunger to someone, somewhere, sometime. Be saving!

Your first and biggest duty today is to help Uncle Sam win the war in order to make peace. Food conservation in every American home means an abundant supply for the men at the front, and for famine-stricken France. Are you doing your share?

SAVE FOR THE ALLIES

By W. K. NEWELL.



Although food conservation is now a household word throughout the nation, and the American public is splendidly responding to the appeals of the U. S. Food Administration to conserve food staples at home so that more may be sent to our army abroad and to the armies and peoples of our allies, yet there are many persons who have no clear idea as to just what is meant by the term "Food Conservation" as used by our government and in current discussion.

The purposes of the Hoover conservation plan, and just what is expected of the American people by way of co-operation with the U. S. Food Administration in its important work, has been briefly explained for the Outlook by W. K. Newell, Assistant Federal Food Administrator for Oregon.

"Food conservation does not mean the people are to go hungry," said Mr. Newell. The government is employing all the means at its disposal in an effort to assure every man, woman and child a sufficiency of wholesome, palatable and nutritious food. We have more than enough for ourselves in America, and if distribution and prices can be properly controlled there will be no reason for suffering anywhere in our country.

It does not mean that we are to hoard up foodstuffs for fear we shall not have enough at some unknown time in the future. Such a policy would be the direct reverse of what is desired. For the farmers to hold back the supplies with which their barns and larders are filled and the city people who have money to buy up and lay away vast stores of food which they do not need at the present time would be to defeat the very thing at which the government is aiming. There is no probability of greater scarcity in the future for us Americans than is now upon us. Don't hoard. Hoarding withhold food from our allies and boosts the cost of living for ourselves.

It does mean just two very definite things. In the first place Food Conservation means that nobody shall waste any foodstuffs of any kind. The dwellers in the towns and cities who must buy must not waste. They should waste nothing. Doubtless the high prices that prevail at present will prevent much cause for complaint here. The garbage barrel should receive nothing that can be used on the table.

The same care, however, should be exercised by the farmers where the food is produced and where the pinch of high prices is not felt. Doubtless careful saving will require more good will and effort on their part than among their city cousins; but they should heed the call of patriotism and humanity and let nothing go to waste if it can be made to help sustain human life. What vast quantities of fruits and vegetables go to waste on the farms of this country! Let the farmers save as much as possible of these perishable things by eating them, by canning, drying and preserving them, by feeding them to food animals, by marketing them. Everything saved on any farm in this country is a help toward victory and freedom, an aid to the alleviation of human hunger and suffering.

In the second place Food Conservation means that we Americans shall save for our Allies across the seas those foodstuffs which can be most easily shipped and which they most need. Experience has shown that the foods which are most needed by the allied armies and peoples are wheat, meat (including beef, pork and mutton), fats, dairy products and sugar. These are also the foods of food whose nutritive value is highest in proportion to their bulk, making them the easiest of all foods to ship in these times when there is not enough tonnage to carry all that is needed on the other side of the sea. The government, therefore, urges that we spare these foods for our allies by substituting other things which will serve us equally well and which cannot be shipped at all or at least not so easily. For wheat bread substitute in large measure corn, oats, rye, buckwheat and barley products and eat potatoes and other vegetables more largely than heretofore. For beef, pork, and mutton substitute other meats in part and reduce the meat ration in general; this can be done in many cases with beneficial effects on health, for we Americans are very large meat eaters. There are no substitutes for dairy products and sugar. But we can save much by cutting out all waste and by reducing in some cases the amounts used without any detriment to our own health or comfort. Cut out some of the candy and the health of the children will be improved; leave no sugar in the bottom of the cup; leave no butter on the plate to be lost in the dish washing; be sparing in the use of these articles.

If all Americans will voluntarily and faithfully follow these simple suggestions they will suffer little in comfort, none in health or efficiency, will save much money for themselves and will contribute immensely to ultimate victory. It is the one way, perhaps, in which absolutely every one of us can help on the great cause. To lose this war would set back the cause of humanity and freedom for centuries. America may well look aghast at such a possibility. This war must be won, and each of us can help by food conservation.

M. P.

S.V.

GOODWILL

The season prompts us to express to you our appreciation of that invaluable asset—Good Will—that you have so kindly bestowed on us during the past year and which we fully reciprocate. Our very satisfactory sales record for the year Nineteen Hundred and Seventeen is due in part to the orders with which you have favored us.

WE THANK YOU.

As we near the fourth mile stone of our business and friendly relations with you, we are not unmindful of the loved ones. The true American sons that will be absent from the family circle at the approaching Christmas time when all should be Happiness and Good Will. And it is our sincere hope and wish that those that have gone forth to defend the honor of our beloved country, return to us, to share that happiness and prosperity that may be yours in abundance.

Walrad Mercantile Co.

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Gresham, Ore.

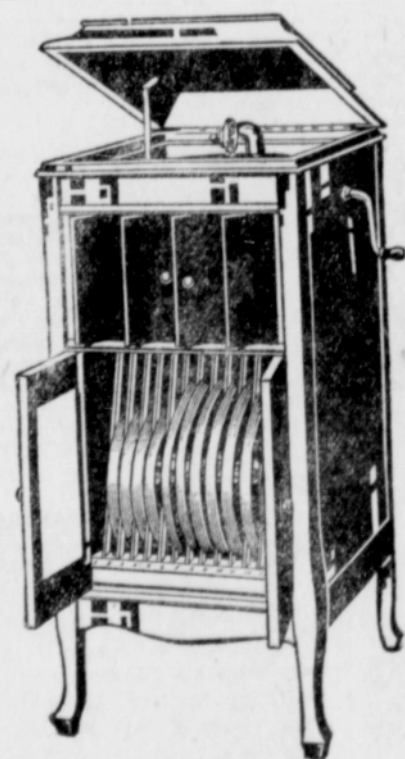
Phone 601

HOLIDAY OFFERINGS

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We extend to every resident of Gresham and vicinity an invitation to call at our store and inspect these machines, and see the wonderful improvements that have taken place in the last year. No matter if you think you have heard them all, come any way.

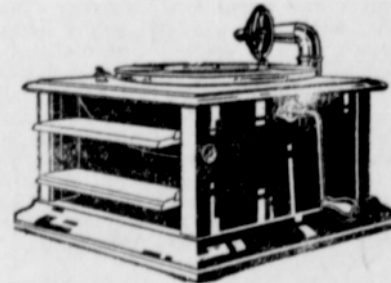
BELOW WE LIST THREE SPECIAL OUTFITS ON WHICH WE SPECIALIZE



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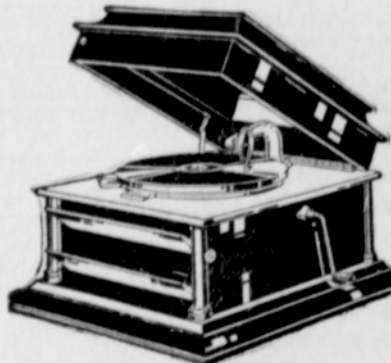
This is a full cabinet machine and must be heard and seen in order to be appreciated. Let us play these for you.



Grafonola No. 15

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