

**CLARENCE SCHOCK**  
MOUNT JOY, PA.

WE ASK PATRONAGE WE GIVE SERVICE

**LUMBER-COAL**

**HOW AMERICA CAN FEED ITS ALLIES**

Important Message to People  
From Herbert C. Hoover,  
Administrator.

**WORLD SUPPLIES ESTIMATED**

Increased Production, Elimination of Waste and Careful Control of Food Exports Form the Solution of This War Problem.

Washington, Aug. 20.—What the people of the United States not only can but must do in the matter of food production and use in order to help win the war is set forth in detail in a statement issued today by Food Administrator Herbert C. Hoover. If we fail to do our part in this respect, he says, the people of the allies cannot be maintained at war, for their soldiers cannot fight without food.

The normal imports of wheat and other cereals by France, Italy, the United Kingdom and Belgium, and the estimates of the 1917 crop in those countries compared to the normal production are given by Mr. Hoover in tabular form, and the conclusion is drawn that in order to provide normal consumption it will be necessary for them to import in the next 12 months 577,000,000 bushels of wheat and 674,000,000 bushels of other cereals. If the crops of the United States and Canada all mature safely, North America will have an apparent surplus of 208,000,000 bushels of wheat and 650,000,000 bushels of other cereals. The allies, therefore, must use other cereals than wheat for mixing in their war bread, and the people of America must reduce their consumption of wheat flour from five to four pounds per week per person.

**Decrease in Food Animals.**  
A careful estimate of the world's food animal position shows a total net decrease of 115,000,000, and this will be greater as the war goes on. As the increase of herds and flocks takes years, we must reduce the consumption, eliminate waste and carefully control meat exports.

Our home dairy products supplies are decreasing, while our population is increasing, and we must ship increasing amounts of such products to our allies. Consequently this industry must be stimulated, and home users must save the wastes in milk and butter. Much the same may be said in the case of sugar.

Mr. Hoover urges a greater consumption of fish and sea foods, in which our coasts and lakes are enormously rich. The products of the land, he reminds us, are conserved by the eating of those of the sea.

**Our Duty.**

In conclusion the food administrator says: "I have endeavored to show in previous articles that the world is short of food; that Europe is confronted with the grim specter of starvation unless from our abundance and our waste we keep the wolf from the door. Not only must we have a proper use of our food supply in order that we may furnish our allies with the supplies which they may need, but we must also maintain our high standard of nutrition."

By the diversion of millions of men from production to war, by the occupation of land by armies, by the isolation of markets, by belligerent lines, and by the destruction of shipping by submarines, not only has the home production of our allies fallen by over 500,000,000 bushels of grain but has been thrown upon us a much larger proportion of their normal imports formerly obtained from other markets.

They have reduced consumption at every point, but men in the trenches, men in the shops, and the millions of women placed at physical labor require more food than during peace times, and the incidence of their saving and any shortage which they may suffer, falls first upon women and children. If this privation becomes too great, their peoples cannot be maintained constant in the war, and we will be left alone to fight the battle of democracy with Germany.

The problem of food conservation is one of many complexions. We cannot, and we do not wish, with our free institutions and our large resources of food, to imitate Europe in the policy of rationing, but we must voluntarily and intelligently assume the responsibility before us as one in which everyone has a direct and inescapable interest. We must increase our export of foods to the allies, and in the circumstances of our shipping situation, these exports must be of the most concentrated foods. These are wheat, flour, beef, pork and dairy products. We must also use in great abundance which can be used instead of these commodities, and we can prevent wastes in a thousand directions. We must guard the

drainage of exports from the United States, that we retain a proper supply for our own country, and we must adopt such measures as will ameliorate, so far as may be, the price conditions of our less fortunate. We might so drain the supplies from the country to Europe as by the high prices that would follow to force our people to shorten their consumption. This operation of "normal economic forces" would starve that element of the community to whom we owe the most protection. We must try to impose the burden equally upon all.

**Action Must Be Voluntary.**  
There is no royal road to food conservation. We can only accomplish this by the voluntary action of our whole people, each element in proportion to its means. It is a matter of equality of burden; a matter of minute saving and substitution at every point in the 20,000,000 kitchens, on the 2,000,000 dining tables and in the 2,000,000 manufacturing, wholesale and retail establishments of the country. The task is thus in its essence the daily individual service of all the people. Every group can substitute and even the great majority of thrifty people can save a little—and the more luxurious elements of the population can by reduction to simple living save much. The final result of substituting other products and saving one pound of wheat flour, two ounces of fats, seven ounces of sugar and seven ounces of meat weekly, by each person, will, when we have multiplied this by one hundred million, have increased our exports to the amount absolutely required by our allies. This means no more than that we should eat plenty, but eat wisely and without waste.

Food conservation has other aspects of utmost importance. Wars must be paid for by savings. We must save in the consumption in commodities and the consumption of unproductive labor in order that we may divert our manhood to the army and to the shops. The whole of Europe has been engaged ever since the war began in the elimination of waste, the simplification of life, and the increase of its industrial capacity. When the war is over the consuming power of the world will be reduced by the loss of prosperity and man power, and we shall enter a period of competition without parallel in history. After the war, we must maintain our foreign markets if our working people are to be employed. We shall be in no position to compete if we continue to live on the same basis of waste and extravagance on which we have lived hitherto. Simple, temperate living is a moral issue of the first order at any time, and any other basis of conduct during the war becomes a wrong against the interest of the country and the interest of democracy.

The impact of the food shortage of Europe has knocked out of order of the United States during the past three years. The prices of foodstuffs have nearly doubled, and the reverberations of Europe's increasing shortage would have thundered twice as loudly during the coming year even had we not entered the war.

We are today in an era of high prices. We must maintain our standard such a level as will stimulate production, for we are faced by a starving world and the value of a commodity to the hungry is greater than its price.

As a result of the world shortage of supplies, our consumers have suffered from speculation and extortion. While wages for some kinds of labor have increased with the rise in food prices, in others, it has been difficult to maintain our high standard of nutrition.

By the elimination of waste in all classes, by the reduction in the consumption of foodstuffs by the more fortunate, we shall increase our supplies not only for export but for home, and by increased supplies we can help in the amelioration of prices.

**For Better Distribution.**

Beyond this the duty has been laid upon the food administration to cooperate with the patriotic merchants and commerce, that we may eliminate the evils which have grown into our system of distribution, that the burden may fall equitably upon all by restoration, so far as may be, of the normal course of trade. It is the purpose of the food administration to use its utmost power and the utmost ability that patriotism can assemble to ameliorate the situation to such a degree as may be possible.

The food administration is assembling the best expert advice in the country on home economics, on food utilization, on trade practices and trade wastes, and on the conduct of public eating places, and we shall outline from time to time detailed suggestions, which if honestly carried out by each individual in the country, we believe will effect the result which we must attain. We are asking every home, every public eating place and many trades, to sign a pledge card to accept these directions, so far as their circumstances permit, and we are organizing various instrumentalities to ameliorate speculation. We are asking the men of the country who are not actually engaged in the handling of food to sign similar pledges that they shall see to it, so far as they are able, that these directions are followed.

**Improving One's Good Points.**

The art of posing lies in one's ability to acquire it without appearing affected. To make those with whom one comes in contact weary with unnecessary affectation is of course a thing to be deplored. If the individual, however, realizes the importance of helping nature's endowments, she will appear perfectly natural in always striving to look her very best. Learn to know your own good points and take the trouble to cultivate them. You will find that it will pay.

**History the Teacher.**

History is the great teacher of men. As some one has truly said, the fool will not learn at all. The average man learns from his own experience. The wise man learns from the experience of others. So with the wise nation. The experience of other nations is the theme of history.

**The Second Stage.**

"Sold your car yet?" "No," replied the melancholy motorist. "I passed that stage long ago." "Indeed," "Yes, I'm trying to give it away now."

**Our Difficult Language.**

Propos of the difficulties that our foreign-born friends experience in learning "United States," a subscriber writes: "A boy born a Dane and raised in a German family came to me and said: 'Will you borrow me your wheelbarrow?' and when he saw me smile he said, 'I mean, can I lend it from you?'"—Outlook.

**Daily Optimistic Thought.**

The liberty of the press is essential to a free government.

**Wedding Custom From France.**

The custom of wearing orange blossoms at weddings is of comparatively recent date in this country. It came to us, like most other fashions in dress from the French, who in their turn derived it from Spain. In the latter country it had long obtained, and is said to have been of Moorish origin.

**Work and Worker.**

Usually it is the worker that is too hard rather than the work that is too hard.—The Youth's Companion.

**STORE THE POTATO**

ARRANGEMENTS FOR CONSERVING THE COUNTRY'S SUPPLY.

Government Officials Tell of the Facilities That Have Been Provided—Complete Plan of Action Has Been Mapped Out.

Washington.—Means of conserving the nation's potato supply in the most effective manner have been worked out by food administration officials. They have issued the following statement:

Unusual facilities for financing storage are offered American potato growers as a result of war conditions. The federal reserve system is at their disposal, and farmers who store their 1917 potato crop in approved local warehouses, may obtain, upon their storage receipts, 90-day loans from member banks of the reserve system at a rate not to exceed 3 per cent. Mr. Lou D. Sweet, potato expert with the food administration, was instrumental in bringing this matter to the reserve board's attention.

New England growers have started a movement to take advantage of this ruling to help them solve their marketing problem. The prospect which the growers of this group of states face is that of handling 45,000,000 bushels of potatoes—one-tenth of the entire United States crop—without causing an overstocked market and the resulting loss of all profit on the crop.

The growers communicated with local authorities in their respective states, who in turn laid the situation before the food administration. A conference between the growers, local authorities and experts from the food administration was held recently at Boston, Mass. A plan of action was mapped out at this meeting which includes the following:

1. Marketing of only one-third of the crop at harvest time; another third in 90 days, or placing in storage and later distributed as demand affords opportunity; the remaining third to be stored by the grower and marketed throughout the year.
2. All potatoes to be graded with care, taking out culls, cuts, cracks and any that are bruised. It was recommended that a wire screen grader be used—one and seven-eighths-inch mesh for oblong tubers and two-inch mesh for round ones. Graded stock then to be placed in good two-bushel sacks—one hundred and fifteen pounds to the sack—and the sacks sewed tightly so as to prevent shaking and bruising.
3. Increasing the load in each railroad car from the normal 30,000 pounds. These cars can be unloaded within 24 to 36 hours of their arrival at destination.
4. That municipalities and other bodies provide storage for as large quantities as possible at the peak of the harvest.

"A storage house," said Lou D. Sweet, who attended this meeting, "such as will conform to the requirements laid down by the Federal Reserve board, does not call for a specially constructed house. There are innumerable buildings, which, if properly cleaned, ventilated, and managed so as to maintain a temperature of about 35 degrees, will answer admirably for this purpose."

"This year the United States planted its potato crop from the poorest quality of seed that ever went into the ground, and naturally the harvest will be potatoes of poor quality. Strict grading, careful packing, common-sense storage, and careful shipping are necessary to insure just returns to the growers who have responded to the president's call for increased production of potatoes."

**SHE HAD WAYWARD DAUGHTER**

Neighbor Was Surprised When She Found Cause of Severe Rubke Administered by Mother.

A lady living in a large apartment house relates the following: "I had occasion one day to visit the apartment of a neighbor. Such grave and earnest tones of remonstrance reached my ears, as I approached my friend's room, that I hesitated about intruding. I found her winsome young daughter with her, and the mother had evidently been rebuking her, for the girl's face was flushed, and there were tears in her eyes.

"Come in," said my friend. "I have finished what I was saying to Jenny, and I hope she will remember my wishes."

"Ah, these children—these children!" thought I to myself. "I have just been telling her," continued my friend, "that she must not wear her evening gloves when she goes shopping in the morning. In the first place, it is not genteel; and in the second place, it is extravagant."

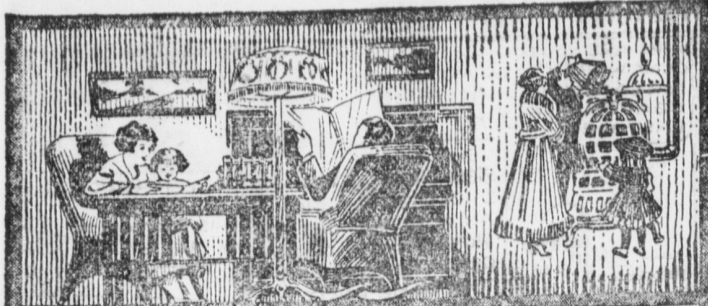
Her evening gloves! And yet, I assure you, her tone and expression, and the impression made on the child, would have befitted a serious wrongdoing—one that had issues in time and eternity.

**Buy Outright, Is War Plan.**

Washington.—Secretary of Commerce Redfield announced that the conference representing all interested departments of the government has completed its study of war contracts. Where conditions of manufacture are particularly involved the conference recommends a contract in which a specified sum is awarded as the profit on each article, instead of making the profit a percentage of the cost. This recommendation will do away with the tendency to increase costs to increase profits.

**Suggests 15-Cent Coins.**

New York.—In view of the fact that many former ten-cent articles have been increased in price as the result of conditions brought about by the war, John R. Freuler, president of the Mutual Film corporation, suggested that a movement be started to petition congress to authorize an issue of 15-cent coins. In certain quarters Mr. Freuler's suggestion was taken to mean that the movie interests are about to boost the price of admission to the nation's more than 16,000 motion picture theaters.



**All Stove Troubles Fade Away Before This Pipeless Furnace**

Stoves and base-burners are trouble makers, work makers, expense makers. There's the trouble of setting them up in the Fall and taking them down in the Spring, with unsightly pipes disfiguring the home six months out of twelve. There's the work of bringing in coal and taking away ashes, with the extra work caused by the dirt and dust that fills the rooms. There's the expense of buying several stoves (because one is not sufficient to heat a home), the expense of maintaining three heating units, and the expense of replacing furnishings which are damaged by dirt and dust. You can buy a

**Home Ventilator Furnace**  
The Original PATENTED Pipeless Model  
Manufactured only by the Homer Furnace Co., Homer, Mich.

For little (if any) more than you pay for a good base burner, yet it will give you furnace perfection. The heat will be distributed evenly throughout the house—and no cold air drafts, no pipes in the rooms, no space wasted, no trouble to install, no boiler at any time, no heat in the cellar. A "Home Ventilator" in the cellar, in combination hot- and cold-air register right above it, and the heating system is complete.

Write or telephone us for more particulars.  
**G. MOYER, Mount Joy, Penna.**  
Read the Booklet "From Pig to Pin"

**Facts Concerning The Home Ventilator Furnace**

An announcement made by competition would indicate that a DECLARATION OF WAR had been made on all types of furnaces by the one they are handling, and if this article were allowed to go unneeded, the result would be that possibly many people would be misled into purchasing some furnace other than the HOME VENTILATOR, being under the impression that they were getting the original.

We take pleasure in informing the people of Mount Joy and vicinity that G. Moyer of your town is prepared to furnish you with the HOME VENTILATOR FURNACE, which has been on the market for the past seven years and is absolutely the ORIGINAL PATENTED PIPELESS FURNACE using the combination hot and cold air register.

**TAKE SPECIAL NOTICE**—Mr. G. Moyer has copies of patent papers, both of ours' and competition, which will clearly show that the HOME VENTILATOR FURNACE was in use and PATENTED LONG BEFORE ANY OTHER FURNACE of this type was heard of.

A LITTLE HISTORY—Back in 1910 when the only furnace was the old pipe job, Mr. S. D. Strong, President of the Homer Furnace Company, Homer, Michigan, conceived the idea that if a furnace could be made which would satisfactorily heat residences, stores, churches, school-houses, etc., and at the same time save the heat which was being wasted in cellars by pipe furnaces, a ready sale would be found. Against the advice of older and more experienced furnace men, he perfected and manufactured a few HOME VENTILATOR FURNACES.

A REVOLUTION IN THE HEATING WORLD. Farmers, who heretofore could not have furnaces because their vegetable storage would be spoiled, bought "HOMERS," installed them in the vegetable cellars, heated their houses so much cheaper than with stoves, and so much more satisfactorily, that since that time THOUSANDS OF HOME VENTILATORS HAVE BEEN SOLD, from Maine to California, and from Florida to Canada.

Now—when other manufacturers saw the enormous strides made by the HOME VENTILATOR, they eyes began to open, and from the sickly grin they tried to maintain they were brought up against the solid fact that to SAVE THEIR BACON, they MUST manufacture something as near the HOME VENTILATOR as possible without infringing on the rights of S. D. Strong. SMALL MANUFACTURERS sprung up trying to get a foot-hold in the pipeless world, but the HOME VENTILATOR has been too long established and had too big a start to be affected, and the sales of the Homer Furnace Company still lead by many lengths. IN THE LAST FIVE MONTHS, 4000 HOME VENTILATOR FURNACES HAVE BEEN SOLD TO RESPONSIBLE DEALERS.

**DON'T BE DECEIVED** into buying an imitation of the HOME VENTILATOR FURNACE. Don't let other manufacturers experiment at your expense. When you buy, buy the ORIGINAL. Five minutes comparison will convince you. Weigh the 24 inch fire pot of the HOME VENTILATOR (when we say 24-in. we mean inside measurement) then weigh that of any other furnace of the same size. Result? About 40 percent in favor of the HOME VENTILATOR. The HOME VENTILATOR is equipped with heavy galvanized casings throughout; no flimsy black inner casings to rust out, and which are good only as talking points, and the buyer pays for these talking points by getting a lighter furnace.

The HOME VENTILATOR FURNACE is sold under a guaranty to do the business or no sale, and every casting is guaranteed for five years, except the grate, and our reason for not guaranteeing this is that sometimes a careless user will allow ashes to accumulate underneath, and same is liable to melt out. However this happens only rarely.

After manufacturing HOME VENTILATOR FURNACES for seven years, our repair business will not amount to \$1.00 a day, which we judge is a fair evidence of the durability of our castings.

Our modern plant at Homer, Michigan is equipped to manufacture 9000 furnaces per year, and enables us to turn out a furnace which is a joy to the installer, and castings second to none.

Remember—G. Moyer of Mount Joy is prepared to furnish you with the ORIGINAL PATENTED PIPELESS FURNACE, and the one from which all others of this type are copied either directly or indirectly. BUY THE "HOMER" and be safe from infringement proceedings. 15,000 in use. For further information call on

**G. Moyer, Mount Joy**

The World's Greatest Tire  
**BLACK BOB**  
SERVICE AND MILEAGE IS WHAT TELLS—INVESTIGATE  
5000 MILES GUARANTEE  
BLACK BOB TIRES KEPT IN REPAIR UNTIL WORN OUT—FREE OF CHARGE. Manufactured by  
McCREARY TIRE COMPANY, PHILADELPHIA  
Sold by

**L. P. Heilig, Mount Joy**

**FURNITURE OF QUALITY**

We Will Show You How To Secure Splendid Qualities and Handsome Styles At Savings Well Worth Your While

A number of the newest and finest things are now being put on exhibition for the first time. Our collection of Bed-Room Furniture, showing Period styles, in all the different kinds of wood, is well worth seeing. The same is true of the Dining-Room, Living-Room and Library.

OUR INEXPENSIVE LOCATION and our facilities for handling Furniture, enable us to offer exceptionally low prices at this time.

**Westenberger, Maley & Myers**  
125-131 East King Street, Lancaster, Pa.

**Buy A Maxwell**

If You Want a Car That's Tried and True

I have taken the agency for the Maxwell Automobiles, which is one of the best equipped and easiest riding cheap cars on the market. It is by no means a new car, but one that has been tried for years and has proven satisfactory. Any one in the market for such a car will readily be convinced of its merits after a demonstration which will be cheerfully given. I not only sell cars, but I am prepared to take care of the people to whom I sell, which should not be overlooked by persons buying cars. I am at your service Sundays or night time as well as during the day. None but competent mechanics employed. If your car needs attention, give this garage a trial. I also handle the

**Studebaker**

One of the Best Cars of That Class

**BRUBAKERS' GARAGE**

Bell Phone Marietta St.  
Mount Joy, Pa.

**ALBERT STRICKLER**  
Bell Phone at Residence and Yards

**COAL OIL, ETC.**

SUCCESSOR TO A. B. CLING MT. JOY, PA.

**DISTINCTIVE Printing**

Printing that will attract attention and put your advertising in a class by itself—printing that contains originality in conception and excellence in its execution—this quality of originality and individuality characterizes all the printed work we turn out.

**Advertise**  
—it in—  
**this Paper**

**Job Printing**

We are equipped to handle any kind of Job Printing and when it comes to Service, we can only refer you to our customers or ask that you give us a trial.