

Secretary Hoover Outlines Program For Intensive Study of Food Problem

Research Institute to Devote Time to Investigating Questions of Production, Distribution and Consumption

Milk Important Factor Price of Necessaries To Be Traced From Farm to the Table of the Consumer

In the following statement Mr. Hoover, who is now Secretary of Commerce, outlines a plan for the intensive study of the problems of production, distribution and consumption of food.

The New Food Research Institute will devote itself to the investigation and illumination of facts in three principal directions:

- First—The distribution system—the economic side.
- Second—The chemistry of food manufacturing processes—the chemical side.
- Third—The production and agricultural side of foods.

Some of the problems to be studied appear to be the price margin between producer and consumer, the determination of a basic standard of living, the cost of producing agricultural commodities and world aspects of the food supply.

The milk problem is a subject of first grade importance in public health. In this the woman nurses the child until she is four years old, and then transfers it to the general community. In this country the child is weaned before it is a year old and is dependent upon the domesticated cow for its greater or less extent, until maturity is attained.

With the development of urbanization the dependence of the child upon the cow becomes more and more difficult to maintain. The per capita consumption of milk in cities falls. The more intense the struggle for existence, the lower the milk supply of the industrial classes. The substitutions of other products for milk and the reduction of its consumption are important problems.

It will be necessary, in the first place, to make a comprehensive study of milk production from the standpoint of agricultural economics. One such investigation for our country is being carried out during the war by the United States Milk Commission, whose findings are already being disseminated. Other studies of the production of milk in various parts of the country are being made, and it is very desirable to advance in this direction. The present situation and is very complicated by an abnormal development of manufactured dairy commodities, the result of which is that the country can be divided into zones of primary and secondary milk production, zones that produce greatly in excess of requirements and zones that are nearly or wholly deficient in milk and cream.

Accurate Statistics Needed The total production of milk, the utilization of milk, the utilization of skimmed milk, the shipment of milk and the storage of milk products in various parts of the country are not accurately tabulated and analyzed. Through special investigations carried on with the aid of county agents in selected portions of the country, the cost of production for different purposes can be determined.

The transportation and distribution of milk in various cities will require a second set of surveys, with the influence of the consumption of milk production on the use of fluid milk would be the subject of a third set. Finally, the cost of the consumer's surplus, as carried on in cities of various sizes, to determine the ultimate destination of milk and milk products.

Behind the scenes, surveys in the congested areas of cities would determine substitution of other goods for milk and dairy products and the health influences upon growth and health. For such an investigation the cost of wheat production is said to be almost non-existent, and the organization of the work will be as new as the problem is intricate. The subject is a problem of first grade importance in public health.

Producer and Consumer During the war we knew the spread in the price of every article of food from producer to consumer, and we have divided the spread into several fractions and factors. No such investigation exists for the present prices, and about this lack of information, or misinformation, rage the fiercest conditions. The spread is different for each food, and must be investigated separately.

For such investigations it is necessary to collect the data, beginning with the sale upon the farm and ending on the table of the consumer. Government reports in nation and state, railroad records, trade journals, reports of mills and factories and records of sales constitute the basic data. These, however, must be supplemented and interpreted on the basis of surveys at the sources and in connection with the several steps of manufacture, transportation and transfer.

The present wholesale index numbers are in part antiquated, in part erroneous and in part based upon different transactions, as employed by different organizations. We had devised in the food administration in Washington a new system of wholesale index numbers for foodstuffs. These should be revised and elaborated.

Whether the spread can be controlled, or ought to be controlled, is another thing. It is not to be controlled by another thing. And the investigation, a practicable subject of investigation. The problems of marketing are indissolubly connected with the problems of spread.

Basic Standard of Living In numerous discussions dealing with the uses made of wages, salary and time by different classes during the last few years writers have lamented the lack of index numbers of consumption, corresponding to index numbers of price, that are widely employed in trade and industry. During the war planning was made in the study of the elements of consumption as being essential, semi-essential and non-essential. The food administration co-operating with the War Trade Board and the War Industries Board made the practicable study of the problem from two aspects. In the first place, a



The Secretary of Commerce at His Desk in Washington

commodity must be traced to its end destination, the ultimate states in which it is consumed. In order to do this properly for foodstuffs similar investigations would have to be carried out for certain other commodities; for example, the fibers and other raw materials that have close relations with foodstuffs.

How little we know of the ultimate destinations of even a simple primary crop like wheat is shown by the fact that during the period of control by the food administration we lost account one year of some 30,000,000 bushels reported in the crop.

Tracing Products Difficult Tracing raw products through their various ramifications to the final states of consumption requires surveys of the various manufacturing trades. Leading men in the trades have indeed repeatedly expressed their regret that the study of these products had been discontinued.

The second aspect in the investigation is revealed from the side of the consumer. The population in zones would be divided into income groups, occupation groups and family groups in such a representative manner in city and county districts as to present weighted averages of the population. The surveys would then determine the disposition of incomes throughout the year and the consumption of various commodities in unit terms of commodities, as well as of price. Thus, one could contrast production and consumption in units of commodities, whether of weight or yard or cubic, with consumption in units of price.

From the results of such surveys statistical method would be able to erect coefficients of the standard of living. These could be compared between zones, classes and states, and could be contrasted with similar investigations now being carried on in several European countries. The plane of the standard of living and shifting of the plane could be quantitatively measured and expressed.

Cost of Production During the war we attempted to determine the cost of production of many basic commodities. The Wheat Fair Price Committee made a guess at the cost of wheat production in various states. A review of the development of our country during the last twenty years and the data of the recent census indicate a pronounced tendency to urbanization, the expansion of city industries out of proportion to the development of agriculture. This has been exaggerated by the inflation of our manufacturing capacity that has resulted from the war.

Apparently, we are to pass from a food-exporting to a food-importing nation. This transition may be analyzed from the point of view of the dollar, the calorie or the ton. The more available the data on conditions in competitive lands the better for both city and country in the United States.

Our food supplies would be divided into primary and secondary commodities. The group of secondary foodstuffs would be divided into several rubrics. Our country would be divided into zones, in accordance with their production of foodstuffs of the different classes.

The food exporting areas of the world would be classified on the basis of their relations to our production and consumption and to world trade. The food consuming nations would be classified on the basis of competition, with us as consumers. Transportation conditions to and from each country would be measured and tabulated. An analysis would be made of the production and distribution of other basic materials and finished commodities, with which imported foodstuffs would be paid.

An International Survey In the sessions of the League of Nations they are discussing the international allocation of raw materials and foodstuffs. For such an allocation to be even considered an international survey of the kind here proposed would be indispensable. If indispensable for the League of Nations, it ought to be equally indispensable for ourselves.

The data of production, consumption, distribution and exportation of the several foodstuffs concerned would be obtained from the existing institutions, governmental or commercial, of all kinds whatsoever. These would need to be supplemented in many countries by special surveys on the basis of data secured from the sources.

It was on basis of such surveys that the food supplies of Europe were marshaled throughout the world during the war. The collection of this data in the future would be easier than before the war on account of the establishment of connections in various countries.

resolves itself not merely into the formulation of a cost sheet, but also into a definition of the marginal area of this cereal. One must make a definition of the normal datum line in wheat acreage and fix the cost sheet within that acreage and then determine for different increments of the marginal acreage the cost of production.

The country would be divided into zones and their zones into counties. From the records of the national government, states, the counties, the state agricultural colleges, the experiment stations, the railroads, the elevators, the mills, the grain exchanges and trade journals the data of production would be obtained. Through special investigations conducted with county agents, the state agricultural colleges and the experiment stations the various items in cost of production would be obtained for each county, state and zone.

Lack of Work Makes London City of Beggars

Ex-Soldiers, Numbering Half of Million Unemployed, Are Forced to Peddle Trifles to Avert Starvation

Government Aid Sought

Many Rogues Among Them This is a truism, on an exceptional day or an exceptional neighborhood. It is refined begging, nothing less. Among these unemployed are many rogues, but there are many of 1,000,000 which does not contain a fair proportion of rogues? But these people are not hoboes—they are not the kind of panhandlers who used to hang around Park Row at midnight when the wind whistled up from the East River. The majority are not professional beggars; they are bona fide unemployed.

American Firms Exhibit Labor Saving in London

Conservative Press Labels Big Efficiency Movement "Baneful, Spurious Thing"

LONDON, Feb. 28.—Under the auspices of The Daily Mail a mammoth "Efficiency Exhibition" opened here on February 14, at the Olympia Exhibition Hall. Every form of labor-saving device was shown in the exhibition, and wide interest has been aroused throughout England by the efficiency campaign.

It is noted that many firms exhibiting labor-saving devices are of American origin, and some of the conservative press display a certain amount of uneasiness. The exhibition is a very interesting one, and it is a pity that the eyes of the thousands who have gathered nightly at Charing Cross to catch a fleeting glance at the wounded soldiers as they rode by in ambulances from the station to the London hospitals.

Brevity Is Tiger's Policy, So He Sends Only Cables

Clemenceau, on Far East Trip, Tells Family News in Short Telegrams

LONDON, March 12.—M. Clemenceau, who is now touring the Far East, believes in brevity in correspondence. According to Reuters' Paris correspondent, he communicates with his friends and family by sending short telegrams, examples of which have been published here. Some of them follow:

Sept. 27.—S. S. Colindale.—Up to now everything going well as possible. Excellent boat rides sea well.

Oct. 27.—Singapore.—We arrived this morning. Rather disconcerted by official reception exceeding everything we could have foreseen. I have arranged that on my return from Bombay shall go to Ceylon for last visit. The last hour here very enchantment. Singapore is marvellous.

Dec. 3.—S. S. Ongora.—I have visited Burma, which is admirable country with astonishing religious monuments; population good, and health, all in silk, with women who smoke big cigars with greatest pleasure.

Jan. 17.—Gwalior.—Very fine tiger hunt Gwalior. I killed two. Shall be Bombay 25th.—Clemenceau.

Lack of Work Makes London City of Beggars

Ex-Soldiers, Numbering Half of Million Unemployed, Are Forced to Peddle Trifles to Avert Starvation

Government Aid Sought

Many Rogues Among Them This is a truism, on an exceptional day or an exceptional neighborhood. It is refined begging, nothing less. Among these unemployed are many rogues, but there are many of 1,000,000 which does not contain a fair proportion of rogues? But these people are not hoboes—they are not the kind of panhandlers who used to hang around Park Row at midnight when the wind whistled up from the East River. The majority are not professional beggars; they are bona fide unemployed.

American Firms Exhibit Labor Saving in London

Conservative Press Labels Big Efficiency Movement "Baneful, Spurious Thing"

LONDON, Feb. 28.—Under the auspices of The Daily Mail a mammoth "Efficiency Exhibition" opened here on February 14, at the Olympia Exhibition Hall. Every form of labor-saving device was shown in the exhibition, and wide interest has been aroused throughout England by the efficiency campaign.

It is noted that many firms exhibiting labor-saving devices are of American origin, and some of the conservative press display a certain amount of uneasiness. The exhibition is a very interesting one, and it is a pity that the eyes of the thousands who have gathered nightly at Charing Cross to catch a fleeting glance at the wounded soldiers as they rode by in ambulances from the station to the London hospitals.

Brevity Is Tiger's Policy, So He Sends Only Cables

Clemenceau, on Far East Trip, Tells Family News in Short Telegrams

LONDON, March 12.—M. Clemenceau, who is now touring the Far East, believes in brevity in correspondence. According to Reuters' Paris correspondent, he communicates with his friends and family by sending short telegrams, examples of which have been published here. Some of them follow:

Sept. 27.—S. S. Colindale.—Up to now everything going well as possible. Excellent boat rides sea well.

Oct. 27.—Singapore.—We arrived this morning. Rather disconcerted by official reception exceeding everything we could have foreseen. I have arranged that on my return from Bombay shall go to Ceylon for last visit. The last hour here very enchantment. Singapore is marvellous.

Dec. 3.—S. S. Ongora.—I have visited Burma, which is admirable country with astonishing religious monuments; population good, and health, all in silk, with women who smoke big cigars with greatest pleasure.

Jan. 17.—Gwalior.—Very fine tiger hunt Gwalior. I killed two. Shall be Bombay 25th.—Clemenceau.

Hopes to Make Palestine a Garden Again

Economic Council Chief Foresees for Holy Land Development of Great Agricultural Nation

Pleased With Progress

Country Soon Will Be an Important Factor in Near East Economic Life

From The Tribune's European Bureau LONDON, Feb. 21.—"Rapid progress already has been made in developing the economic resources of Palestine, but we cannot hope for any five-year miracles in the country," said Sir Alfred Mond, chairman of the Economic Council for Palestine today.

Laryngophone Is Latest Brions Place Transmitter to Throat Instead of Mouth

LONDON, March 12.—A new telephone device already in actual use in England is the laryngophone, a transmitter in which a disk is placed against the throat of the speaker and the sound is transmitted by the vibration of the vocal cords. It is suitable for use in noisy factories and workrooms where the ordinary telephone mouthpiece transmitter would pick up the other sounds in the room and so prevent conversation. In appearance the laryngophone resembles the ordinary telephone except that there is a smooth rounded rubber disk instead of a mouthpiece. The receiver is the same and the messages are received in the ordinary speaking voice.

Hopes to Make Palestine a Garden Again

Economic Council Chief Foresees for Holy Land Development of Great Agricultural Nation

Pleased With Progress

Country Soon Will Be an Important Factor in Near East Economic Life

From The Tribune's European Bureau LONDON, Feb. 21.—"Rapid progress already has been made in developing the economic resources of Palestine, but we cannot hope for any five-year miracles in the country," said Sir Alfred Mond, chairman of the Economic Council for Palestine today.

Laryngophone Is Latest Brions Place Transmitter to Throat Instead of Mouth

LONDON, March 12.—A new telephone device already in actual use in England is the laryngophone, a transmitter in which a disk is placed against the throat of the speaker and the sound is transmitted by the vibration of the vocal cords. It is suitable for use in noisy factories and workrooms where the ordinary telephone mouthpiece transmitter would pick up the other sounds in the room and so prevent conversation. In appearance the laryngophone resembles the ordinary telephone except that there is a smooth rounded rubber disk instead of a mouthpiece. The receiver is the same and the messages are received in the ordinary speaking voice.

Cotton Can Be Grown There

"Cotton can be grown in Palestine, and tobacco is already being grown. Furthermore there is a big field for cigarette manufacture in the importation of nearby Macedonian tobacco. This could be made a big factory industry for the nearest countries. There are phosphates for local consumption and asphaltum also. Many believe that there is mineral oil here; certainly there are indications of oil-bearing strata are very good. A country with such natural assets can become economically self-sufficient and support a large population. There were once 6,000,000 in Palestine; I believe that she soon will be able to support at least 2,000,000."

Big Flood of Immigrants

"To-day Jews all over the world are planning to emigrate to Palestine. Hundreds of thousands want to go. The Zionist Organization is not having any difficulty in finding colonists; its difficulty is to check and control the flood of applicants so that the development will be sound and normal. I believe that it is fair to say that almost all the Jews in parts of Russia and middle Europe would like to go to Palestine."

An Agricultural Country

"Palestine is an agricultural country. It resembles in topography such Mediterranean lands as Spain or Southern Italy. There is no coal, no iron, no oil, no gas, and no other minerals that must be reclaimed by irrigation. There are now 600,000 persons in Palestine. Of this number only 100,000 are Jews. The country is in a poor condition politically and economically. No one can realize, without going there, what the centuries of Turkish rule have meant. The Turkish regime prevented the development of any worthwhile industry. There have been no surveys of the land; titles are difficult and insecure. There are no laws for the organizing of corporations. If you wanted to start a factory it was necessary to spend months in Constantinople before you could get incorporation papers. The administration of civil and criminal law was a haphazard thing. Before Palestine can develop the entire legal and legislative systems must be rebuilt."

Batterman's -- Broadway & Flushing Ave. -- Brooklyn

Batterman's Mill-End Sale

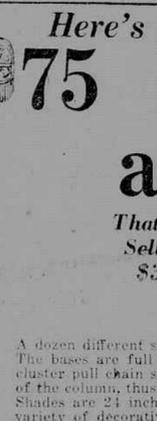
Here's a Mill End Bargain for You!

75 Floor Lamps and Shades

That Regularly Sell for From \$24.97

Complete

A dozen different styles of bases—a dozen different shades to select from. The bases are full regulation height, turned or fluted columns; fitted with two-light cluster pull chain sockets and 6 feet of silk cord. An iron pipe runs the full length of the column, thus conforming with the fire law requirements. Shades are 6 inches in diameter, full lined with silk, trimmed with silk fringe. A variety of decorative combinations—Rose, Blue, Gold or Mulberry, with contrasting colored linings.

Boudoir Lamps Worth \$3.50	DOVE Worth \$11.00	Table Lamps Worth \$16.00
 <p>8-inch shade in old rose, gold or Copenhagen blue, as illustrated.</p> <p>\$2.37</p>	 <p>Eight art glass Amber or Nile panels, 5-inch skirt of sunset glass, with overlaid metal design. For gas or electricity.</p> <p>\$9.37</p>	 <p>Of metal, 18 inches high, 16 inch shade, six bent glass amber or Nile panels. For gas or electricity.</p> <p>\$10.67</p>

Buy China and Lamps on the Club Plan—Easy Payments

EIGHTH INTERNATIONAL FLOWER SHOW

OPENS TOMORROW 2 P. M.

Grand Central Palace

MAR. 14-20

10 A. M. to 10:30 P. M. DAILY

A Veritable Wonderland of a Million Blooms

Alluring Gardens, Fragrant Bowers and Foliage—all that is most beautiful and charming in Horticulture. Prize competitions for cut flowers, potted plants, table decorations, etc.—garden furniture and accessories—all manner of things floral to beautify the home.

During the week Society will rendezvous at the famous Tea Garden—benefit Bellevue Hospital Social Service.

Nowhere else can such a Wonderful Display of Flowers be Seen

THE ONE SHOW EVERYBODY WANTS TO SEE

