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THE RED CROSS ROLL CALL.

When "the greatest mother in the world" rolls the roll the week of December 16-23 the hope of the American Red Cross is that the roll will be an entire American people will say "All present, or a perfect 100."

It will be the roll of 22,000,000 mothers and 22,000,000 children to receive their membership and for all of them to join. One happy slogan of the roll call announces that "all you need is a heart and a dollar."

Why does the Red Cross at Christmas conduct a membership campaign? Because it unites the people in an intimate way with the organization they have supported so magnificently. In other countries one of the most impressive things about the American Red Cross is the size of its membership, attesting truly popular approval.

This Christmas, when our country is out of the deep waters of the war, every dollar paid for an annual membership in the Red Cross will be a direct Christmas gift to our land, air and sea forces and to those who have felt the sting of war in a way that we in this country have not experienced. The ministrations of the Red Cross will be as good a substitute for Christmas at home as can be furnished under the circumstances.

The women of America, seeing in the Red Cross an extension upon a universal scale of the mothering instinct, will be quick to answer "Here!" to the roll call, because service and sacrifice are womanly qualities and they are Red Cross qualities.

President Wilson, as president of the American Red Cross, says: "I summon you to the comradeship!"

"I think if the people of America could only see and realize what the boys are doing out here," said a Captain after Chateau-Thierry, "they would gladly back them up with their last dollars and their lives if necessary."

WHERE WOUNDED MEN YIELD TO DAY DREAMS

Restored to Health and Vigor in Red Cross Convalescent Homes.

The surgeon has extracted the impalpably distributed bits of shrapnel from your works. The wounds have healed. The wheels go round again, and the clock ticks.

But it doesn't keep correct time. This business of calling "Time!" on the Boche means so many broken clocks nowadays that the master-menders can't keep them on their tables after they're mended. So the question where they shall sit around while they're being regulated looms large.

The Red Cross answers that question with its convalescent homes. It has six of these in operation. A suitable place is found—sometimes donated—and management and equipment are provided by the Red Cross, while the Army has furnished discipline and a never-failing supply of convalescents.

These homes mean that men who are scarcely hospital subjects, yet who can by no means go back to their duties, have a place that does what "home" does for the French or English soldier, what "home" does for any one, in fact, when the doctor gets through.

You know, He says: "You're all right now. It's only a matter of nursing and food."

But you know he's only looking at the works he's tinkered, and that the soul within you is gnawing as it never did when the body was down and out. It wants something, and it doesn't know what it is. But if it doesn't get it pretty quick the works are going to get gummed again. You know your mother could find out what that dog-gone thing is right away and hand it to you on a plate. But General Pershing won't let you go to her. And the War Department won't let her come to you.

Then you're taken to a Red Cross convalescent home—and there is the very thing you wanted! But you couldn't describe it even then to save your life.

It is a bit of cocooning, and pretty surroundings, and women's faces, and light laughter and time to play and all that sort of thing. It is forgetting the crash of war and remembering that there are pleasant, soft voices. It's even such things as gaily-governed sofa pillows to jam into a corner and make a nice jolting place while you read and smoke and talk. It's slippers instead of trench boots, or day-dreams in place of the nightmare of killing.

Food Will Win the World.

America earned the gratitude of allied nations during war by sharing food. America under peace may win the world's good will by saving to share.



DEMOCRACY VS. AUTOCRACY.

"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 needs. It is a matter of equality of burden."

The truth of this statement, made by the United States Food Administrator soon after we entered the war, has been borne out by the history of our exports. Autocratic food control in the hands of our enemies has broken down, while democratic food sharing has maintained the health and strength of this country and of the Allies.

be proud to be a food Saver

Farm enterprise and much soft corn increased pork supplies, food conservation increased exports—total shipments doubled.

FAITH JUSTIFIED BY EVENTS.

I do not believe that drastic force need be applied to maintain economic distribution and sane use of supplies by the great majority of American people, and I have learned a deep and abiding faith in the intelligence of the average American business man, whose aid we anticipate and depend on to remedy the evils developed by the war.—Herbert Hoover, August 10, 1917.

TO REDEEM W. S. S. PLEDGE IN MISSOURI

Redemption Week for Stamp Buyers Will Be Proclaimed by Gov. Gardner in a Few Days.

In every school district in Missouri the roll will be called during the week of Dec. 7 to Dec. 14. And when this roll is called summoning every citizen in every school district, Missouri will check up on her citizens who have pledged their word that they would buy War Savings Stamps. Every citizen who has bought the amount pledged will be given a Badge of Honor reading: "I have Redeemed my W. S. S. Pledge." These badges will mean something. They will not be handed out carelessly. Worn in the hat band or pinned on the coat, they will mean that the wearer has made good his pledge, that he has bought every cent in war stamps that he said he would buy.

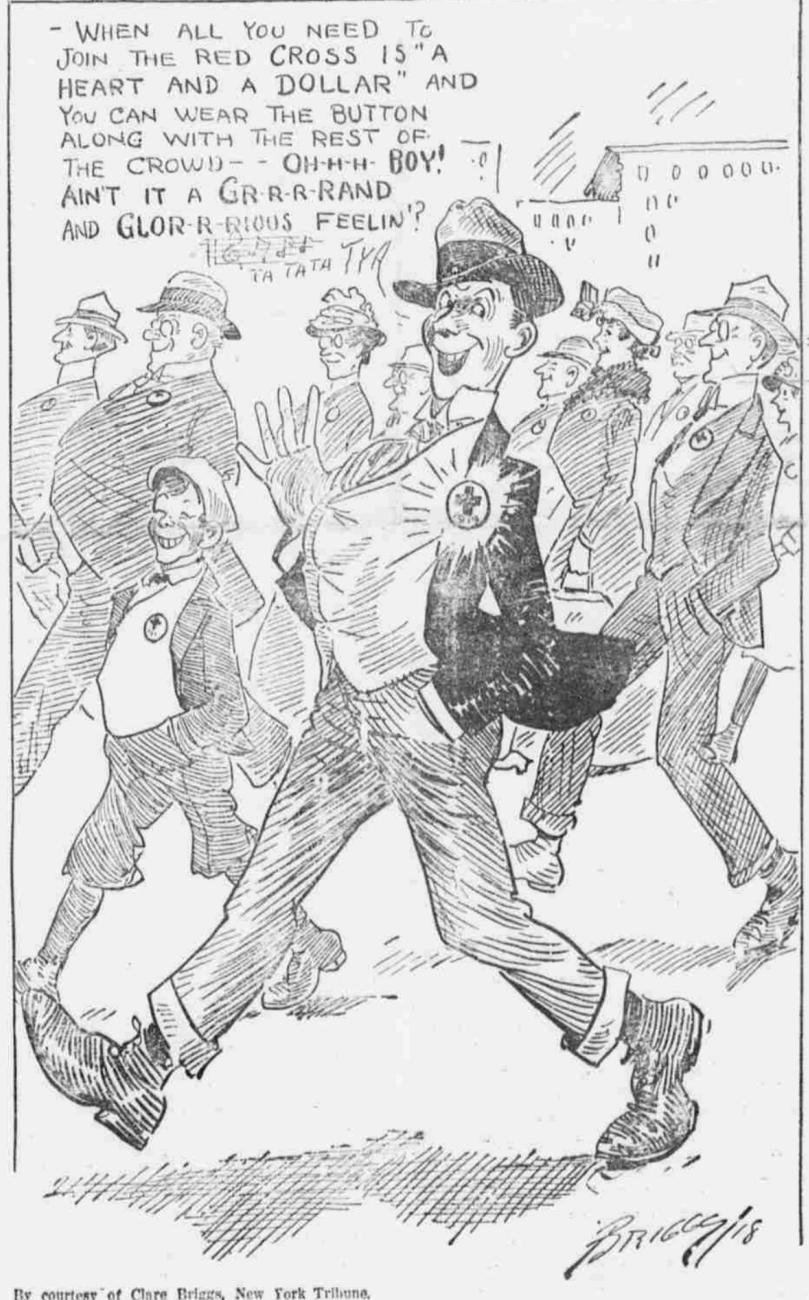
At the direction of the U. S. Treasury Department, a seven-day War Savings Stamp Pledge Redemption Period has been fixed for the second week in December in Missouri. It will begin Saturday, Dec. 7, and end on Saturday, Dec. 14. Gov. Frederick D. Gardner will issue a proclamation calling this to the attention of all patriotic Missourians. Missouri is behind on her W. S. S. quota. The state has not redeemed her pledges made last spring and summer as to the amount of War Savings Stamps. But Missouri has met every test so far imposed by the war, and there is no reason to believe that Missourians will fail to redeem their stamp pledges before New Year's.

All who have pledged themselves to buy War Savings Stamps are expected to do so at once. On Dec. 7, in all parts of the State, an active house-to-house and farm-to-farm canvass will begin.

Meetings are being arranged in every school district, in school houses or other public places. Every citizen is to be summoned to these gatherings by the W. S. S. workers.

Those who have not bought will be called upon, those who have pledged themselves will be asked to make those pledges good. When the roll is called in the school houses and other meeting places those who have redeemed their pledges will be asked to come forward and have their pledges canceled. They will have done their duty. Two lists will be made at this meeting, one showing those who have redeemed their pledges, the other list showing those who have failed to meet their promises and those who have not bought.

WILL YOU BE WEARING YOUR RED CROSS BUTTON WHEN THE BOYS COME HOME?



By courtesy of Clare Briggs, New York Tribune.

Our exports since a country entered the war have justified a statement made by the Food Administration shortly after its conception, outlining the principles and policies that would govern the solution of this country's food problems.

"The whole foundation of democracy," declared the Food Administration, "lies in the individual initiative of its people and their willingness to serve the interests of the nation with complete self-effacement in the time of emergency. Democracy can yield to discipline, and we can solve this food problem for our own people and for the Allies in this way. To have done so will have been a greater service than our immediate objective, for we have demonstrated the righteousness of our faith and our ability to defend ourselves without being Prussianized."

A year ago voluntary food control was a daring adventure in democracy; during the year an established proof of democratic efficiency.

Our food Gospel
eat less
serve less
waste nothing

America's Pledge of Food Gave Heart to the Allies In Their Darkest Hour

Whatever is necessary America will send. That was America's pledge to the interallied food council. And because the American food army had hitherto made good they took heart and went forward.

GREATEST OPPORTUNITY WOMEN EVER HAD.

It was given to the women of this country to perform the greatest service in the winning of the war vouchsafed to any women in the history of the wars of the world—to feed the warriors and the war sufferers. By the arts of peace, the practice of simple, homely virtues the womanhood of a whole nation served humanity in its profoundest struggle for peace and freedom.

FIRST CALL TO FOOD ARMY.

This co-operation and service I ask of all in full confidence that America will render more for flag and freedom than king or ridden people surrender at compulsion.—Herbert Hoover, August 10, 1917.

AMERICAN SPIRIT RELIED ON TO WIN.

In the light of succeeding events it is interesting to recall the confidence with which the United States Food Administrator viewed the gloomy outlook in July of 1917, when this country had been in the war for less than four months and the Germans were steadily sending the western front nearer and nearer to Paris.

"Even though the situation in Europe may be gloomy today," he declared in a public statement, "no American who has knowledge of the results already obtained in every direction need have one atom of fear that democracy will not defend itself in these United States."

LOYALTY IN LITTLE THINGS LAST PROOF OF PATRIOTISM

Americans without murmuring cut their sugar allowance from four pounds a month to three and then as long as need be to two pounds for loyalty's sake.

1918 RED CROSS CHRISTMAS SEAL



NO SEALS SOLD THIS YEAR.

The customary sale of Red Cross Christmas seals will not be held this year. It seemed best to both the American Red Cross and the National Tuberculosis Association to unite in the Red Cross Christmas Roll Call to reduce the number of appeals to the public for contributions. There will be no lessening of activities by the National Tuberculosis Association through this arrangement, as the Red Cross War Council has appropriated \$2,500,000 for anti-tuberculosis work in 1919 in lieu of the money that ordinarily would be raised by a Christmas Seal Campaign. However, every person joining the Red Cross during the Red Cross Christmas Roll Call will be awarded ten seals to be used as heretofore.

Patriot's Plenty
Buy less - Serve less
Eat only 3 meals a day
Waste nothing
Your guests will cheerfully share simple fare
Be Proud to be a food saver