

AMERICA'S FATE Again Depends on A SLICE OF BREAD

Wheat. More Wheat. AND STILL MORE WHEAT. That was the urgent call from the battlefield, when, with bated breath we waited for news of Hindenberg's latest advance, or read the casualty columns that told the story of a few yards of Argonne hillside purchased with precious American blood.

It was not difficult then to convince people that the fate of our nation depended on the saving of a slice of bread a day!

And so—at the risk of seriously impairing the vitality of the folks who stayed at home—Americans abstained from eating wheat—and the war was won!

Again—America's fate depends on a SLICE OF BREAD.

The nation which a few short years ago was taught to eat LESS wheat must today be shown the necessity of eating MORE wheat,

—or else we impair the structure on which our prosperity is built—and pull the props from under the business activity which is giving the American workman the good wages and living conditions which he is enjoying today.

For, in the last analysis, WHEAT is the foundation of all wealth. It is the standard by which all agricultural values are measured.

Give the farmer a fair price for his wheat crop and you give him the power to build homes, erect silos, buy farm equipment, motor cars, clothing, furniture, amusements!

Deprive him of that fair price for his wheat crop and you so limit America's purchasing power that untold thousands living in cities and towns must be shut out of employment.

A fair price for the wheat crop means smoking chimneys for American factories—and a full dinner pail for American workers.

A too-low price on wheat, or an unsold wheat crop, means soup lines—poverty—distress.

A fair price for the wheat crop means a quickening of the pulse of business—AND A BASICALLY SOUND PROSPERITY.

A too-low price on wheat, or an unsold wheat crop, means a hardening of the arteries of commerce—a shriveling up and dying trade activity.

AND TODAY THE FARMER IS NOT MAKING MONEY.

You may not think that this situation affects you. But it does.

You may not think that it is within your power to remedy. But it is!

Your job tomorrow depends upon how much bread you eat today! And we use the word "bread" merely as typical of all wheat products—rolls, crackers, cakes, pies, macaroni, spaghetti, biscuits, flour gravies, breakfast cereals.

In whatever form you most prefer wheat—it is up to you to consume more of it—or suffer the dire consequences which follow business depression.

Here Are The Basic Facts

Today, though millions of Europeans are crying for bread, there is so little purchasing power in all Europe that

—175,000,000 bushels of American wheat can not be sold abroad at a living price.

This means that 35,000,000 barrels of flour cry for some one to make them up into bread.

Unless the American nation consumes that 175,000,000 bushels of surplus wheat, America will again see her farm lands plastered with mortgages.

No true American wants that to happen.

And yet there is no way to sell the surplus wheat at a fair price except to dispose of it to Americans.

The Simple Way Out

Look at this problem in the aggregate and it seems impossible of solution.

Divide it by the one hundred and ten millions of people who ARE America—and it is easily solved.

For if each of those one hundred and ten million Americans will eat just ONE MORE slice of bread at each meal, or its equivalent in wheat foods, the whole surplus will be absorbed.

So, you see, the fate of America DOES depend on a slice of bread—an extra slice three times a day.

That slice of bread will keep the farmer from having to sell his wheat at a loss—thereby hurting the market for ALL farm products.

In addition, that extra slice of bread will cause the farmer to raise and use 162,500,000 bushels of CORN to feed the hogs from which to make the lard for baking the extra bread.

—and another 1,500,000 bushels of CORN to be used in making the yeast required for this extra baking.

4,875,000 hogs of 200 pounds would be required for the lard.

1,533,000,000 pounds of milk for the baking—to say nothing of untold amounts of butter, cheese, jelly and jams, meats and vegetables to make the meal complete.

40,000,000 yards of cotton goods would be required for the sacks to hold the flour.

Much activity in steel will result in order to maintain transportation facilities in handling this extra tonnage of food.

Still more steel will go into automobiles, trucks, tractors and farm implements to fill the demand created by the renewal of PROFITABLE operations on the farm.

In a word—your extra slice of bread will bring the greatest period of substantial prosperity ever known to American business.

There can be no bed-rock prosperity in any nation until the FARMER is prosperous.

There can be no bed-rock prosperity in America until the farmer is assured that his surplus wheat crop is going to be marketed.

Are you willing to give him that assurance today?

Do it by eating an extra slice of bread at each meal—today and tomorrow—and thenceforward.

You will be better and stronger because of it.

For wheat is not only the basis of all farm-values—it is also the basis of the worth of all physical well being. In connection with the dairy products always incident to its use—wheat is the universal food. It is alive with vitamins. It builds stamina. It makes better men and women.

So you see it will PAY you—in health as well as prosperity—to eat that extra slice of bread.

This statement, though paid for by the Taggart Baking Company, is NOT intended to sell only Taggart's bread.

We are publishing it because we are convinced that, unless the farmer sells his wheat—all of it—at a fair price—the time will soon come when you will not have enough money to BUY bread—or anything else.

We feel this to be true because of our intimate relation to the farm market as substantial purchasers of flour.

If others who depend on the pocketbook of the American family were as close to agricultural problems as we are, this advertisement MIGHT have been signed by a department store, a banker, a working man, or an automobile factory.

EAT MORE WHEAT