C'EST LA GUERRE.

In World War I, the millions of U.S. soldiers in France obviously encountered hardships, inconveniences, shortages, difficulties and irritations of one kind or another which not only require restraint and discipline of spirit but which also required an attitude of nonchalance if life were to move smoothly and serenely. It therefore became the custom when some irksome thing developed to shrug and say "C'est la Guerre" meaning "Such is the war." That single expression became a symbol of the reason for and reconciliation to thousands of situations provoked by the war and served as a sort of spiritual escape. Today, a similar expression is in order as we envision the myriad effects of conflict upon our routine, our living, our needs and desires, our whole domestic economy. Just a handful of examples will suffice.

LOOFAHS.
Sponges, a critical item for the Navy, were obtained from Japan. They're out. Now we are encouraging the production of vegetable sponges both in the United States and South America. They're called "Loofahs."

CIGARETTE PAPER.
Paper for the billions of fags smoked each year is made from linen rags and flax tow. Most of it was imported. Now, a growing U.S. industry produce cigarette paper from flax straw.

EASTER LILIES.
Easter will soon be here. Blessed day in the calendar of hope. Fragrant lilies enshrine the very beauty of that hope. In other years, florists imported more than 25 million bulbs for forcing that these lovely flowers might be ready for Easter. Believe it or not, they came from Japan. Breeders have developed a far better American stock and a new industry is under way in the southeastern states. There may, however, be a shortage.

FERTILIZERS.
Normal fertilizer requirements of agriculture is about 9,000,000 tons a year. It's a $250,000,000 industry. Exported potash fertilizers are out. Imported nitrates from Chili must go to munitions. Now we must find nitrogen and phosphorus for tired soils. It's a problem. It is indispensable to food production. C'est la Guerre.

AIRPORT TURF.
Dusty airports permit dust to get into the cylinders of airplane engines and also cause pitting of the propeller blades. Wanted--a good kind of turf for airports. Grass exports in the Dept. of Agriculture have advised military authorities with respect to grass seeding on more than 100 airports.

CLOVER.
Six million pounds of red alsike and white clover seeds have been sent to other countries under lend-lease arrangements. Clover is a legume. Takes nitrogen from the air, parts it to hungry soil. There may be a shortage of clover seed. Experts are working on new varieties of clover seed and on increased production. C'est la Guerre.

MORPHINE.
Deadly, yet indispensable drug for easing pain, our supplies come from India and Turkey. They may be cut off. We are preparing. Morphine is derived from the poppy plant and we now have sufficient seed on hand to produce our full needs if that becomes necessary.

HEY, KIDS! GOOD NEWS.
You're not the only ones who need castor oil. It's used for airplane engines and drying oils also. There's a shortage. This year we shall plant 200,000 acres of castor beans for those purposes. That may mean less castor oil for you. Ain't cha glad? C'est la Guerre.