

CARMEL PINE CONE

The Year, \$1.50 ISSUED EVERY THURSDAY The Copy, 5cents

NOV. 8, 1917

CARMEL-BY-THE-SEA, CAL.

VOL. III, NO. 41

SPECIAL SALE Trimmed Hats, Shapes, Trimmings

Friday and Saturday
at L'Accommodation

Large Assortment
of Latest Styles

Call and be convinced
Stella J. Guichard, Prop.

The California Society, Sons of the American Revolution, offers to pupils of California high schools prizes of \$25, \$15 and \$10 for winning essays on "America in the War for Democracy." Details may be obtained from T. A. Perkins, Mills B'ldg, San Francisco.

With Age Comes Knowledge

This bank is 11 years old, during each successive year it has learned the needs of the people of this city and vicinity, and catered to them, thus becoming more useful to Firms, Merchants, and Farmers yearly.

Your Account Invited

First
National
Bank

MONTEREY, CAL.

Under U. S. Govern-
ment Supervision

The Pine Cone has a well equipped job printing plant. Prices are fair.

Pine Needles

Perry Newberry is again at his Highlands home. He is alone, however, Mrs. Newberry being in Los Angeles, visiting the Cookes.

The engagement of Miss Helen Hooper and Capt. Curtis D. O'Sullivan is announced. Both young folks are very well acquainted here.

Postmaster Payne has instructions to save all uncalled for and waste papers. When a ton is accumulated it will go to the mill.

City Marshal Englund has rounded up a number of the youths who carried away and destroyed property last Wednesday evening. The boys, to avoid arrest, were required to restore property and pay for repairs.

Rooted Blackberry Vines for sale; 10c. each, \$1 dozen. Apply Pine Cone off. adv

Mrs. Kate Hunter recently had as guests Mr. and Mrs. Uriah Sloan of Parkfield. Mrs. Sloan is her sister.

The Arne's guest, Mrs. M. Landsberg, has returned to San Francisco.

Dr. C. A. McCollum and wife are here from Minneapolis for a six months' stay. They are occupying the Veb-len cottage.

Ambrose Patterson, an artist from Honolulu, spent last Sunday in Carmel. He is much impressed with the scenic beauty of this section.

Mrs. George Collis and her daughter, Helen, who spent several months here, have returned to their Pasadena home.

Ernest H. Heinrich, musician, engineer, inventor, is again in our midst.

Ben Leidig and Leo Narvaez have returned from a week's visit in Santa Maria, where they were guests at the Dana ranch.

Marmalade—Good, Excellent, Delicious. The L. R. L. brand Orange, and Orange and Grapefruit Marmalade at F. S. Schweninger's Grocery.

Miss Dulcie Walden and Miss Agnes Sweasey stopped here last week on their way South. They are proceeding to England to accept positions in the government service.

Before collection is limited and picked over, call at Miss M. E. White's for Christmas postcards, greetings, and folders. Ninth Avenue, between Casanova and Camino Real. (Adv.)

Gus Wolter of Carmel Valley departed for American Lake last Saturday. Leslie Thompson appeared before the Exemption Board at Salinas yesterday.

Captain W. P. Evans and family have removed to Seaside. The change is made in order that Captain Evans be nearer his place of employment at Monterey.

Mrs. George Carroll left for Los Angeles on Sunday evening. She will be away about two weeks, and shortly after her return the family will occupy their new home at Pebble Beach.

The Kochs came in from the Highlands last Saturday, and spent several days here. They are preparing for their Eastern departure.

Mrs. Norwood-Lewin, with her friend, Miss Row Buoy, are here from San Francisco.

Xmas Candies Pure Home-Made

Per lb.
Xmas Broken Candy 20c.
Xmas Fancy Creams 25c.
Xmas French Choc. 50c.
Xmas Buttermilk

Chocolates \$1.00
Candy Canes, 5 for 5c

REMEMBER, all home-made. For your babies and children, you need not worry. All pure.

Curtis Carmel
Candy Store

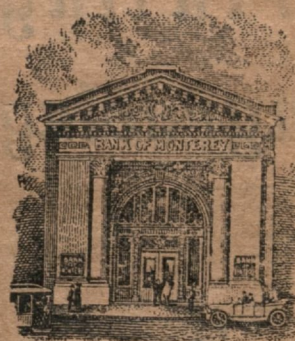
Candy by Parcel Post

The local Red Cross chapter sent off twenty-five individual Christmas packets to the soldiers in France. With each packet was a card reading "Red Cross Chapter, Carmel-by-the-Sea California U.S.A."

Owners of 3 1/2 per cent Liberty Bonds

Deposit your bonds with us not later than today if you wish them exchanged for 4 per cent bonds.

Subscribers to either the 3 1/2 or 4 per cent issues of U. S. Liberty Loan Coupon Bonds call at once and receive your bonds.



Bank of Monterey
Monterey Sav. Bank
Same Bld'g Same Management

A leaky roof is a joy forever—not
Paper roofs need paint right now
We have the reliable Pabco Paint,
and can put it on, too
Wyatt's Little Hardware Store

Christian Science Services

Sunday, 11 A.M.
Sunday School, 9:45 A. M.
Wednesday Eve. Service, 8 o'clock
ARTS AND CRAFTS HALL

All Saints Episcopal

SERVICE AT 4 P.M., EVERY SUNDAY,
EXCEPT SECOND SUNDAY IN MONTH,
WHEN SERVICE IS HELD, AT 11 A.M.

Sunday School 10 A.M.
WALTER G. MOFFAT, Rector

Property Transactions

Deed: Julia F. Weihe to August Weihe Investment Co. Lots 1, 3 and 4, Block 133, Carmel-by-the-Sea.

Deed: Carmel Dev. Co. to W. P. Rankin. Lot 6, Block B-1, Addition No. 7, Carmel-by-the-Sea.

Carmel-by-the-Sea Officials

City Trustees

A. P. Fraser, President
Mrs. E. J. de Sabla.
G. F. Beardsley
Peter Taylor
D. W. Johnson

City Clerk

J. E. Nichols

City Treasurer

L. S. Slevin

City Attorney

H. C. Jorgensen

City Marshal

A. Englund—Phone 374 W

City Recorder

W. P. Evals

School Trustees

W. L. Overstreet, President
Miss A. C. Edmonds, Clerk
Miss M. DeNeale Morgan

Sanitary Board

I. B. Waterbury, President
Miss M. E. Mower, Secretary
Miss Catherine R. Morgan
W. M. Basham
M. J. Murphy

Fire Department

J. E. Nichols, Chief
W. L. Overstreet, Secretary

CHRISTMAS

Printing
Engraving

The Pine Cone

POINT LOBOS
ABALONE

Delicious and Appetizing
Ask Your Grocer for It

City of Carmel-by-the-Sea a Year Old

With last Tuesday evening's meeting of the City Trustees, Carmel-by-the-Sea enters upon the second year of its municipal life, the first trustees' meeting having been held on November 6, 1916.

Ordinance No. 18, providing for a city board of health, was given its second reading.

The resignation of W. P. Evans as City Recorder was presented and accepted, and the appointment of a successor was deferred.

G. F. Beardsley, Health and Safety Commissioner, reported that Ed. Romandia, garbage collector, desired to quit his job, and the matter of employing another collector was put in the hands of Mr. Beardsley.

The Tax Collector reported receipts amounting to \$256 to date.

A letter was read from surveyor Howard S. Cozzins, which resulted in the passage of the following resolution:

Be it resolved that the Board of Trustees of the City of Carmel-by-the-Sea that H. F. Cozzins be ordered to make the storm water survey and maps and the street survey.

Bills amounting to \$829.30 were approved.

ITEMS OF INTEREST.

St. Annes Guild will hold its monthly meeting at the home of Mrs. R. B. Hughes tomorrow afternoon.

J. A. Pell of Pacific Grove was a business visitor here on Tuesday morning.

Xmas cards and gifts for the holidays are now on sale at the Blue Bird Tea Room. adv

Mr. and Mrs. James Turner, here for a brief visit, returned to their home at Campbell this morning.

The Vasquez ranch in the Carmel Valley will shortly be the home of the Wade Stewarts. They are moving now.

Householders Help Hoover! Sign the Pledge.

See "Pine Cone" About These
San Francisco—Six-room house in Mission district, near side street; stores and market; \$3250.
Burlingame Country Club; also garage lot; runs through to rear street; \$10,000.

NOTICE TO TAX PAYERS

MUNICIPAL TAXES

NOTICE IS HEREBY GIVEN to all Tax Payers of the City of Carmel-by-the-Sea, a municipal corporation, that all municipal taxes levied by and for said city for the current fiscal year of 1917 will be due and payable on Monday, the 22nd day of October, 1917, and will be delinquent on Monday, the 31st day of December, 1917, at six (6:00) o'clock P. M. Unless said taxes are paid prior thereto, ten per cent will be added to the amount thereof as a penalty for such delinquency.

All taxes due said city may be paid at the office of the Tax Collector of said City in the City Hall in said City on every day, except Sundays and holidays, between the hours of 10 to 12 o'clock, A. M., and 1 to 3 o'clock, P. M.

Dated this 11th day of October, 1917.

AUG. ENGLUND,
Tax Collector of the City
of Carmel-by-the-Sea.

Day-light High and Low Tides at Carmel

	Low	Ft.	High	Ft.
Nov 8	12:41 p	2.4	7:08 a	5.2
9	1:27 p	1.8	7:39 a	5.4
10	2:07 p	1.2	8:08 a	5.5
11	2:45 p	0.7	8:33 a	5.7
12	3:22 p	0.2	9:00 a	5.9
13	3:59 p	-0.1	9:24 a	5.9
14	4:38 p	-0.4	9:51 a	6.0

Small Town Mail Delivery

In reply to numerous inquiries concerning the matter of mail delivery, the Pine Cone presents the following information:

The Postoffice Department is authorized to establish village delivery service in towns having postoffices of the third class.

Before the service is inaugurated it is required that certain civic improvements be provided, such as sidewalks and house numbers.

It is not the practice of the department to grant this service to towns in which the postoffice receipts are less than \$5000 a year. The receipts of the Carmel office are close to this amount.

Patrons of the service must agree to provide private mail receptacles.

At the beginning of the service carriers receive \$600 a year.

For Rent \$12. Cottage of four rooms bath. and kitchenette; electric lights and fireplace; Box 238, Carmel.

For Rent High grade piano, available November 1; \$4 a month. Renter to pay for moving. Inquire at Pine Cone office.

For Rent Comfortably furnished cottage for winter use; with or without garage, \$20 or \$25. Inquire Fowler, last house north on Monte Verde st.

For Rent Cottage with bath, range, fireplac, heating and blueflame stoves; four rooms; half block from Ocean Ave., on Camino Real; \$15. P.O. Box 133, Carmel.

For Sale Perfection Oil Heater, \$2.75; also oil cookers, lamps, and four chairs. Inquire at Pine Cone office.

J. E. BECK, M. D.
Office at Carmel-by-the-Sea Pharmacy, Carmel, Cal.

What Our Library is Doing

The following report for October is made by Mrs. Sydney Yard, Librarian:

Books entered, 28—by purchase 5, by gift 23.

Total number of volumes in the Library, 3589.

New card holders added, 20.

Circulation—Fiction, 560; non-fiction, 85; Juvenile, 122; magazines, 100; total 867.

MAIL FOR U. S. ARMY IN EUROPE

All such matter should bear the complete designation of the division regiment, company and organization to which the addressee belongs, as well as the name and address of the sender.

Patrons should under no circumstances attempt to designate on the envelope the place where the troops are located.

The correct manner of addressing such a letter is shown below:

John Smith Jr.,
Co. X, —Infantry
American Expeditionary Forces
Postmasters will forward to New York all mail addressed "American Expeditionary Forces."

Election Results

Hyland wins the Mayoralty election in New York.

San Jose goes dry by at least 1500.

Lull is easily elected City Attorney in San Francisco.

New York State votes in favor of equal suffrage.

Former Mayor Schmitz and former ballplayer Joe Corbett get large vote for San Francisco Supervisor.

Prohibition may win out in Ohio. The figures are very close.

Carmel Pine Cone

PUBLISHED WEEKLY

ESTABLISHED FEBRUARY, 1915
Entered as second-class matter February 10, 1915, at the post office at Carmel, California, under the Act of March 3, 1879.

W. L. OVERSTREET,
Editor and Publisher

CARMEL-BY-THE-SEA, CAL.

NOVEMBER 8, 1917

Official Paper of the City

WEEKLY GREETING

The words of a man are the thoughts of a man, and are shaped in the actions of a man. Consequently a man's words and actions will be pure or impure, clean or unclean in accordance with the purity and cleanliness of his mind.—Anon.

Songs

A musician who has sung in various soldiers' training camps has remarked upon the preference of "the boys" for the simple familiar songs of home and mother. Away from home, preparing for an unknown issue in war, the heart turned to thoughts of places and loved ones left behind.

Hamlin Garland, writing of his early life in the Middle West after the close of the war between the States and in the early seventies, mentions the songs that were at that time favorites among the pioneers. Then there were few musical instruments in the great West, the phonograph had not yet come, so the people relied upon their voices for music.

Mr. Garland also wrote that the songs enjoyed by the early settlers were nearly all reminiscent and sad. The spirit of the pioneers, despite their hardihood and courage and hopefulness, has always been affected by separation from former ties. Their choice of songs was indicative of their intense feeling for home, an emotion which today's men in khaki share.

Jas. Weldon Johnson names the slave songs of the Negroes as "one of the things artistic" that have sprung from American life. In them, he continues, "the Negro sounded the depths, if he did not scale the heights, of music."

As the poetry that touches us most deeply is the simplest in sentiment and expression, just so the songs of a nation, those which the common, or musically uncultured, people love best are apt to be simple, pathetic and melodic.

Many cottages have been spoken for for occupancy during Thanksgiving week, and the hotels here and Highlands Inn will have holiday guests in considerable number.

**IF YOU HAVE
LOST SOMETHING
FOUND SOMETHING**

**IF YOU WANT
TO BUY SOMETHING
TO SELL SOMETHING
TO EXCHANGE
HELP**

**ADVERTISE IN
THE PINE CONE**

The Pine Cone Job Printing Department Is Well Equipped To Do Business Printing, Stationery, Etc.

CARMEL By-the-Sea ATTRACTIONS

Glass-bottom Boats.

Library and Readingroom

Fishing and Swimming
in the Carmel River.

Public Tennis Court

Visit the historic Mission

Good Moving Picture
show every Saturday
evening.

Picnic at Pebble Beach,
Point Lobos, Carmel
Highlands.

Visit the Forest Theatre

Bowling Alley

Beautiful Walks, Drives

Our Weekly Recipe

Stuffed Onions

Remove the skins and cut one slice from the top of a sufficient number of onions; parboil ten minutes, in (ham or veal will do as well), after which remove the centers. Fill the cavities with the following mixture: Equal parts of cooked chicken finely chopped, stale bread crumbs, onion which was removed from the center and one third cupful of chopped canned mushrooms. Season with salt, pepper and parsley, chopped fine, moisten with cream or melted butter and place in well greased gem cups, sprinkling with bread crumbs on top and bake in a moderate oven until tender and crumbs are brown.

Notice to TAXPAYERS

The taxes on all personal property secured by real property, and one-half of the taxes on all real property, will be due and payable on the third Monday in October, and will be delinquent on the first Monday in December next thereafter, at 6 o'clock p. m., and that unless paid prior thereto, 15 per cent will be added to the amount thereof, and that if said one-half be not paid before the last Monday in April next, at 6 o'clock p. m., an additional five per cent will be added thereto. The remaining one-half of the taxes on all real property will be payable on and after the first Monday in January next, and will be delinquent on the last Monday in April next thereafter, at 6 o'clock p. m., and that unless paid prior thereto, five per cent will be added to the amount thereof.

All taxes may be paid at the time the first installment, as herein provided, is due and payable.

J. E. HUNTER,

o25 tf Tax Collector

November 11-20 is the time designated for the Y. M. C. A. \$35,000,000 war relief fund, of which the Monterey Peninsula's apportionment is \$3500. Contributions may be sent to J. A. Armstrong, Box 19, Pacific Grove.

See "Pine Cone" About These

San Francisco—Six-room house in Mission district, near side street; stores and market; \$3250. Burlingame Country Club; also garage lot; runs through to rear street; \$10,000.

A DREAM

The Santa Rosa Democrat recently published the following poem, and the Pine Cone prints it by request. Its author is Dorothy Moore, who was a schoolgirl here.

'Twas only a dream
That I dreamed last night;
Only a dream, 'tis true;
But ne'er before in my life have
I had
A dream of such wonderful hue.

For I dreamed that peace lay over
the lands,
From U. S. to Germany—
With cruel war a thing of the past,
And ours was the victory.

The Kaiser bent low his head in
shame,
Lamenting a sad defeat.
For the Sammies had sounded the
cry of war,
And his army was forced to retreat.

We were welcoming home our soldier
boy,
And gladness shone through our
tears,
For the brothers, sweethearts and
sons, so true,
Who had fought with no thought
of fear.

Some mothers I saw turn sadly
away,
Who had looked for their sons in
vain—
They were resting in peace on the
battlefield—
The boys that the enemy had
slain.

The Belgian child no longer quailed
Before the enemy,
But was praising the blessed God
above,
Who at last had set him free.

And this is the dream I dreamed
last night,
The one I have told to you,
And I pray one prayer to the God
above
That he grant this dream come
true.

Carmel Highlands Stage

Leaves Highlands—
8:00 a. m. for Carmel
10:30 a. m. for Carmel
and Monterey
4:30 p. m. for Carmel
and Monterey
Leave Carmel for High-
lands—9:00 a. m.
Leave Monterey 12:00
m. and 6:00 p. m.
stopping at Carmel

Fare: Carmel to Highlands, 25c.
Highlands to Monterey, 50c.
Packages called for and delivered,
10c.

Special Day and Night Trips by
Arrangement.
Carmel Booking Office at Development Co. Office

The success of the recent meet of the Monterey Jockey has resulted in plans being made to make the races an annual event. Meantime, a number of breeding farms will be established on the Monterey Peninsula.

MANZANITA THEATRE
MOVING PICTURES

Paramount Pictures
Every Saturday
11c. and 22c.

Saturday, Nov. 10
MARGUERITE CLARK in
"Silks and Satins"
Bring your coppers

Interesting Happenings

Monterey County over-subscribed the second Liberty Loan \$32,400. It bought bonds to the value of \$1,345,400.

"Pig Knitters" is the inelegant but expressive term applied to those who are using the time, energy and wool on themselves, which should be devoted to the soldiers.

The U. S. Government has purchased 50,000 rolls Pioneer Flaxine Roofing. Ben Leidig, local distributor.

On Friday evening, November 16, the class in psychology, to be conducted by H. Heath Bawden, holds its opening session at the Genthe bungalow.

Each can of condensed milk sent to Russia by the Red Cross will bear the inscription, "From free America to free Russia."

Storage — Trunks, packed goods, suit cases, small articles stored. Inquire Pine Cone office.

Art lovers and others manifested much interest in the recent exhibition of paintings by William Silva, held in the galleries of the Oakland Municipal Auditorium.

Mrs. A. V. Cotton will now proceed to prove up on her forty acres of government lands in the Black Hills, having completed the three years' residence required for homestead rights.

City taxes are coming in slowly. Remember, the delinquency date is January 1.

Owing to the serious illness of Dr. Margaret S. McNaught the lecture scheduled for last evening had to be postponed.

Carmel Drug Store
Has a fine line of
Big Ben
Baby Ben
CLOCKS

Also Stationery, Toilet Articles, and Rubber Sundries

Columbia Graphophone and Records for Sale

Boundaries of the City Carmel-by-the-Sea

All that portion of the County of Monterey which is included within a line beginning at a point at the Southeastly corner of Addition Number Five to the Town of Carmel-by-the-Sea, running thence westerly along the southern boundary line of said Addition Number Five to the westerly side of Junipero Avenue; thence westerly along the southerly side of Twelfth Avenue to the easterly side of Mission Street; thence southerly along said easterly side of Mission Street four hundred fifty feet, more or less, to the intersection of the County Road; thence southerly along the easterly side of said County Road to a point intersected by the southerly side of Santa Lucia Avenue, projected; thence westerly along said southerly side of Santa Lucia Avenue to the Pacific Ocean; thence northerly along the line of the shore of said Pacific Ocean to the dividing line between the lands of F. H. Powers and the Pescadero Rancho; thence easterly along the southerly boundary line of the Pescadero Rancho to the westerly side of Lincoln Street; thence northerly along the westerly side of Lincoln Street to the northerly side of First Avenue, thence easterly along said northerly side of First Avenue to the westerly side of Dolores Street; thence northerly along said westerly side of Dolores Street to the northerly side of Vista Avenue; thence easterly along said northerly side of Vista Avenue to the westerly side of San Carlos Street; thence northerly along said westerly side of San Carlos Street to the northerly side of Alta Avenue; thence easterly along said northerly side of Alta Avenue to the easterly side of Junipero Avenue; thence southerly along said easterly side of Junipero Avenue to a point of intersection with the said southerly line of Pescadero Rancho; thence easterly along said southerly line of Pescadero Rancho, about fifty feet more or less to the easterly side of Junipero Avenue; thence southerly along said easterly side of Junipero Avenue to the northerly line of the subdivision of old Carmel City; thence easterly along said northerly line of Carmel City to the easterly line of Carmel City; thence southerly along a portion of the easterly line of old Carmel City and the easterly side of the subdivision of Paradise Park and a portion of the easterly line of the subdivision of Addition Number Five of the Town of Carmel-by-the-Sea to the place of beginning

CARMEL REALTY CO.

HOUSES RENTED
PROPERTY SOLD
EXCHANGES MADE
INSURANCE

PICTURE SHOWS IN CARMEL THIS MONTH.

Nov. 17 — "The Parson of Paramint," Dustin Farnum.
Nov. 24 — "Each Pearl a Tear," with Fannie Ward.

Printing
Engraving
The Pine Cone

Have You Signed the Hoover Pledge?

SACRAMENTO, Oct. 29. — An appeal to the men and women of the State "as Americans, as Californians, and as lovers of your Nation and of humanity" to sign the food pledge was made today by Governor Wm. D. Stephens.

The proclamation reads:

"Urged by my sense of patriotic duty to support every effort toward the Nation's victory in the struggle now being waged on land and sea, I appeal to the women and the men of California to at once sign the food pledge of the Federal Food Administration.

"These pledges will be presented at every door, they will appear in the newspapers, they will be spoken of in the churches, theatres and moving picture house. Every agency—Federal, state, county, municipal, public and private, will be used to bring these pledges to your notice. Every woman and every man in California should sign.

"The pledge is a simple one. It merely states that the signer is glad to join the Federal administration in the service of food conservation of our Nation and that the signer accepts membership in the United States Food Administration, pledging himself or himself to carry out the directions and advice of the food administrator in the home, so far as circumstances permit.

"A unity of American homes arrayed against the enemy will mean certain success."

M. DeNeale Morgan
STUDIO

Lincoln st., near Ocean ave.

OPEN TO VISITORS

Tuesday & Saturday afternoons

Telephone: 601 J 3

J. M. CULBERTSON
IDA A. JOHNSON

STUDIO

Ocean Avenue next Library

Open to visitors on Saturday afternoons or by app't

Phone 602 J 4

Save Old Papers

Mrs. F. S. Schweninger has placed her auto at the disposal of Miss M. E. White for the collection of old papers. Packages will be picked up while delivering groceries.

Newspapers must be clean and folded once and securely tied. Soiled papers are received also. Magazines should be packed in easily handled bundles.

Deliveries may also be made to Miss M. Wilkin, Ninth Avenue and Camino Real.

If your business is in Carmel have your Printing done at the Pine Cone Press.

For Information
As to Property
In and About
CARMEL
ADDRESS
Carmel
Development
Company

La Playa Arrivals

Miss Jean Burt, who is a sister of Struther Burt, is here, with friends, from the East. Mr. Burt's stories have appeared in the Atlantic.

Dr. Gilman A. Drew, with Mrs. Drew, were recent luncheon guests of Dr. D. T. MacDougal, and are to spend this winter at Tucson.

Mr. and Mrs. Lloyd Osborne are leaving for the winter in New York. Their stay in Carmel was a few days over a week.

Mrs. Ruth Cranston, a New York writer, has taken Mrs. Maud Arndt's Sandpiper studio for a month.

The pergola at La Playa will be moved to the six stone pillars nearer the street, and a French door, all glass, will take the place of the vestibule.

Recent arrivals:

Sacramento—Philip Maddox.

Spokane—Louis Jehlin.

Narthberth, Penn.—Miss M. L. Hopper.

Philadelphia—Miss M. Supplee.

Jackson Hole, Wyo.—Mrs. Jean B. Burt.

Oakland—Grant P. Du Bois.

Berkeley—Miss Lucile Gignoux.

Woods Hole, Mass.—Gilman A. Drew.

Mare Is.—A. W. Hinds, U. S. N.

Mrs. Hinds.

New York—Mr. and Mrs. T. K. Wilson.

Schweninger's
GROCERY

Best Goods
Fresh Goods
Right Prices
Free Auto Delivery

By order of the postmaster general, letters, postcards and printed matter mailed in the United States for transmission to the United States expeditionary forces in Europe will be accepted at ordinary domestic postage rates.

Patronize the home stores.