

ALLIES DEMAND MORE CEREALS

American Meat Restrictions Relaxed to Effect Greater Wheat Savings.

ARGENTINE ARRIVALS SHORT.

Meat Supply Here Considerably Enlarged — Food Administration, However, Warns Against Waste.

The allies have made further and increased demands for breadstuffs, these enlarged demands being caused to some degree by shortage in arrivals from the Argentine. It is, therefore, necessary for the U. S. Food Administration to urge a still further reduction in the consumption of bread and breadstuffs generally if we are to meet our export necessities. The Food Administration has issued a statement explaining the situation in detail, particularly the reasons which lead it, for the purpose of centering effort for the time being upon the cereal situation to relax temporarily the restrictions on meat consumption.

Experience shows, this statement says, that the consumption of breadstuffs is intimately associated with the consumption of meat. For various reasons our supplies of meat for the next two or three months are considerably enlarged, and we can supply the allies with all of the meat products which transportation facilities render possible and at the same time somewhat increase our own consumption. In these circumstances the Food Administration considers it wise to relax the voluntary restrictions on meat consumption to some extent with a view to further decreasing bread consumption.

Conservation of food must be adjusted to meet necessities from time to time, for neither production, nor allied demands are constant factors, nor can any of these factors be anticipated for long periods in advance in the disturbed conditions in which we at present live. While the world situation is not one that warrants any relaxation in the efforts to eliminate waste or to relax economy in food, the Administration desires to secure better adjustment in food balances.

So long as the present conditions continue the only special restrictions we ask are the beefless and porkless Tuesday.

The meatless meal and the porkless Saturday are no longer asked.

The farmers of the United States are responding to the national call to increase hog production. Their increase, to all appearances, is being attained more rapidly. Of more immediate importance, however, are several complex factors which have effected an immediate increase in meat supplies.

The transportation shortage before the government took over the railroads, the bad weather in January and early in February, the large percentage of immature corn in the last harvest and the necessity of feeding this corn as rapidly as possible to save it from decay, have not only resulted in backing up the animals—particularly hogs—on the farms for a longer period of feeding, but have resulted in a great increase in their average weight and will result, with improved transportation conditions, which already appear, in larger than normal arrivals at market for the next two or three months. The weight of hogs coming to the market for the past two weeks indicates an increase in weight of from an average of 203 pounds last year to the almost unprecedented average of 232 pounds, or a net increase in their meat value of over 15 per cent. This is a distinct addition to the nation's meat supply. It therefore now seems certain that we have such enlarged supplies for at least some months to come, that we can not only increase our exports to the allies to the full extent of their transportation facilities, but at the same time, can properly increase our domestic consumption.

The response of the public to our requests for reduced consumption of meat during the past few months has been most gratifying, and this service alone has enabled the government during this period to provide such supplies as transportation to the allies permitted.

The Administration also suggests that in those parts of the country where the old fashioned home preservation of pork is still the custom, this practice should be extended at the present time, as it will relieve the burden upon transportation and is economically sound as saving the cost of packing operations and at the same time will provide home supplies of pork to last over the months of decreased supplies.

The Food Administration desires to repeat that it does not want to give the impression that these are times when simplicity and moderation of living are not critically necessary, but that its sole desire is to secure an adjustment between our different food supplies and meet changing conditions from time to time and to keep the public fully and frankly advised of its position with the full confidence and reliance that whenever it becomes necessary renewed appeals for saving will meet the same loyal response as in the past.

AMERICAN NAVY ELIMINATES WASTE



SLICING BACON ON BATTLESHIP



ACKIES in the American navy are classed as the best fed body of men in the world. In the ship's galleys every effort is made to eliminate waste.

In the upper photo one of the cooks on the North Dakota is operating a meat slicer that cuts bacon with the least possible waste.

Fat is fuel for fighters. Bacon is badly needed in the allied armies and navies. The allied needs in pork products are 150,000,000 pounds monthly, three times as much as before the war.

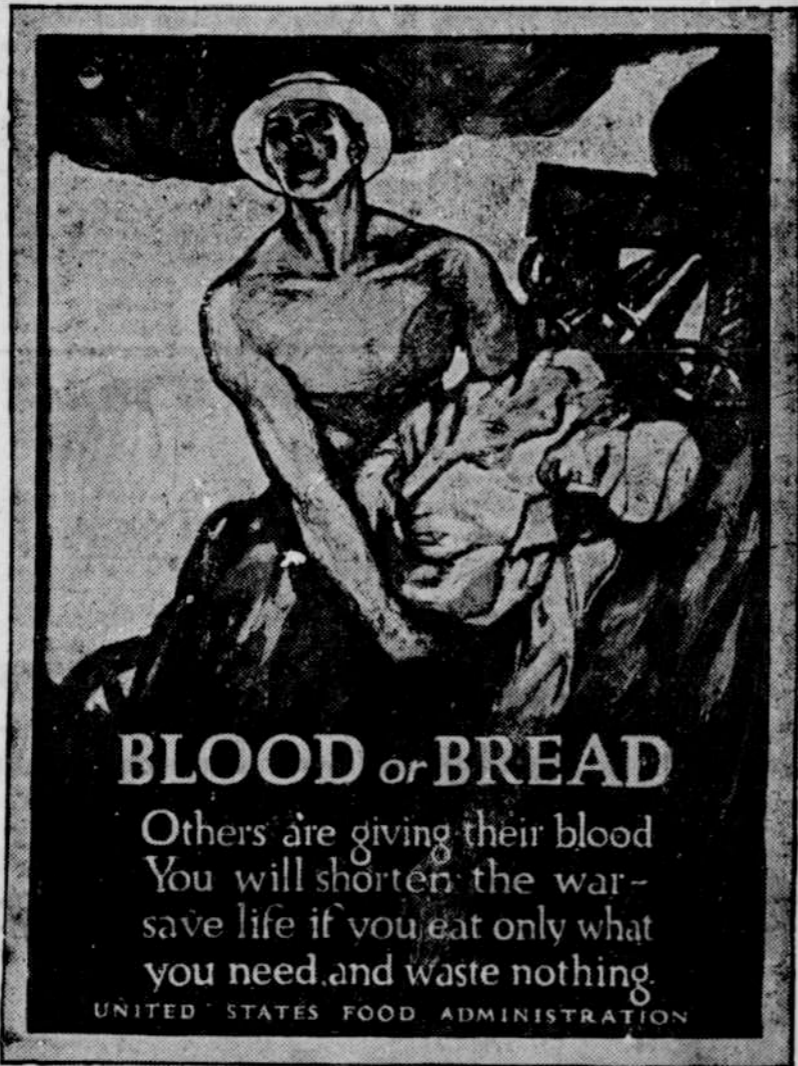
Another waste eliminator on the North Dakota is the potato peeler, shown in the lower photo. Nothing is lost except the actual potato skin.

There is a sufficient quantity of po-



HOW THEY PEEL POTATOES ABOARD SHIP

tatoes in America for greater use in every home and for all needs of army and navy. Eat more potatoes, eat less wheat.



BLOOD or BREAD

Others are giving their blood
You will shorten the war—
save life if you eat only what
you need and waste nothing

UNITED STATES FOOD ADMINISTRATION

EVERYONE MUST HELP.

Wars cannot be fought without money, and upon the Treasury centers every financial demand upon the Nation.

The rich of this country cannot alone meet the needs of the Nation; the men of the country cannot do it alone; the women of the country cannot do it alone; but all of us, the people of the United States, disregarding partizanship, forgetting selfish interests, thinking only of the supremacy of right and determining to vindicate the majesty of American ideals and secure the safety of America and civilization, can do the great and splendid work which God has called upon us to do.

W. G. McADOO,
Secretary of the Treasury.

Plan Your War Garden Now, Save Time and Money.



HELP INCREASE OUR EXPORT FOOD STOCKS

IN CITY and country more war gardens are needed this year than ever before. Patriotism prompted 2,000,000 Americans to plant gardens last year, according to estimates of the United States Department of Agriculture. Transportation facilities of the nation will be strained this year hauling munitions of war and foods for the Allies. The surplus food created by home gardens will help in the railroad problem. And the nation will eat less of the goods we must export—wheat, meat, fats and sugar. Every boy and girl that helps with the garden is helping win the war. Leaflets of instruction in garden making may be secured from the Department of Agriculture at Washington, upon request, without charge.

U. S. Must Cut Use Of Wheat by One-Half

America Consumed 42,000,000 Bushels Monthly.
From Now Until Harvest Must Use
Only 21,000,000.

RATION PER PERSON IS 1½ POUNDS
OF WHEAT PRODUCTS WEEKLY

Military Necessity Calls for Greater Sacrifice Here—Allied War
Bread Must Be Maintained—Our Soldiers and
Sailors to Have Full Allowance.

If we are to furnish the Allies with the necessary proportion of wheat to maintain their war bread from now until the next harvest, and this is a military necessity, we must reduce our monthly consumption to 21,000,000 bushels a month, as against our normal consumption of about 42,000,000 bushels, or 50 per cent. of our normal consumption. This is the situation as set forth by the U. S. Food Administration at Washington. Reserving a margin for distribution to the army and for special cases, leaves for general consumption approximately 1½ pounds of wheat products weekly per person. The Food Administration's statement continues: Many of our consumers are dependent upon bakers' bread. Such bread must be durable and therefore, requires a larger proportion of wheat products than cereal breads baked in the household. Our army and navy require a full allowance. The well-to-do in our population can make greater sacrifices in the consumption of wheat products than can the poor. In addition, our population in the agricultural districts, where the other cereals are abundant, are more skilled in the preparation of breads from these other cereals than the crowded city and industrial populations.

With improved transportation conditions we now have available a surplus of potatoes. We also have in the spring months a surplus of milk, and we have ample corn and oats for human consumption. The drain on rye and barley, as substitutes, has already greatly exhausted the supply of these grains.

To effect the needed saving of wheat we are wholly dependent upon the voluntary assistance of the American people and we ask that the following rules shall be observed:

1. Householders to use not to exceed a total of 1½ pounds per week of wheat products per person. This means not more than 1¼ pounds of Victory bread containing the required percentage of substitutes and one-half pound of cooking flour, macaroni, crackers, pastry, pies, cakes, wheat breakfast cereals, all combined.

2. Public eating places and clubs to observe two wheatless days per week, Monday and Wednesday, as at present. In addition thereto, not to serve to any one guest at any one meal an aggregate of breadstuffs, macaroni, crackers, pastry, pies, cakes, wheat breakfast cereals, containing a total of more than two ounces of wheat flour. No wheat products to be served unless specially ordered. Public eating establishments not to buy more than six pounds of wheat products for each ninety meals served, thus conforming with the limitations requested of the householders.

3. Retailers to sell not more than one-eighth of a barrel of flour to any town customer at any one time and not more than one-quarter of a barrel to any country customer at any one time, and in no case to sell wheat products without the sale of an equal weight of other cereals.

4. We ask the bakers and grocers to reduce the volume of Victory bread sold, by delivery of the three-quarter pound loaf where one pound was sold before, and corresponding proportions in other weights. We also ask bakers not to increase the amount of their wheat flour purchases beyond 70 per

cent. of the average monthly amount purchased in the four months prior to March 1.

5. Manufacturers using wheat products for non-food purposes should cease such use entirely.

6. There is no limit upon the use of other cereals, flours, and meals, corn, barley, buckwheat, potato flour, et cetera.

Many thousand families throughout the land are now using no wheat products whatever, except a very small amount for cooking purposes, and are doing so in perfect health and satisfaction. There is no reason why all of the American people who are able to cook in their own households cannot subsist perfectly well with the use of less wheat products than one and one-half pounds a week, and we specially ask the well-to-do households in the country to follow this additional programme in order that we may provide the necessary marginal supplies for those parts of the community less able to adapt themselves to so large a proportion of substitutes.

In order that we shall be able to make the wheat exports that are absolutely demanded of us to maintain the civil population and soldiers of the allies and our own army, we propose to supplement the voluntary co-operation of the public by a further limitation of distribution, and we shall place at once restrictions on distribution which will be adjusted from time to time to secure as nearly equitable distribution as possible. With the arrival of harvest we should be able to relax such restrictions. Until then we ask for the necessary patience, sacrifice and co-operation of the distributing trades.

ALLIED FOOD SHIPMENTS REACH LARGE TOTAL.

A general idea of the quantity of food sent to European allies by the United States from July 1, 1914, to January 1, 1918, is given by figures just announced by the U. S. Food Administration. In that period the United States has furnished complete yearly rations for 57,100,933 people. In addition there was enough extra protein to supply this portion of the diet for 22,194,570 additional men.

The total export of wheat and wheat flour to the three principal allies is equivalent to about 854,000,000 bushels. Pork exports for the 3½ years amounted to almost 2,000,000,000 pounds. Exports of fresh beef totaled 443,484,400 pounds. The amount of food exported to Russia is negligible compared with that sent to the western allies.

★ ONLY AMERICA CAN HELP. ★
★ "On your side are boundless ★
★ supplies of men, food, and mate- ★
★ rial; on this side a boundless de- ★
★ mand for their help. ★
★ "Our men are war-weary and ★
★ their nerves have been strained ★
★ by more than three years of ★
★ hard, relentless toil. ★
★ "Our position is critical, par- ★
★ ticularly until the next harvest, ★
★ but the United States can save ★
★ us. ★
★ "You Americans have the men, ★
★ the skill, and the material to ★
★ save the allied cause." ★
★ SIR JOSEPH MACLAY. ★
★ British Shipping Controller. ★

GROCCERS HELP IN 50-50 PLAN

SIGN PLEDGE TO CARRY OUT
FOOD ADMINISTRATION
PROGRAM.

POST CARDS IN STORES.

Explain New Wheat Ruling to
Thousands of Customers—In-
sures Greater Food Saving.

Grocers of the nation have accepted enthusiastically the 50-50 basis for the purchase of wheat flour and are doing their utmost to explain the new regulation to the housewife. This ruling by the U. S. Food Administration requires each purchaser of wheat flour to buy one pound of cereal substitute, one kind or assorted, for every pound of wheat flour. It was necessary to restrict the use of wheat flour in order that the allies and our fighting forces abroad might be assured of an adequate supply of wheat to meet their vital needs. This supply must come from our savings because we have already sent our normal surplus.

Wheat saving pledge cards were forwarded by the Food Administration to all retail food merchants, and these are being signed and posted in stores throughout the country. This card states, "We pledge ourselves loyally to carry out the Food Administration program. In accordance with this order we will not sell any wheat flour except where the purchaser buys an equal weight of one or more of the following, a greater use of which in the home will save wheat:

"Cornmeal, corn flour, edible corn starch, hominy, corn grits, barley flour, potato flour, sweet potato flour, soy bean flour, feterita flour and meals, rice, rice flour, oatmeal, rolled oats and buckwheat flour."

Some confusion has resulted on the part of the consumer in construing this "50-50" ruling to mean that an equal amount in value of substitutes must be purchased with wheat flour. This is a mistaken idea. The ruling states that the consumer in purchasing flour shall "buy at the same time an equal weight of other cereals."

One exception to this ruling is concerning graham flour and whole wheat flour, which may be sold at the ratio of three pounds to five pounds of wheat flour. This provision is made because approximately 25 per cent. more of the wheat berry is used in the manufacture of these flours than standard wheat flour.

Another exception is that concerning mixed flours containing less than 50 per cent. of wheat flour, which may be sold without substitutes. Retailers, however, are forbidden to sell mixed flours containing more than 50 per cent. of wheat flour to any person unless the amount of wheat flour substitutes sold is sufficient to make the total amount of substitutes, including those mixed in flours, equal to the total amount in wheat flour in the mixed flour. For instance, if any mixed flour is purchased containing 60 per cent. wheat flour and 40 per cent. substitutes it is necessary that an additional 20 per cent. of substitutes be purchased. This brings it to the basis of one pound of substitutes for each pound of wheat flour.

A special exemption may be granted upon application in the case of specially prepared infants' and invalids' food containing flour where the necessity is shown.

Some misunderstanding seems to exist on the part of consumers in assuming that with the purchase of wheat flour one must confine the additional 50 per cent. purchase to one of the substitutes. This is not the case. One may select from the entire range of substitutes a sufficient amount of each to bring the total weight of all substitutes equal to the weight of the wheat flour purchased. For instance, if a purchase of 24 pounds of wheat flour is made as follows:

Cornmeal, 8 pounds; corn grits, 4 pounds; rice, 4 pounds; buckwheat, 2 pounds; corn starch, 1 pound; hominy, 2 pounds; rolled oats, 3 pounds.

These substitutes may be used in the following manner:

Cornmeal, 8 Pounds.—Corn bread, no flour; corn muffins or spoon bread one-fourth flour or one-third rice or one-third hominy; 20 per cent. substitutes in whole bread.

Corn Starch, 1 Pound.—Thickening gravy, making custard, one-third substitute in cake.

Corn Grits, 4 Pounds.—Fried like mush, used with meal in making corn bread.

Roller Oats, 3 Pounds.—One-fourth to one-third substitutes in bread; one-half substitute in muffins; breakfast porridge, use freely; oatmeal cookies oatmeal soup.

Buckwheat Flour, 2 Pounds.—One fourth substitute in bread, buckwheat cakes.

Hominy, 2 Pounds.—Boiled for dinner, baked for dinner, with cheese sauce.

Rice, 4 Pounds.—One-fourth substitute in wheat bread, one-third substitute in corn bread, boiled for dinner (a bread cut), as a breakfast food, or thick soups, rice pudding instead of cake or pie, rice batter cakes.

Several grocers have stated that their customers who strictly observe the 11 wheatless meals each week find it necessary to buy substitutes in addition to those ordered under the 50-50 plan.