

SUGAR CONTROL SAVED MILLIONS

American Consumer Profited by \$180,000,000—French Situation Helped.

HOME PRICE HELD AT 9 CENTS.

This Nation's Sugar Supply Reduced to Seventy Per Cent. of Normal. Java Stocks Unavailable.

Sugar control has saved the American public \$180,000,000, Herbert Hoover, United States food administrator, declared the other day.

He pointed out that sugar was selling for 11 cents a pound last August and that it would have advanced to 20 cents a pound, with the world shortage as a stimulus, had not the food administration secured the co-operation of the refiners and wholesalers and fixed a sugar price that today enables housewives to buy sugar at from 8 1/2 to 9 cents a pound.

"Every 1 cent raise in sugar from September 1 to January 1 means \$18,000,000 to the American consumer," Mr. Hoover said. "Numbers of gentlemen will tell you that 20 cent sugar would have prevailed and the public robbed of \$180,000,000 this year if we had not taken these actions." Later Mr. Hoover called attention to the fact that uncontrolled sugar advanced to 35 cents a pound during the Civil War.

France Got Our Sugar.

Today the American public has been allotted 70 per cent. of its normal supply. Before the war the average annual household consumption here was 55 pounds a person. In England the annual consumption during the war is 24 pounds, and in France each person is allotted a little over one pound a month.

"In August the French government found itself unable to maintain even this ration," Mr. Hoover declared. "An appeal was made to America. France needed 100,000 tons. We agreed to fill this demand and up to December had shipped 85,426 tons. In the meantime an appeal was made to the American public to reduce its sugar consumption, and requests were made to distributors to supply the confectionary and sweet drinks trade with 50 per cent. of normal supply. This has been generally followed, although such regulations were voluntary, as the food administration had no authority to impose them."

Domestic Price is 8 1/2 to 9 Cents.

Retail grocers throughout the country are supposed to take a profit of no more than 50 cents a hundred—half a cent a pound—on sugar. By reason of food administration regulations, binding refiners and wholesalers, the retailer is able today to buy sugar at from 8 to 8 1/2 cents a pound. This enables him to sell to the housewife at 8 1/2 to 9 cents a pound.

There have been some violations of the sugar rulings. Mr. Hoover said recently: "Sales of sugar from 16 to 20 cents per pound have been reported and followed up vigorously and stopped and is evidence itself of the prices at which consumers would have been mulct had we not intervened. We have forfeited wholesalers' licenses in aggravated cases, and we have issued warnings to first offenders in a great many instances through our local administrators."

Effect on Military Situation.

American sugar stocks could be filled to normal very soon if ships could be sent to Java, where 250,000 tons of sugar is waiting for shipment. But the shipping situation is so acute that the nation cannot spare the eleven ships needed to transport this sugar. It would take the boats one year to haul 250,000 tons. In the same time they could be used for transporting 200,000 soldiers to France.

The food administration believes that the American public will diminish its sugar consumption by 10 or 15 per cent. when it is made clear that such sugar saving is a patriotic act and when it is understood that there are plenty of sweeteners available to take the place of sugar, such as honey or corn syrup.

Why Shortage Exists.

The three great sugar producing centers of the world are Germany, the West and East Indies. German sugar is, of course, used at home. The East Indian sugar is unavailable because of the ship shortage.

While U boats made big inroads on the world's shipping, France and Italy ceased to be self sustaining in sugar manufacture. England in the meantime was cut off from German sugar—1,400,000 tons a year—because of the war. The result has been that the allied nations have been forced to turn to America and the West Indies for their sugar.

EVASD RIGID FOOD CONTROL.

Food is Bought in Germany Surreptitiously in Violation of Auto-crate Rulings.

Even the autocratic food control of Germany has been powerless to prevent surreptitious sales, according to semi-official reports reaching the United States food administration. Illegal sales of butter are being made in Germany at prices ranging from \$1.75 to \$2.25 a pound. Eggs sold contrary to the German food regulations are bringing 10 to 15 cents apiece, according to these reports. And bacon or ham is bringing from \$2.25 to \$3.25 a pound.

EUROPE NEEDS FOOD

Food Administration Declares It is an Absolute Sin to Waste Food—Food Has Become Sacred.

Europe is still sending an insistent call for more food. We must send it if the war is to go on efficiently. If we eat it all we cannot ship it, and the food administration has already tried to picture how much that wheat is needed by people who will starve if they do not get it, the food administration states.

"For the least bit of heedlessness on your part in food conservation some one somewhere in the world must suffer privation," an official statement declares. "The food administration has mastered the problem of America's food in such a way that every ounce of food conserved and kept in the currents of trade goes to an empty stomach in Europe."

"It is an absolute sin to waste food. Food has become sacred. 'Food means life; it means somebody's life, and you cannot escape responsibility.' 'There is no waste of food among the allied nations.'"

WAR BREAD COSTLY TO BRITISH GOVERNMENT

Every year the British government pays \$200,000,000 toward the cost of that nation's war bread. That is the principal reason why English bread prices are lower today to the consumer than in America. Incidentally the British bread is much poorer than the American.

Great Britain has taken over all home grown grain, bought at an arbitrary price, and all imported wheat bought in markets of the world at prevailing prices. This is turned over to the mills by the government at a price that allows the adulterated war bread loaf of four pounds to sell at 18 cents. The two pound loaf costs 9 cents, and the one pound loaf sells for 5 cents.

In milling, however, 14 per cent. more flour is extracted from the wheat than in America. And there is a compulsory adulteration of 20 per cent. and an allowable adulteration of 50 per cent.

Compared with American bread, the British product is only about 65 per cent. pure at its best.

In France, under conditions somewhat similar, but with a larger extraction, the four pound loaf sells for 18 cents.

AMERICAN SAVINGS WILL MEASURE WHEAT EXPORTS

"We have already exported the whole of the surplus of the 1917 wheat harvest, over and above the normal demands of our own population. It is necessary, therefore, for the food administration to restrict export of wheat so as to retain in the United States sufficient supplies to carry our own people until the next harvest."

"Therefore all exports of wheat from now forward are limited entirely to volume of saving made by the American people in their consumption of wheat and wheat products."

"We continued wheat shipments for December as far as our situation allowed, but even with all the conservation made we were still unable to load several hundred thousand tons of food-stuffs urgently required by the allied nations during the month of December alone."

HERBERT HOOVER.

WHEAT-CORN YEAST BREAD.



Wheat-corn bread is more nutritious than bread baked with wheat flour alone. Thousands of American families today are using this mixed flour bread, and in so doing are enabling America to provide more wheat flour for the allies. Here's a tested recipe for this bread: Take one and a half cups of milk, water or a mixture of the two; one-half cake compressed yeast, one and a half teaspoons salt, one tablespoon sugar, one tablespoon of fat if desired, one cup cornmeal and two cups wheat flour.

Put one and a half cups of water, the cornmeal, salt, sugar and fat (if used) into a double boiler and cook twenty minutes. The water is sufficient only to soften the meal a little. Allow the meal to cool to about the temperature of the room and add the flour and yeast mixed with the rest of the water. Knead thoroughly, make into loaf, place in pan of standard size, allow to rise until nearly fills the pan and bake 45 or 50 minutes. It is hardly practicable to use a greater percentage of cornmeal than this even in emergencies, for bread so made differs very little from baked mush. Less cornmeal can be used and in such a case the general method given above may be followed.

It is possible to make a yeast raised corn bread without first cooking the cornmeal. In this case not more than one cupful of meal should be used to four cupfuls of flour. In other respects the bread is mixed and baked as in the above recipe.

In the Ranks.



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The American House Manager is today a member of the army that is fighting to save democracy in the world. More than 11,000,000 managers of American homes have enlisted for the duration of the war and pledged themselves to support the fighting men by the way they buy, cook and serve food. Food will win the war, and these women will help to win it. America must send food to Europe. The armies cannot hold out if we fail to send it. Only certain foods

can be shipped—those that pack the most food value into the smallest shipping space. These foods are wheat, meat, fats, sugar. We cannot eat them and send them too. We cannot eat them and send others. We must send these foods, and in order to do that we must eat other foods ourselves. The American House Manager will see to it that no food comes into her home that does not do its full duty under her management in winning the war.

WHY WE MUST SAVE FOOD.

The 1917 wheat crop in France was less than half normal, using the crop of 1913 as a basis of comparison. There was a shortage of 173,000,000 bushels, or 83.3 per cent. The potato crop was only within one-third of normal. The sugar beet crop showed a deficit of 87.9 per cent. Her meat herds in the early fall showed a shortage of 1,800,000 animals.

Those are a few of the reasons America must feed her associates in the war. They are no longer able to feed themselves, and unless we come to the rescue are face to face with starvation. And starvation means defeat in the war.

HASTENED RUSSIAN COLLAPSE

"We must not overlook the fact that Russia collapsed, not because of the Germans on her borders, but because she failed to organize and feed her own citizenship," the food administration announced.

"We must be warned that if we are to emerge victorious from this war we cannot risk the collapse of another of our associates in this war from this cause."

"Anybody that is looking for the collapse of the German people on the food question had better turn around and look at the moon, because the results will be the same. Germany is in no more danger of collapsing on that score than we are, if as much."

Food will win the war

He who wastes a crust of bread prolongs the war

don't waste it!

Save a loaf a week help win the war

BIG HERDS GONE

World War Wastes Europe's Meat Supply.

American Stock Raisers Co-operate With Food Administration in Conservation Measures.

It is probable that Europe for many years after the war will look to a great extent to America for its meat supply.

Europe's herds are dwindling under war's demands faster than they can be replenished.

When the German armies retired from occupied portions of France and Belgium approximately 1,800,000 head of cattle were appropriated. This addition virtually safeguarded Germany from cattle shortage other nations now suffer.

In England some 2,400,000 acres of grass lands have by compulsory measures been forced into grain production, thus reducing pasturage and hay lands. A declining scale of maximum meat prices for live cattle was ordained in England, as follows: For September, \$17.78 per hundred pounds; October, \$17.28; November and December, \$16.08, and for January, \$14.40. The evident intent of this measure was to drive the beef animals into market as soon as possible.

According to official French figures, the cattle of France have decreased to a total of 12,341,900 as compared with 14,807,000 in 1913. Today, due to lack of forage principally, France is producing only one gallon of milk where before the war two and one-half gallons were produced.

Meantime the United States food administration has taken steps to conserve our flocks and herds and to increase their numbers. The stock breeders of this country show a disposition to co-operate with the government in this.

For many years it has been a practice among many of the dairy people of this country to kill male calves at birth and in many instances the females if not needed to replenish their herds rather than go to the expense of maturing them into veal. The high prices of meat caused the virtual discontinuance of this killing. Another encouraging fact is 75 per cent. of calves killed for veal this year were males.

Somebody has very aptly said that the wars of the world have been won with grease, meaning that bacon and lard have been as essential to success in war as powder, which is true.

The hogs of Europe have been very greatly sacrificed to present day needs. This makes the American burden all the more heavy and makes doubly essential an increased pork production in this nation. In Italy grain is now forbidden to be fed to hogs. In Denmark under a recent order one-fourth of the hogs were ordered to be killed. It is estimated that one-half have now been killed.

ANCHORED TO THE INFINITE.

The builder who first bridged Niagara's gorge, Before he swung his cable, shore to shore, Sent out across the gulf his venturing kite Bearing a slender cord for unseen hands To grasp upon the farther cliff and draw A greater cord and then a greater yet Till at the last across the chasm swung The cable—then the mighty bridge in air! So we may send our little timid thought Across the void, out to God's reaching hands— Send out our love and faith to thread the deep— Thought after thought until the little cord Has grown to a chain no chance can break, And—we are anchored to the Infinite. —Edwin Markham.

Letters of Introduction.

Letters of introduction should not be worded in too complimentary or highly flattering terms. As they are left unsealed and delivered in person it is embarrassing for the caller to deliver them. The letter should simply introduce the bearer, state that he is a friend and that any courtesy or entertainment shown him will be greatly appreciated.

"The strongest plume in wisdom's plume is the memory of past folly."—Coleridge.

Blissful Occupation. The little boy had told a little girl that he loved her, and the teacher ordered him to write "I love Bessie" on the blackboard 100 times. "But that was no punishment," said the teacher later. "He would cheerfully have written it 1,000 times."—Louisville Courier-Journal.

Tactless. "Is Mr. Flubdub busy?" asked the diffident customer. "Mr. Flubdub is always busy," replied the pompous attendant. "Well, let him stay busy." And that's how Mr. Flubdub lost a big order.—Louisville Courier-Journal.

BIG CORN CROP IS NOW MOVING

More Than 3,000 Million Bushels Raised in 1917—Gives Big Surplus.

SAVES WORLD FOOD SITUATION

America Beginning Greatest Corn Consumption in History, Using Cereal in Many Delicious Dishes.

Corn, America's greatest cereal crop, is now moving rapidly to market.

More than 3,000 million bushels—30 bushels for every man, woman and child in America—were raised in 1917. It was a mighty crop. The actual increase is about 600 million bushels. And this extra store of grain is coming on to the market in the nick of time, since the American wheat surplus has been sent to help feed famine threatened Europe.

Just as it happened in the Colonial days, the War of the Revolution, and the Civil War, corn has actually become the nation's mainstay.

In the entire list of America's food commodities there is no item that is better than corn. In puddings, bread, corn pone, and as hominy combined with meat or eggs, corn is without a peer. Housewives are fast learning the large number of delicious dishes that may be made with corn and their families are benefiting by an increased use of the cereal. Corn, more than any other cereal, contains all of the elements essential to maintaining life and health.

In order that the fighting men abroad and in the army camps at home may be fed, and in order that actual famine may be kept from the nations associated with America in the war, the citizens of America are finding corn products delicious and palatable on "wheatless days" and glory in the fact that "wheatless days" here mean more wheat for the war worn allied nations in Europe.

England, France and Italy must be fed from America's great storehouse. They will get some corn—especially Italy—but most of their grain shipments must be wheat. Their ability to use corn is small compared to the facilities they have for using wheat. And it is the opinion of officials in Washington that the present is no time to try and change the eating habits of Europe.

America's greatest use of corn will be in the form of corn bread and corn meal, mixed with wheat in the making of leavened bread.

Mixed with 80 per cent. wheat flour, corn meal can be used in bread making, producing a loaf more nutritious than bread baked with wheat alone. It is a fact corn millers will verify that dozens of the large American bakers have been successfully using a corn flour in bread making for several years.

Hominy grits, served at breakfast with a poached egg, or eaten at any other meal with meats or gravy, is another use of corn that will become unusually popular during the war.

Corn syrup to sweeten corn cakes, and corn oil for use in all kinds of cooking, are two more products that are already welcomed in thousands of American homes.

THE UNITED STATES FOOD ADMINISTRATION SAYS:

Food saving is in its essence the daily individual service of all the people. Every group can substitute, and even the great majority of thrifty people can save a little—and the more luxurious elements of the population can, by reduction to simple living, save much. This means no more than that we should eat plenty, but wisely and without waste.

Food Will Win the War

A LARGE part of the world is coming to the position that Belgium is in; coming to the stage where the primary and important thing in life is enough food to keep alive. Food has now taken a dominant position in the war. The American people must prepare themselves to sacrifice far more than was at first thought necessary.

The cold facts are: France, Italy and England have just enough food to keep them going ten or twelve weeks. When America's food shipments stop—the allied nations begin consuming into this slender store and begin a swift march into actual famine conditions—which would mean defeat in short order.

Europe then must live off America's surplus. Your saving increases our available stock just that much and actually feeds some person in the countries with which we are associated in our war against the Central Powers.

Our surplus wheat has already been shipped to the allies.

U. S. FOOD ADMINISTRATION