

UNITED STATES FOOD ADMINISTRATION

HOME CARD

WE
 APPEAL THRICE
 DAILY TO THE INDIVIDUAL
 RESPONSIBILITY OF 105,000,000
 INTELLIGENT PEOPLE



TO
 CONTINUE THIS
 THE GREATEST VOLUNTARY
 EFFORT AT FOOD CONTROL EVER
 MADE BY A NATION

WE MUST SEND the Allies and our own soldiers and sailors overseas 17,500,000 tons of food this year. They must have this to win. We sent them 12,000,000 tons last year.

WE CAN DO IT if we waste nothing and eat no more here at home than is necessary for health and strength.

This is what *you* should do:

Save Wheat Mix at least 20 per cent of other cereals with all wheat flour you use. By doing this we sit at a common table with the Allies. Cut the bread on the table only as needed. Don't waste a crumb. Use no toast as garnish. If you buy bread, order from the baker 24 hours in advance; this enables him to bake without waste. Use less cake and pastry.

Save Meat Most American families can reduce all their meat purchases by at least one-third. Try not to use fresh meat or poultry at more than one meal a day; be sparing with smoked meat. All left-overs should be used either cold or in made dishes. Make soups. Use stews more often than fried or roasted meats.

Save Fats Save fats of all kinds. Serve not more than one-half ounce of butter or margarine per person at any one meal. Cut down the frying, especially deep fat frying. Economize in cheese; it is needed by our Army and the Allies.

Save Sugar, Coffee, Tea, and Cocoa They all come in ships. Use but 2 pounds of sugar per person per month. Do not brew a spoonful more coffee, tea, or cocoa than is needed.

Use Milk Wisely Children must have plenty of whole milk; it is necessary for their growth. No milk should be wasted. All skimmed milk and sour milk can be used in cooking. One quart of milk for each child is a wise daily allowance. No cream containing more than 20 per cent butter fat should be used.

Use Local Foods Use local fruits, vegetables and other supplies to release transportation for essential war needs. Can and dry surplus fruits and vegetables.

Save Ice If the ice you use is frozen artificially, use it only to keep food from spoiling. The ammonia used to freeze it is needed for munitions.

Save Animal Feed We have less feed this year than last, yet we must preserve our animals. If you have animals, ration them carefully; do not allow them to waste any feed.

Do Not Hoard It is selfish, unnecessary, tends to raise prices, and is punishable by law.

Patriot's Plenty Buy less; cook only what you need. Serve only three meals a day. Do not eat between meals. Serve smaller portions. Practice the gospel of the clean plate. Let your guests share your simplicity with you. Be contented with a Patriot's Plenty and discontented with a Slacker's Superfluity. Be proud to be a Saver.

Remember

If you follow these rules, you will be eating at a common table with the 120,000,000 people of the Allies.

Every piece of food unwisely bought, wastefully cooked, or carelessly eaten is that much taken from the Allied table.

We do not ask you to stop eating any particular food; we ask you to use less of all food.

UNITED STATES FOOD ADMINISTRATION

Why We Must Continue to Save Food

To the People of America :

President Wilson sent the following message to the recent conference of Food Administrations of the peoples fighting Germany :

"The American people are gladly willing to make any sacrifice in consumption of foodstuffs that will maintain the health, comfort and courage of the people of the Allied countries. We are, in fact, eating at a common table with them."

The people of America, by their voluntary action, made it possible to send twelve million tons of food overseas during the last year for the support of the armies and civilian populations fighting with us. It was an achievement that averted disaster to the Allied cause, to our own cause, to the cause of freedom and democracy in the world.

The Allies understand thoroughly what America has done, and the expressions of their appreciation and gratitude are limited only by the power of words. They thank the producers and distributors; they thank the millions of consumers; and most of all they thank the women of America, providers and managers of the food in the twenty million American homes.

But the test is not over. The task before us is even greater than the task achieved. And the world watches to see the end. The following figures reveal the amounts of food required from us in the year ending July 1, 1919, by the allied civilians and armies, our own soldiers and sailors overseas, the Belgian Relief and certain neutrals who are dependent on us, and a comparison with previous years :

	Average 3-Year Pre-war Shipments	Shipped Year ending July 1, 1918	Must ship Year ending July 1, 1919	Increase over last year
	Tons	Tons	Tons	Tons
Meats and Fats (Beef, Pork, Dairy, Poultry and Vegetable Oil Products)...	645,000	1,550,000	2,600,000	1,050,000
Breadstuffs (Wheat and substitutes in terms of grain)	3,320,000	6,800,000	10,400,000	3,600,000
Sugar (From United States and West Indies)	618,000	1,520,000	1,850,000	330,000
Feed Grains (Mostly Army Oats)	950,000	1,950,000	2,700,000	750,000
Totals	5,533,000	11,820,000	17,550,000	5,730,000

We have now to make our supreme effort. There is no prospect of a proper ending of the war before the campaign of the summer of 1919. If we can accomplish this in 1919, we shall save a host of American lives that will be lost if we have to continue until 1920. To obtain this victory we must concentrate our every energy to a single purpose. We must place in France three and a half million fighting men with the greatest mechanical equipment that has ever been given to any army. Not only must there be men and equipment, but this great American army, the Allied armies and the Allied civil populations, and the starving people of Belgium must have food if we are to maintain their strength. We can do all these things if every man, woman and child in the United States tests every action every day and hour by the one touchstone—does this or that contribute to winning the war?

The transport of these men and their supplies creates an enormous shipping problem. It will take more than any possible restriction of submarine losses and building of new ships during the year to solve it. It requires giving up all imports of food into America except a few absolutely necessary kinds in the least possible quantities. And it requires that food be sent from America, the shortest shipping route, in place of food hitherto obtained by the Allies from more distant sources of supply.

Food saved now will save human lives. The rapidity and the completeness of our victory depend directly on the degree of our effort, and this effort becomes a personal responsibility for every one of us. It is necessary that every family in the United States study its food budget and food ways to see if it can not attain a greater simplicity in eating, to see if it can not buy less, serve less and waste nothing. Some of our homes, by reason of limited income, can not provide more food than is necessary to maintain health in the family. The health and strength of our people must be preserved. Never were they more important to the nation. But the great majority of our homes have a standard of food use that can be reduced, especially among those of our people to whom foodstuffs are a secondary item of expenditure.

I believe that we can accomplish the necessary end this year, as last, by the voluntary action of the people. The willingness of the vast majority to assume individual responsibility in the matter is one of the greatest proofs of the character and idealism of our people, and I feel it can be continuously relied on. So we make our renewed appeal in the simple formula of a request to reduce directly our consumption of *all* foodstuffs, laying especial emphasis on the staples, and we do it with a perfect confidence in the reply of the people. They mean to, and will, win this war. Saving food is necessary to winning.

HERBERT HOOVER,
United States Food Administrator.

Federal Food Administrator

Hang this in Your Kitchen

UNITED STATES FOOD ADMINISTRATION HOME CARD 1918

Trade Where You See This
Emblem



Eat Where You See This
Emblem

WHAT YOU CAN DO TO HELP WIN THIS WAR

See other side showing WHY you should do it

Our Problem is to feed the Allies and our own soldiers abroad by sending them as much food as we can of the most concentrated nutritive value in the least shipping space. These foods are wheat, beef, pork, butter and sugar.

Our Solution is to eat less of these and as little of all foods as will support health and strength. All saving counts for victory.

The Food Administration asks every loyal American to help win the war by maintaining rigidly, as a *minimum of saving*, the following program:

Have **TWO WHEATLESS DAYS** (Monday and Wednesday) in every week, and **ONE WHEATLESS MEAL** in every day.

EXPLANATION—On "Wheatless" days and in "Wheatless" meals of other days use no crackers, pastry, macaroni, breakfast food or other cereal food containing wheat, and use no wheat flour in any form except the small amount that may be needed for thickening soups or gravies, or for a binder in corn bread and other cereal breads. As to *bread*, if you bake it at home, use other cereals than wheat, and if you buy it, buy only *war bread*. Our object is, that we should buy and consume one-third less wheat products than we did last year.

Have **ONE MEATLESS DAY** (Tuesday) in every week and **ONE MEATLESS MEAL** in every day. Have **TWO PORKLESS DAYS** (Tuesday and Saturday) in every week.

EXPLANATION—"Meatless" means without any cattle, hog or sheep products. On other days use mutton and lamb in preference to beef or pork. "Porkless" means without pork, bacon, ham, lard or pork products, fresh or preserved. Use fish, poultry and eggs. As a nation we eat and waste nearly twice as much meat as we need.

Make every day a **FAT-SAVING DAY** (Butter, lard, lard-substitutes, etc.).

EXPLANATION—Fry less; bake, broil, boil or stew foods instead. Save meat drippings; use these and vegetable oils for cooking instead of butter. Butter has food values vital to children; therefore, give it to them. Use it only on the table. Waste no soap; it is made from fat. Be careful of all fats. We use and waste two and a half times as much fat as we need.

Make every day a **SUGAR-SAVING DAY**.

EXPLANATION—Use less sugar. Less sweet drinks and candy containing sugar should be used in war time. As a nation we have used twice as much sugar as we need.

Use **FRUITS, VEGETABLES and POTATOES** abundantly.

EXPLANATION—These foods are healthful and plentiful, and, at the same time, partly take the place of other foods which we must save. Raise all you can for home use.

Use **MILK** wisely.

EXPLANATION—Use all of the milk; waste no part of it. The children must have whole milk. Use sour and skim milk in cooking and for cottage cheese.

HOARDING FOOD. Any one buying and holding a larger supply of food now than in peace time, except foods canned, dried or preserved in the home, is helping to defeat the Food Administration in its attempt to secure a just distribution of food and the establishment of fair prices. The food hoarder is working against the common good and even against the very safety of the country. Hoarding food in households is both selfish and unnecessary; the Government is protecting the food supply of its people.

Loyalty in little things is the foundation of the national strength. **DISLOYALTY IN LITTLE THINGS GIVES AID TO THE ENEMY. KEEP THE PLEDGE.**

Do not limit the food of growing children.

Eat sufficient food to maintain health; the nation needs strong people.

Cooperate with your local and federal food administrators. Take their advice.

Preach and practice the "gospel of the clean plate."

Housekeepers should help the stores to cut down deliveries.

Use local supplies; this saves railroad transportation.

Report to the nearest food administration officer the name and address of any person discouraging the production or saving of food.

UNITED STATES FOOD ADMINISTRATION

Why We Must Save Food

See other side showing HOW we can do it

To the Members of the United States Food Administration:

The men of the Allied Nations are fighting; they are not on the farms. Even the men of the European neutral countries are under arms. The fields of both Allies and neutrals lack man-power, fertilizer and machinery. Hence, the production of food by these countries has steadily lessened ever since the beginning of the war, while, at the same time, the shortage of shipping has grown more and more serious, with the consequent steady increase of difficulties in bringing food from the faraway markets of India, Australia and the Argentine.

The situation has become critical. There is simply not enough food in Europe, yet the soldiers of the Allies must be maintained in full strength; their wives and children at home must not face famine; the friendly neutrals must not be starved; and, finally, our own army in France must never lack a needed ounce of food.

There is just one way in which all these requirements can be met. North America must furnish the food. And we must furnish it from our savings because we have already sent our normal surplus.

We do not need to starve our own people. We have plenty for ourselves, and it is the firm policy of the Food Administration to retain for our people, by its control of exports, a sufficient supply of every essential foodstuff. We want nobody in our country to eat less than is necessary for good health and full strength, for America needs the full productive power of all its people. Much of the needed saving can be effected by substituting one kind of food for another. But the time has come to put aside all selfishness and disloyalty. The time has come for sacrifice.

The Allies ask us to meet only their absolutely imperative needs. They are restricting the consumption of their own people to the minimum necessary for health and strength. They are controlling their food by drastic government regulation. There is even actual privation among their women and children; there is starvation in Belgium.

The Allies need wheat and meat and fats and sugar. They must have more of all of these than we have been sending, more than we shall be able to send unless we restrict our own consumption. We can do it without harm, for, as a nation, we are today eating and wasting much more food than we need.

The whole great problem of winning the war rests primarily on one thing: the loyalty and sacrifice of the American people in the matter of food. It is not a government responsibility, it is the responsibility of each individual. Each pound of food saved by each American citizen is a pound given to the support of our army, the Allies and the friendly neutrals. Each pound wasted or eaten unnecessarily is a pound withheld from them. It is a direct personal obligation on the part of each of us to some one in Europe whom we are bound to help.

If we are selfish or even careless, we are disloyal, we are the enemy at home. Now is the hour of our testing. Let us make it the hour of our victory; victory over ourselves; victory over the Enemy of Freedom.

HERBERT HOOVER
United States Food Administrator

Distributed by F. B. MUMFORD,
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