

United States Food Administration

ADDITIONAL DIRECTIONS TO FIRST HOME CARD

Read again your original Home Card. If you have lost it, apply for another, to the Federal Food Administrator for your State.



The Food Administration, aside from those general directions, asks everyone to maintain rigidly a minimum of at least:

ONE WHEATLESS day each week and one **WHEATLESS MEAL** each day; the wheatless day to be Wednesday. By wheatless we mean to eat no wheat products.

ONE MEATLESS day each week which shall be Tuesday and one meatless meal each day. By meatless we mean to eat no red meat—beef, pork, mutton, veal, lamb; no preserved meat—beef, bacon, ham or lard.

ONE PORKLESS day each week in addition to Tuesday, which shall be Saturday. By porkless we mean no fresh or salted pork, bacon, lard or ham.

SUGAR.—You can materially reduce sugar by reducing the use of candy and sweet drinks. We will make every endeavor to see that the country is provided with a supply of household sugar on the basis of three pounds of sugar for each person per month. Do not consume more.

HUMAN FOODSTUFFS COMPRISE THREE PRINCIPAL ELEMENTS:

PROTEIN: Mainly present in meat, beans, fish, poultry, milk, and to some extent in grains.

FATS: That is, butter, cream, lard, bacon, margarine, cooking fats, beans, cotton seed oil and other vegetable oils.

CARBOHYDRATES: Grains, sugar, potatoes and other vegetables.

As a nation we eat and waste 80 per cent. more protein than we require to maintain health. Therefore, we can reduce the amount of meat we eat without harm.

We eat and waste 240 per cent. more fat than is necessary.

Of the carbohydrates we can just as well consume corn, oats and the other cereals as wheat and we have abundant supplies of potatoes and vegetables.

Do not limit your supplies of milk and table butter, but consume it all. Don't waste any.

You can reduce the consumption of fats by reducing pastry and fried foods.

Remember the gospel of the clean plate, the serving of small portions, the purchase of less supplies.

HOARDING.—Any person in the United States who buys *more foodstuffs* than he customarily keeps at home in peace times is defeating the Food Administration in its purpose to secure a just distribution of food and in its great endeavors to reduce prices. The hoarding of food in households is not only unnecessary, as the Government is protecting the food supply of our people, but it is selfish and is a cause of high prices.

Such actions multiplied by thousands increase the demands upon our railways for cars and already, because of our military demands, it is with extreme difficulty we can now move the vitally necessary food to markets.

● There is much insidious propaganda in the country against conservation and increased production. All opposition to these services is direct assistance to the enemy.

UNITED STATES
FOOD ADMINISTRATION
FOR WISCONSIN
OFFICIAL BUSINESS
RETURN AFTER FIVE DAYS TO
STATE CAPITOL



PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300

To Members of the United States Food Administration:

The food situation in Europe is far graver than when the preliminary survey of the food supply of the world for this year was made. We have an abundance for ourselves, and it is the firm policy of the Food Administration, by the prevention of exports, to retain for our people an ample supply of every essential foodstuff. The harvests of our Allies have proved less than we had contemplated, and the great curtailment of shipping by the submarines during the last few months has further prevented them from access to more remote markets. Beyond the demands of the Allies there is a call upon us by the friendly neutrals for food supplies, and if we can not at least in part respond to these neutral calls, starvation on an unparalleled scale must ensue.

Food has now taken a dominant position in the war, and we must ask the American people to sacrifice far more than was at first thought necessary. We have exported the whole of the surplus of the wheat from this harvest after reserving to ourselves an amount sufficient for our normal consumption of seed and flour until the next harvest, and therefore the amount of wheat flour that the United States can contribute to mix with the war bread of our Allies during this winter will be simply the amount that our people reduce their consumption month by month. In other words, every grain of wheat or its products that the Allies receive from the United States from now on will be exactly the amount which our people have saved each month on their behalf.

The Allies today ask for 25 per cent more meat and fats (pork, dairy products and vegetable oils) than we consider our monthly production permits us to send them without trenching on our own supplies, or, on the other hand, unless we can consume less. Due to the shortage in shipping, our available sugar supplies must be less than normal from the present time forward.

Thus every particle of diminished consumption by the American people is one particle more for the soldiers, men, women and children of our Allies and for the starving people in other countries. This is a personal obligation upon every one of us toward some individual abroad who will suffer privation to the extent of our own individual negligence.

If we are to reduce the consumption of the few products which we should export abroad, we will need to eat a larger proportion of many different foodstuffs which we can not export and which we have at home. For this reason we **MUST NOT** waste **ANY** foodstuffs. A great many individuals in our population eat far more food than is necessary to maintain their health and strength. In this emergency only the simplest of living is patriotic. We want no person in the United States to eat less than is required for good health and full strength, for in this emergency America requires every atom of the productive power of our people. While many can eat less, all of our population can substitute other foodstuffs for the few that are vitally needed for export.

We must not overlook the fact that Russia collapsed not because of the Germans on her borders but largely because of the failure to organize and feed her own citizens, and, if we are to emerge victorious from this war, we can not risk the collapse of another of our Allies from this same cause. There is no waste of food among any of our Allies—there is the most drastic reduction in their consumption; there is actual privation among their women and children; there is starvation in Belgium.

We have already issued a series of suggestions in the Home Card—a card that is now hanging in over ten millions of homes. These suggestions have already shown important results, and to these we now add others. The problem of saving in food is a local and individual one, so that more precise and definite rules just to all can not be formulated. It is a matter for the conscientious consideration of every individual that he or she should eat only that which is necessary to maintain bodily health and strength and unselfishly to select those foodstuffs the use of which relieves international necessities. In this winter of 1918 lies the period when there will be tested in this great free country of ours the question as to whether or not our people are capable of voluntary individual self-sacrifice to save the world.

HERBERT HOOVER,
United States Food Administrator.

Washington, December 1, 1917.