

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 1 1/2 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 1 1/2 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 1 1/2 pounds per week of wheat products per person. This means not more than 1 1/2 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, etcetera.

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 a 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, 1917, 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 year rations for 57,100,933 people. In addition there was enough extra protein to supply this portion of the diet for 22,184,570 additional men. The total export of wheat and wheat flour to the three principal allies is equivalent to about 384,000,000 bushels. Pork exports for the 3 1/2 years amount ed 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.

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- ★ ONLY AMERICA CAN HELP. ★
- ★ "On your side are boundless ★ supplies of men, food, and material; ★ 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. ★
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LIBERTY BONDS BUY VICTORY

George Eastman Sees Realization of Nation's Ideals in Big Sales.

WORLD'S GREATEST PURCHASE

Time Has Come to Disprove Slur of Envious Governments That We Are Money Grubbers, He Declares.

In a statement by George Eastman, general manager of the Eastman Kodak Company of Rochester, N. Y., emphasis is laid on the fact that the success of the Third Liberty Loan by means of popular subscription will represent a realization of the great democratic ideal, Mr. Eastman said:

"No man in his right senses seeks to accumulate money except for the far greater benefits it will buy him. Only the miser seeks money for itself. Does not the same principle apply to a nation? We are the richest nation in the world by many times over, and we have been accused by less successful nations of being money-makers to the exclusion of some of the higher things of life, but the time has come for us to prove that that charge was without foundation, that we have sought money simply for the higher things it would buy and not simply for the sake of amassing money.

"The winning of this war is the greatest thing we have ever had a chance to buy with our money. It is the finest thing a nation ever had a chance to do with its money. And the finest thing about the way we are finding the money for this realization of a great ideal is the perfect democracy, the perfect willingness behind the contribution of the nation's money. It is not being wrung from people by an oppressive government. Through the Liberty Loans it is being voluntarily dedicated to the purposes and the needs of the nation. The Third Liberty Loan will be great in the number of dollars by which it will be counted. But it will be greater still as a token of the unselfish determination of the American people as a people of free-willed individuals to use this country's wealth not only to serve our own commercial ends, not merely to promote our own selfish pleasure, not solely to be known as the nation with the greatest amount of wealth in the world, but rather ungrudgingly to give the whole world the benefit of the wealth created by our industry and ability. No nobler item than this can be written into our country's history; no greater act of patriotic service can be rendered by the individual than to do his part to see that it is written there."

"I'm glad I have lived to see women vote," she commented to those around her. She registered in the thirteenth election district in New York city.

TOOK OVER CENTURY TO GET THIS OPPORTUNITY



After 102 years of listening to strange arguments and reasons why women should vote Mrs. Sally Gold, who is two years over the century mark, registered for voting the first time. Mrs. Gold is not a feeble woman despite her age, and she still takes an active interest in all things, especially the activities of women. She wouldn't think of overlooking the chance to vote after a hundred years of waiting. She is shown here washing.

Glasses weren't necessary when she signed the books, for Mrs. Gold has never worn them; her eyes are still keen.

RED CROSS WOMEN ACT AS SHOPPING GUIDES

Help American Boys in France in Their Tilt With French Shopkeepers.

The American soldier in France is a good fighting man. But when he faces the French shopkeeper—that quick-tongued, sharp-eyed little woman who keeps the till as full as she can while her husband fights—he is glad enough to have an American woman beside him.

So the Red Cross women at the line-of-communication canteens have a new job. They take American boys out shopping.

There are a string of towns along the railroads where it is a common sight now to see a hundred American soldiers hurrying about the streets, using their precious quarter-hour or so, while they wait for connections, in laying in a stock of tobacco or food or sweets. Heading a group of a score here and a dozen there you will see an American woman, shepherding the whole crowd, marching them into the shops, translating their wants into shopkeeper's French, counting their change for them, and generally serving as guide, interpreter, and guardian. There is usually a troop of youngsters bringing up the rear, chattering and giggling and scrambling now and then for the coppers that the soldiers throw among them.

"It's just like going shopping with my sister at home," said one grateful warrior.

NO SHORTAGE IN SALT

Rumor of Famine Declared Baseless by Washington Authorities.

The rumor that the United States some time ago was threatened with a famine in salt was baseless, according to a report on the technology of salt making in the United States, just issued by the bureau of mines, department of the interior. W. C. Phalen, mineral technologist, the author of the bulletin, reviews the industry and draws certain conclusions from visits to the operating plants in the United States. One of these conclusions is that there is an excess of plant capacity as compared with domestic requirements.

POETESS OPERATES LATHE

Employed in Airplane Factory and Pleased With Her Job. Mrs. McC. Carr, a poetess who translates French and Italian, is operating a turret lathe in an airplane factory at Swissvale, Pa. When patriotic American women registered for war service, Mrs. Carr responded. Soon after she was offered a job in the factory and she accepted. And she is happy. In her own words: "It's very nice. The shop is big and clean and smelly—and immeasurably better than the stuffiness of a store."

A country worth fighting for is a country worth saving for. Buy Thrift stamps.

WE MUST SAVE TO WIN THE WAR

Secretary McAdoo Sounds Note of Warning.

'BUSINESS AS USUAL' WRONG

Present Wasteful Spending Cannot Continue Without Vital Consequences—Of Utmost Importance Nation Economize—Radical Reading Justified—War Savings Stamps and Liberty Bonds Help.

By WILLIAM G. M'ADOO, Secretary of the Treasury.

Economy in the consumption of all things needed by the nation for the winning of the war—the releasing of labor and materials from the pursuits of peace to the business of war—these fundamental necessities of our war program must be understood by all our people if we are to put our whole strength behind our men in France.

We must work and save as never before in our history. We must increase our output and reduce our domestic consumption of all necessary products, in order that there may be a great increasing volume of war materials going forward to our armies and the allies who are fighting side by side with us. As the people reduce their personal consumption they will be enabled to finance the war by lending their savings to the government, while at the same time they help themselves by increasing their personal resources and income.

The economic readjustments necessitated by the transformation of an unarmed and peaceful nation into a formidable armed combatant have caused unavoidable losses and hardships. Such things can no more be avoided in time of war than sacrifices of blood if the rights of the nation are to be vindicated and made safe for the future and a just peace is to be secured for the world.

Call to Supreme Effort.

We must face these trials with philosophy, resolution and calmness. We must see in them not alone the inspiration but the call to supreme effort. When these readjustments have been completed it will be found that all the brains and energy of the nation which have been released from occupations non-essential to the war will be required in enterprises and activities which are essential to the war, and that the welfare and prosperity of the country as a whole will not be impaired.

"Business as usual" cannot of course be adopted as the guiding principle in time of war. It is a wholly wrong theory and should find no advocacy or acceptance by the sensible and patriotic people of America. Business must be readjusted to the war-making function of the nation.

What is of superlative importance in the readjustment that must take place is that our people must be impressed with the necessity of economizing the consumption of articles of clothing, food and fuel and of every other thing which constitutes a drain upon the available supplies, materials and resources of the country.

The waste of anything now is nothing short of criminal. So far as I have been able to observe the American people are not sufficiently aroused to the necessity of economy and of saving in this really serious time not only in the life of America but of the nations of the world.

Up to the present there has been a relatively small denial of pleasures, comforts and conveniences on the part of the average citizen. He is drawing upon the general store supplies in the country with almost the same freedom as before America went into the war. This cannot continue without a serious hurt to the nation and to the world.

The great financial operations of the government cannot be carried forward successfully unless the people of the United States economize in every possible direction, save their money and lend it to the government.

Aid Own Prosperity.

They are at the same time increasing their own material prosperity in their savings and they are directly helping their government by lending it the money with which it can buy the necessary supplies and command the necessary services to make our fighting forces stronger and more effective in the field, and this means an early victory for American arms.

The great difficulty is to impress this lesson of economy upon the American people. It will require widespread propaganda and constant effort. With this in view it was my privilege to suggest to the congress the raising of \$2,000,000,000 by the sale of War Savings stamps and Thrift stamps, so that the American people would have the opportunity as well as the direct encouragement to economize and save money by putting within their reach the opportunity of lending their savings in such small amounts even as 25 cents to their own government.

These stamps are not issued by the government as an investment for the rich. They are intended for people of small means primarily. They are intended to bring within the reach of every one in the United States the opportunity of investing in the obligations of the United States government upon terms unusually advantageous to

the investor and to encourage every one to save his money and lend it to the government.

The plan offers the most direct incentive to economize and save ever offered to the people of the country. When the government makes it possible for every one to know that by saving 25 cents, which otherwise would have been wasted, he can invest that 25 cents in a government obligation, it is a definite objective to which each one's economy may be directed.

Will Benefit Whole Nation.

I look upon the war savings campaign which the department has now inaugurated as promising the most wholesome benefits to the American people and producing fundamental conditions that will be of immense help in financing as well as in successfully prosecuting the war.

Interlocked with the question of small savings which can be invested in War Savings stamps at interest is the question of "large savings" which can be invested in Liberty bonds at interest. The men and women of large and moderate means owe a greater duty, because they have a large margin of income, to cut off self-indulgences, to deny themselves useless and needless luxuries, to make sacrifices that will effect genuine economies and set an example to the nation.

Every dollar saved represents actual supplies saved and made available for heroic soldiers and suffering civilians in Europe and America.

It is easy to visualize the course of a dollar saved from waste and invested in government bonds: First it goes to the government as a loan for the war; second, it is expended by the government for food, clothing and ammunition, which go directly to a gallant soldier or sailor whose fighting strength is kept up by the food, whose body is kept warm by the clothing, and whose enemy is hit by the ammunition.

It has not been expended in the purchase of needless food and clothing for the man at home, and is therefore released for the use of the soldier; it is saved wealth to the man at home, and can be loaned to his government at interest, with resulting benefit to himself and to his government.

Must Uphold Credit to U. S.

We must realize that the government's credit is vital to the success of the war; that it underlies every activity. It is a sacred duty of every citizen, and it should be regarded as a glorious privilege by every patriot to uphold the government's credit with the same kind of self-sacrifice and nobility of soul that our gallant men exhibit when they die for us on the battlefields of Europe. It is as imperative to sustain the government's credit as it is to sustain our armies, because our armies cannot be sustained unless the government's credit is always above reproach.

The courage and resources of the nation are so abundant that America's success in the war is beyond question if they are properly organized and intelligently used. The economic and financial condition of the country was never so strong and America's spirit was never more aroused to the importance and necessity of going forward, resolutely and regardless of sacrifice, to the accomplishment of the great task to which God has called us.

14-YEAR-OLD VETERAN BACK FROM TRENCHES



Sydney Jaffo, a New York boy, aged fourteen, has returned home from France after serving five months there in the British trenches. He enlisted in a British recruiting office in New York last June, giving his age as eighteen and being unusually large for his age. He was accepted and sent to England. He celebrated his fourteenth birthday in the trenches at Ypres. After five months in the British army his mother succeeded in securing his release and he was returned home. The boy went "over the top" several times during his experience at Ypres and spent two months in a hospital suffering from a shrapnel wound received there.

Raising Big Fund.

Reports from many sections of the country indicate that the Salvation Army's drive for two million dollars to assist in financing the organization's war work in France, is meeting with

Great Wheat Stocks Isolated.

It's the shortage in ships that is putting the Allies and the United States on wheat rations. Great stocks of wheat are isolated in India, and Australia. At great sacrifice in ship space and use the Allies are forced to secure some wheat from Argentina.

On January 1, Australia had stored 100,000,000 bushels of wheat that was ready for export—but there were no ships. Then came the new crop with an exportable surplus of 80,000,000 bushels. Now Australia has approximately 180,000,000 bushels waiting for ships.

India, at the same time, had 70,000,000 bushels of wheat stored for export. During April 50,000,000 bushels more out of the new crop will be added to the pile.

Argentina closed the last shipping season with 11,000,000 bushels of wheat left in the stock available for export. The new crop will add 135,000,000 to the left over.

It is not a problem that the wheat does not exist in the world—it is entirely a problem of shipping, which has thrown on America the obligation of dividing our stock with the Allies.

THE BADGE OF HONOR.



The accompanying illustration shows the design of the badge of honor which has been prepared for buyers of Third Liberty Loan Bonds. These badges of honor will be distributed by the millions to loyal Americans who subscribe for the new bonds. In previous campaigns the badges of honor were very highly prized, and many people are still wearing their First and Second Liberty Loan badges.