

GROCCERS HELP IN 50-50 PLAN

HIGN PLEDGE TO CARRY OUT FOOD ADMINISTRATION PROGRAM.

POST CARDS IN STORES.

Explain New Wheat Ruling to Thousands of Customers—Insures Greater Food Saving.

Grocers of the nation have accepted enthusiastically the 50-50 plan for the purchase of wheat flour...

When saving pledge cards were forwarded by the Food Administration to all retail food merchants...

Some confusion has resulted on the part of the consumer in construing this "50-50" ruling...

One exception to this ruling is concerning Graham flour and whole wheat flour...

Another exception is that concerning mixed flours containing less than 50 per cent of wheat flour...

A special exemption may be granted upon application in the case of specially prepared infant and invalid 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...

These substitutes may be used in the following manner:

Cornmeal, 5 pounds; corn grits, 4 pounds; rice, 4 pounds; buckwheat, 2 pounds; corn starch, 1 pound; oatmeal, 2 pounds; rolled oats, 3 pounds.

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.

Rolling Oats, 3 Pounds.—One-fourth to one-third substitute 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.—Baked for dinner, baked for dinner, with cheese sauce.

Rice, 4 Pounds.—One-fourth substitute in whole bread, one-third substitute in corn bread, boiled for dinner (a head cut), in a breakfast food, in chicken soup, 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.

AMERICA'S UP AT THE DAY

Stirring Lines That Show the Sentiment of the Men Fighting Under the Starry Banner.

We need recruits, we need recruits, My need real fighting men, Whether or not you're getting shot, Is a matter that all depends Upon your luck, your blowing fire.

We need your eye, we need your arm, We need your Yankee grit, We don't work but don't you shirk, Get out and do your bit.

The great has come for the sword and gun To take the place of a rifle, And we're up to us to get the work Done in the place of a rifle.



Oh, don't you hear the call, Oh, don't you hear the call, The cover of the ball, They're worked for us and they're worked damn hard.

Go drop your job, you hunkies shob, America's up at the bat! America's up at the bat!

Oh, don't you hear the call, Oh, don't you hear the call, The cover of the ball, They're worked for us and they're worked damn hard.

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WORLD WOULD BE BETTER.

I tell you the world would be better to day, If some of us paused for a while To ask what we're doing along our own way.

To add to its song and its smile, I tell you the world needs the sweeter of things, For more than it does all the rest, And he in its service that chems it and stirs.

Is a man, who is meeting the test, For riches shall fall of their hope and their end, If with them goes not the dear thought of friendship and interest—in foe or in friend.

That the Master of Friendship has taught, Folger McKinsey, in the Baltimore Sun.

COUNTRY OF VAST WEALTH

Good Reasons Why Germany Regards Ukraine as Enormously Rich Prize of Warfare.

The states of Ohio, Indiana, Illinois, Michigan and Wisconsin have a combined area about equal to that of the new Ukrainian republic.

More area in itself signifies little, but the extent of land surface comprised within the limits of the new republic of Ukraine contains the most fertile parts of the old Russian empire.

Not only is the Ukraine a great source of agricultural wealth, but in mineral resources it has been to Russia what the northern provinces of France, now overrun by the Germans, have been to that republic.

BAYONET CUTS BARBED WIRE

Attachment to Deadly Weapon is of Supreme Importance to Troops in Fighting Line.

A new bayonet with an attachment for cutting barbed wire entanglements which soldier may encounter in No Man's land or on enemy territory has been devised by Adolf Bernger of Berner, Switzerland, and recently patented in the United States.



How the Weapon Works.

mounted over the bayonet, while the opposite cutting blade is pivotally attached to this slide member, and at its extended rear part to an arm pivotally attached to the shank of the bayonet.

An Experienced Violin.

Other well sold genuine Cremona violin, which he has played in battles of Somme, Arras, and Messines with our army, 1900. A curious announcement which inevitably suggests Nero, Rome and a liddle. Then one wonders why a Cremona of all violins should have been taken on to a battlefield or rather several battlefields.

Armored Auto Failed.

No more armored automobiles or machine gun motorcycles will be made for the American army because they would be of little use on the European front, where the fighting is done over ground crisscrossed with trenches and plied with shell holes.

Pigskin Makes Good Leather.

Leather is scarce and in the countries that have been the longest at war, the scarcity of leather is possibly causing the most concern.

Unanswerable.

Customer—I've taken seventeen of these bottles now, and I'm feeling no better.

Cure for the "Blues."

One of the cures for depression is a long walk in the fresh air.

Not dawdling up and down the street staring into shop windows but a good brisk walk of many blocks, with the mind concentrated on something else than our troubles.

Even better writing may serve as a visit to a friend, action, action, action. That is what one must force one's self into if the melancholy is to be dispelled.

Prefer Musical Education

More than the other arts is being reported and the extensive knowledge of it discovered sometimes even in the youngest children where a rich musical education is offered.

Bells of Old New York.

Time was when New York was a city of bells. Chimes rang from the steeples of old Trinity, St. Paul's, St. John's and St. Augustine's away downtown.

Discovery of Easter Island.

Easter Island was discovered nearly 200 years ago by the Dutch Admiral Poggewen, who cast anchor there on an Easter Sunday, whence it derived its name.

Immortalized Pets.

Pets have generally put their pets into their phrase. Gray wrote a sonnet upon his dog, and even of his favorite cat being drowned in the cold-water bath.

Beyond All Price.

Gifts from the hand are silver and gold, but the heart gives that which neither silver nor gold can buy.

Orange Orange Toasted of Woods.

One of the best of woods is that of the so-called Orange woods, which, however, is not an orange at all, but belongs to the nettle family.

Closing Hot Water Bottles.

The hot water bottle will not leak at the mouth if the stopper be screwed in cold immediately after the bag has been filled, for the hot water causes the metal socket to expand and the cold stopper goes in slightly further than if it too had been expanded by heat.

Furniture Movers

PIANO MOVERS Sam Gottry Carting Co. OFFICE, POWERS BLDG. State St. Entrance Both Phones Auto Vans for out of town Moving

Geo. Engert & Co.

COAL Principal Office and Yard 306 Exchange Street Telephone 257

Advertisement for New York Telephone Co. Number 2 of a Series of Labor Conservation Charts. There Are Just a Few Who Make Collections Costly. Most telephone subscribers pay their bills promptly...

Advertisement for Hibbard, Kalbfleisch & Palmer. MEMBERS New York Stock Exchange New York Cotton Exchange Chicago Board of Trade 100 Powers Bldg., Rochester. 38 Wall Street, New York

Advertisement for Monroe County Savings Bank. INCORPORATED 1850 Monroe County Savings Bank 35 State Street, Rochester, N. Y. RESOURCES \$28,400,000 Deposits \$1 to \$3,000 Interest allowed from the first three business days of any month...

Advertisement for Daily Between Buffalo & Cleveland. 3 MAGNIFICENT STEAMERS! The Great Ship "SEANDBEE" - "CITY OF BUFFALO" - "CITY OF CLEVELAND" BUFFALO - Daily, May 1st to Nov. 15th - CLEVELAND

Advertisement for Music and Singing. The Medical Journal says that the sensory center of music is "to be looked for in the anterior two-thirds of the first left temporal convolution and in the anterior half of the second."