

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 8½ 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 8½ 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 8½ cents a pound. This enables him to sell to the housewife at 8½ 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.

White 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.

Heat-Resisting Material.

A heat-resisting composition of special value in constructing casements in heating apparatuses, shingles, chimney shelves, et cetera, is a combination of cement and asbestos. Two Swiss architects are responsible for the invention of this.

To prevent coughs, colds and sore throat call a White Line taxi at the Bush house. Both phones. 2-4t

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 16 cents.

AMERICAN SAVINGS WILL MEASURE WHEAT EXPORTS

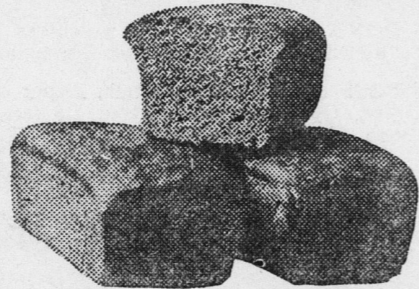
"We have already exported the whole of the surplus of the 1917 wheat harvest, over and above the normal demands of our own population. It is necessary, therefore, for the food administration to restrict export of wheat so as to retain in the United States sufficient supplies to carry our own people until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



(Copyright by Life Pub. Co.)
Courtesy of Life and Charles Dana Gibson.

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 175,000,000 bushels, or 53.3 per cent. The potato crop was only within one-third of normal. The sugar beet crop showed a deficit of 67.9 per cent. Her meat herds in the early fall showed a shortage of 1,800,000 animals.

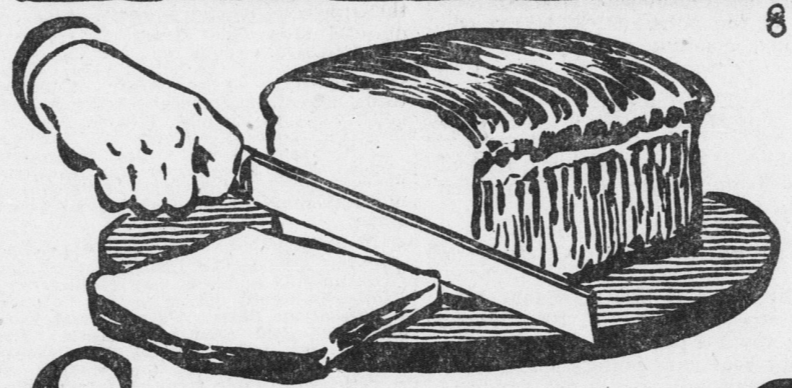
Those are a few of the reasons America must feed her associates in the war. They are no longer able to feed themselves, and unless we come to the rescue are face to face with starvation. And starvation means defeat in the war.

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."



Save a loaf a week help win the war

Food

will win the war

*He who wastes
a crust of bread
prolongs the war*

don't waste it!

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