

DO YOU WANT HIM TO FIGHT FOR YOU AND STARVE, TOO?



—By De Mar, in the Philadelphia Record.

A PRACTICAL FLOUR CARD FOR THE HOME

Howard Heinz, U. S. Food Administrator for Pennsylvania, suggests the following plan for home rationing of wheat flour, in those families where total abstinence from wheat is impossible:

FLOUR AND BREAD RATIOS PER PERSON PER WEEK

	NUMBER IN FAMILY.					
	1	2	3	4	5	6
For families doing own baking, using flour for all miscellaneous purposes, including crackers, macaroni, pies, cakes, etc.....	1 1/2	3	4 1/2	6	7 1/2	9
Where families buy Victory Bread they should limit the use of it as follows, as a maximum.....	1 3/4	3 1/2	5 1/4	7	8 3/4	10 1/2
In families where Victory bread is used, the wheat flour ration for all other purposes, including pies, cakes, crackers and macaroni purchased, etc. should be a maximum of..... Less flour should be used if possible.	1/2	1	1 1/2	2	2 1/2	3

"EAT POTATOES, GROW POTATOES, SAVE WHEAT," THE NATION'S CALL

The campaign inaugurated by Howard Heinz, U. S. Food Administrator for Pennsylvania, for the increased consumption of potatoes has only a few more weeks to run, but in that period it will be pushed with the utmost vigor. "Eat potatoes" is still the watchword of the food savers of this state. "Eat potatoes" will continue to be the watchword until there is a plentiful supply of wheat for the needs of Europe as well as America. That situation may come next fall and it may not; much depends on the weather, the labor supply in the wheat fields, and other factors. "Produce potatoes" will continue to be the advice of the Food Administration, whether the wheat supply shall be plentiful or small. Potatoes are a good and economical food. The demand for them was increased this spring. The public taste has been educated to their use, and the knowledge of various modes of preparing them has been widely spread. In short, the potato campaign of the Food Administration has been a suc-

cess. People have eaten and have been educated to eat more potatoes. A wise farmer will take his tip from this knowledge. In Pennsylvania, this year, although there was an unusually abundant 1917 crop held over, the farmers are planting large acreages again, although not so large as last year. It is the belief of the officers of the Pennsylvania Department of Agriculture that the farmer who plants potatoes this year will reap a profitable crop in the fall. Both the Food Administration and the Department of Agriculture are advising the farmers of the Keystone State to plant potatoes. Germany gets 200 bushels of potatoes to the acre on the average; the United States less than 100 bushels. Germany raises five times as many potatoes as the United States in less than one-tenth of our area. We can and we will do as well. But that is for the future; for now, the program is "Eat Potatoes, Produce Potatoes, Save Wheat," and by doing to fulfill our obligation to our Allies.

VARY YOUR DIET; WE ARE AT WAR

Director Crutchfield Tells Housewives to Watch and Be Governed by "Fair Price" Lists.

"The people of Pennsylvania can get along comfortably and in plenty, so far as food is concerned, during the ensuing months or until the end of the war if they will only observe the ordinary rules of supply and demand in certain lines of food essentials," said J. S. Crutchfield, Assistant to U. S. Food Administrator Heinz, and Director of the Division of Distribution and General Markets. "The question facing the people is not one of restricted diet, but of a varied diet. A knowledge of these conditions is really essential to the comfort and happiness of our people. It has been tersely put by one of Mr. Hoover's assistants in Washington, that 'the eating of wheat flour bread is a habit.' "In the days of our fore-fathers wheat flour was a luxury. Their staple diet was corn in its various forms, and no healthier or happier people could be found on this hemisphere. But while we are asked to restrict ourselves in the consumption of wheat flour, there are a score or more of other articles of diet that can make up this shortage. It is simply a question of adapting ourselves. "For instance, we are approaching a time of year when the markets will be filled with the finest of vegetables, considering the war-time; the prices of these vegetables will rise and fall with the supply. No housewife need be ignorant of the most varied and reliable methods of preparing vege-

tables to take the place of wheat. Indeed, it would be far better for the health of the country if more vegetables were eaten, even under normal circumstances. "Vary your diet. We are at war. Supplement and substitute vegetables and meat while they are plentiful for the specialized wheat flour bread. As a rule many of our foreign-born citizens utilize bread only as an addition to vegetable dishes. The lack of it would be no special deprivation to thousands of them. The American housewife can well afford to take pattern from these races. "Watch the vegetable markets and prices. Some of the former are unusually low in price at times; then is the time to buy and consume them. "The people of Pennsylvania must realize that they constitute a great army, and like an army they are under orders that change from day to day. The Food Administrator of Pennsylvania is the Commanding General. Market supply and demand furnish him the basis for the "Fair Price Quotations." Watch the newspapers for the published statements by our experts as to what food supplies are normal, plentiful or scarce and be guided accordingly. There is no danger of want in a single family in Pennsylvania as a result of our war conditions, if the housewife will but adapt herself to changing conditions of food supply."

THE PASS WORD—"WAR"

"We have got to reach the place each one of us, where we define every decision in our lives as an act of war policy. "Everything that we do, plan, eat, wear, must be analyzed and measured from one single point of view—will it contribute to the carrying on of the war, or will it contribute to its prolongation?" —Dr. Alonzo Taylor.

EAT CORN MEAL TO SAVE WHEAT

Super-Abundant Supply Makes Its Use a Patriotic Duty, Says Food Administrator.

SOLVES WHEAT PROBLEM

Scores of Attractive Dishes May Be Made by Use of Old and New Recipes.

"Thousands of tons of corn meal and millions of dollars will be lost if the American public fails to co-operate in the efforts of the Food Administration in the next few weeks." This warning is issued by Howard Heinz, U. S. Food Administrator for Pennsylvania, who is urging on the people of Pennsylvania the necessity of consuming the great excessive stocks of this wholesome food which has accumulated in the last month or so. Mr. Heinz said: "When the Food Administration last winter faced the necessity of shipping seventy-five million bushels of wheat to the allies, and to do so was compelled to put the people of this country on short rations of wheat flour, a warning went forth to millers all over the land that corn should be converted into flour and the meal used as substitutes for wheat. "Millers all over the country patriotically began turning out corn meal to meet the altered condition. Their loyal response is known to the entire country. Unfortunately, in this crisis the exceptional weather of the winter interfered with the prompt shipment of this product. Millions of pounds of corn products were held in mills, storage warehouses and elevators because the railroads of the country were unable to handle it. "This stock began pouring into the market as soon as transportation lines were able to handle it, with the result that these delayed shipments flooded in upon dealers, wholesale and retail all over the country, filling their warehouses to overflowing. The conditions of last winter were entirely unforeseen and could not be provided against, with the result that today there is a vast volume of corn meal that should be disposed of. The Food Administration, in an effort to relieve the situation, is urging upon the people of the United States to purchase freely of this commodity and other substitutes of a like character. "Corn meal is now on the market at a very low price—5 1/2 or 6 cents a pound—much cheaper than wheat flour and other substitutes for wheat. It is one of the most wholesome of foods. It can be utilized in innumerable forms in cookery and in the making of Victory bread it is equally useful. Corn meal mush, fried mush, corn muffins, corn bread and Indian pudding are only a few of the familiar forms in which it appears on the table. It is welcome in the diet of almost every one, and it contains all the nourishing qualities of the best food."

OYSTER CRACKERS; GO EASY ON 'EM

Federal Food Administrator Classed Them as Bread and Says "Use Sparingly."

And now it is the festive oyster cracker that has come under the ban of the Food Administration. No more can the busy citizen order "half a dozen raw," or "plate of clams," and while consuming his six bivalves get away with half a pound of crackers on the side. Never again, at least during the period of the war, can Mr. Ordinary Citizen order "one small stew" or a bowl of soup, and when the half pint of savory mixture reaches him mix up with it a quart of crackers broken into crumbs in his dish. Because, be it known, that Jay Cooke, U. S. Food Administrator for Philadelphia, has decreed that crackers are in the same category as bread, and that hereafter it will be contrary to the Food Administration rulings for oyster houses, restaurants, quick lunches, hotels and clubs to serve more than two ounces of crackers with an order of soup or oysters in any shape. In one way it is possible that the restaurants will regard this a blessing in disguise, for it is no secret in the trade that a great many customers consume at least one-third the value of their soup order in crackers that are served as a side dish. It will be a money-saving proposition to the restaurant man and will doubtless be regarded by him in that light. The Administration is going thoroughly into the matter, and investigations will be instituted to find where and by whom this order is violated in the ranks of oyster houses and restaurants.



"A great net of mercy drawn through an ocean of unspeakable pain"

WE'LL WIN

What does it mean to you to know that your American Red Cross:

- Is supporting 50,000 French children.
- Sends supplies to 3,423 French military hospitals.
- Provides 2,000 French hospitals with surgical dressings.
- Is operating thirty canteens at the front line.
- Is operating six other canteens at French railway junctions, serving 30,000 French soldiers a day.
- Operates a movable hospital in four units, accommodating 1,000 men.
- Is operating a children's refuge in one part of the war zone; and in another a medical center, and traveling dispensary, both capable of accommodating more than 2,000 children.
- Has opened a long chain of warehouses stocked with hospital supplies, food, soldiers' comforts, tobacco, blankets, etc., all the way from the seaboard to the Swiss frontier.
- Has warehouse capacity for 100,000 tons.
- Has 400 motor cars and operates 7 garages, making all repairs.
- Had shipped 46 freight car loads of assorted supplies to Italy from France within two weeks after it began operating in the former country.
- Had a battery of motor ambulances at the Pieve front four days after the United States declared war on Austria.
- Started a thousand different activities in Italy at the time that nation was in its most critical condition.
- Has established 5 hospitals in England and operates a workshop for hospital supplies employing 2,000 women.
- And that 120,000 cases of supplies have been received at the Paris headquarters of the American Red Cross from your various chapters scattered throughout the United States.

What does all this mean to you? And that is but a fraction of the work your Red Cross has done and is doing. It means that without this ceaseless, heroic work of the American Red Cross we could never win this war.

Without your Red Cross quick, vital help to keep Italy in the fight for Liberty would not have been possible.

Without your Red Cross thousands of French soldiers now gallantly fighting for you at the front would have died of wounds, exposure and lack of food.

And great and wonderful as has been the work of the American Red Cross in the past, still greater and more wonderful must it be in the future—for now *your* boy is in the fight.

Your Red Cross cannot neglect France, England, Italy, Serbia, Roumania and little Belgium. It must give them all constantly increasing help, for the men of these countries have been fighting our battles.

But now we must all redouble our efforts and sacrifices for our Red Cross because a million mothers' sons are going to carry the stars and stripes to the greatest victory God has ever given to men fighting for honor and liberty.

With the help of your Red Cross your boy will win.

INDIANA DYE WORKS

720 Philadelphia Street, Pulisce nel modo migliore e desiderato i vostri vestitarii da farli figurare nuovi. Servizio pronto ed accurato a prezzo di vera convenienza e soddisfazione. Portate o spedite le vostre robe da pulire mezzo "Parcel Post" e ve le ritorneremo a mezzo da voi indicato e preferito. ACCURATEZZA, SODDISFAZIONE, MODICITA'.

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