

ALLIES DEMAND MORE CEREALS

American Meat Restrictions Relaxed to Effect Greater Wheat Savings.

ARGENTINE ARRIVALS SHORT.

Meat Supply Here Considerably Enlarged — Food Administration, However, Warns Against Waste.

The allies have made further and increased demands for breadstuffs, these enlarged demands being caused to some degree by shortage in arrivals from the Argentine. It is, therefore, necessary for the U. S. Food Administration to urge a still further reduction in the consumption of bread and breadstuffs generally if we are to meet our export necessities. The Food Administration has issued a statement explaining the situation in detail, particularly the reasons which lead it, for the purpose of centering effort for the time being upon the cereal situation to relax temporarily the restrictions on meat consumption.

Experience shows, this statement says, that the consumption of breadstuffs is intimately associated with the consumption of meat. For various reasons our supplies of meat for the next two or three months are considerably enlarged, and we can supply the allies with all of the meat products which transportation facilities render possible and at the same time somewhat increase our own consumption. In these circumstances the Food Administration considers it wise to relax the voluntary restrictions on meat consumption to some extent with a view to further decreasing bread consumption.

Conservation of food must be adjusted to meet necessities from time to time, for neither production, nor allied demands are constant factors, nor can any of these factors be anticipated for long periods in advance in the disturbed conditions in which we at present live. While the world situation is not one that warrants any relaxation in the efforts to eliminate waste or to relax economy in food, the Administration desires to secure better adjustment in food balances.

So long as the present conditions continue the only special restrictions we ask are the beefless and porkless Tuesday.

The meatless meal and the porkless Saturday are no longer asked.

The farmers of the United States are responding to the national call to increase hog production. Their increase, to all appearances, is being attained more rapidly. Of more immediate importance, however, are several complex factors which have effected an immediate increase in meat supplies.

The transportation shortage before the government took over the railroads, the bad weather in January and early in February, the large percentage of immature corn in the last harvest and the necessity of feeding this corn as rapidly as possible to save it from decay, have not only resulted in backing up the animals—particularly hogs—on the farms for a longer period of feeding, but have resulted in a great increase in their average weight and will result, with improved transportation conditions, which already appear, in larger than normal arrivals at market for the next two or three months. The weight of hogs coming to the market for the past two weeks indicates an increase in weight of from an average of 203 pounds last year to the almost unprecedented average of 232 pounds, or a net increase in their meat value of over 15 per cent. This is a distinct addition to the nation's meat supply. It therefore now seems certain that we have such enlarged supplies for at least some months to come, that we can not only increase our exports to the allies to the full extent of their transportation facilities, but at the same time can properly increase our domestic consumption.

The response of the public to our requests for reduced consumption of meat during the past few months has been most gratifying, and this service alone has enabled the government during this period to provide such supplies as transportation to the allies permitted.

The Administration also suggests that in those parts of the country where the old fashioned home preservation of pork is still the custom, this practice should be extended at the present time, as it will relieve the burden upon transportation to and from the packing houses and is economically sound as saving the cost of packing operations and at the same time will provide home supplies of pork to last over the months of decreased supplies.

The Food Administration desires to repeat that it does not want to give the impression that these are times when simplicity and moderation of living are not critically necessary, but that its sole desire is to secure an adjustment between our different food supplies and meet changing conditions from time to time and to keep the public fully and frankly advised of its position with the full confidence and reliance that whenever it becomes necessary renewed appeals for saving will meet the same loyal response as in the past.

GROCCERS HELP IN 50-50 PLAN

SIGN 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 basis for the purchase of wheat flour and are doing their utmost to explain the new regulation to the housewife. This ruling by the U. S. Food Administration requires each purchaser of wheat flour to buy one pound of cereal substitute, one kind or assorted, for every pound of wheat flour. It was necessary to restrict the use of wheat flour in order that the allies and our fighting forces abroad might be assured of an adequate supply of wheat to meet their vital needs. This supply must come from our savings because we have already sent our normal surplus.

Wheat saving pledge cards were forwarded by the Food Administration to all retail food merchants, and these are being signed and posted in stores throughout the country. This card states, "We pledge ourselves loyally to carry out the Food Administration program. In accordance with this order we will not sell any wheat flour except where the purchaser buys an equal weight of one or more of the following, a greater use of which in the home will save wheat:

"Cornmeal, corn flour, edible corn starch, hominy, corn grits, barley flour, potato flour, sweet potato flour, soy bean flour, feterita flour and meals, rice, rice flour, oatmeal, rolled oats and buckwheat flour."

Some confusion has resulted on the part of the consumer in construing this "50-50" ruling to mean that an equal amount in value of substitutes must be purchased with wheat flour. This is a mistaken idea. The ruling states that the consumer in purchasing flour shall "buy at the same time an equal weight of other cereals."

One exception to this ruling is concerning graham flour and whole wheat flour, which may be sold at the ratio of three pounds to five pounds of wheat flour. This provision is made because approximately 25 per cent. more of the wheat berry is used in the manufacture of these flours than standard wheat flour.

Another exception is that concerning mixed flours containing less than 50 per cent. of wheat flour, which may be sold without substitutes. Retailers, however, are forbidden to sell mixed flours containing more than 50 per cent. of wheat flour to any person unless the amount of wheat flour substitutes sold is sufficient to make the total amount of substitutes, including those mixed in flours, equal to the total amount in wheat flour in the mixed flour. For instance, if any mixed flour is purchased containing 30 per cent. wheat flour and 40 per cent. substitutes it is necessary that an additional 20 per cent. of substitutes be purchased. This brings it to the basis of one pound of substitutes for each pound of wheat flour.

A special exemption may be granted upon application in the case of specially prepared infants' and invalids' 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. This is not the case. One may select from the entire range of substitutes a sufficient amount of each to bring the total weight of all substitutes equal to the weight of the wheat flour purchased. For instance, if a purchase of 24 pounds of wheat flour is made a range of substitutes may be selected as follows:

Cornmeal, 8 pounds; corn grits, 4 pounds; rice, 4 pounds; buckwheat, 2 pounds; corn starch, 1 pound; hominy, 2 pounds; rolled oats, 3 pounds.

These substitutes may be used in the following manner:

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.

Rolls Oats, 3 Pounds.—One-fourth to one-third substitutes 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 wheat bread, one-third substitute in corn bread, boiled for dinner (a bread cut), as a breakfast food, to thicken soups, 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.

FARMER CHOSEN EXPERT ADVISOR

C. J. Tyson, of Pennsylvania, Named For National Post.

HONOR FOR KEYSTONE STATE



C. J. TYSON.

Philadelphia, March 26.—C. J. Tyson, one of the representatives of the farmers in the United States Food Administration for Pennsylvania, has been appointed a member of the Advisory Board, selected by the Secretary of Agriculture and the United States Food Administrator, Herbert Hoover, to represent the producing interests of the nation, in the matter of increasing the supply of live stock, fruits and vegetables.

This Advisory Board will be called into conference by the two departments from time to time to discuss national agricultural problems. The first meeting will be held in the office of the Secretary of Agriculture, in Washington, March 28th.

The membership has been selected with reference not only to the larger agricultural interests, but also to geographical consideration. The full membership of the committee follows:

- E. S. Brigham, St. Albans, Vt.
- C. J. Tyson, Flora Dale, Pa.
- Henry C. Stuart, Elk Garden, Va.
- David P. Massie, Chillicothe, O.
- D. O. Mahoney, Viroqua, Wis.
- F. J. Hagenbarth, Spencer, Idaho.
- Isaac Lincoln, Aberdeen, S. D.
- W. G. Gordon, Humboldt, Tenn.
- H. W. Jeffers, Plainsboro, N. J.
- Milo D. Campbell, Coldwater, Mich.
- George C. Roeding, Fresno, Cal.
- W. Hunt, Logan, Ia.
- William F. Pratt, Batavia, N. Y.
- David R. Coker, Hartsville, S. C.
- C. S. Barrett, Union City, Ga.
- Oliver Wilson, Peoria, Ill.
- Marion Sansom, Fort Worth, Texas.
- N. H. Gentry, Sedalia, Mo.
- J. H. Brown, Bismarck, N. D.
- W. L. Brown, Klamath, Kan.
- Eugene Funk, Bloomington, Ill.
- W. W. Harrah, Pendleton, Ore.
- W. R. Dodson, Baton Rouge, La.
- John Grattan, Golden, Colo.

Howard Heinz, U. S. Administrator, and other officers of the Pennsylvania Food Administration expressed gratification at the selection of Mr. Tyson as constituting a tribute to the efficiency of the State Administration, a recognition of the farmers of Pennsylvania, and a high compliment to the scientific skill and attainments of Mr. Tyson himself.

Mr. Tyson was born on the farm where he still lives, at Flora Dale, Adams county, Pa., September 4, 1877. He was educated in the public schools, at the George School, near Newtown, Pa., and at Swarthmore College. He operates one of the largest apple orchards in Pennsylvania, which is owned jointly by himself and two brothers. He has also about 200 acres in general farm crops.

Mr. Tyson served seven years as secretary and later as president of the State Horticultural Association of Pennsylvania, and he is now chairman of its legislative committee. He is a trustee of Pennsylvania State College to the advisory committee of its School of Agriculture, and of the standing committee in charge of agriculture extension.

He has been since 1912, Pomologist of the Pennsylvania State Board of Agriculture, and he is a member of the committee in charge of the Pennsylvania Agriculture Products Show for the years 1917-1918. He is a member of the State Chamber of Commerce, and of its Board of Directors.

WHEAT RETURN IS HIGH

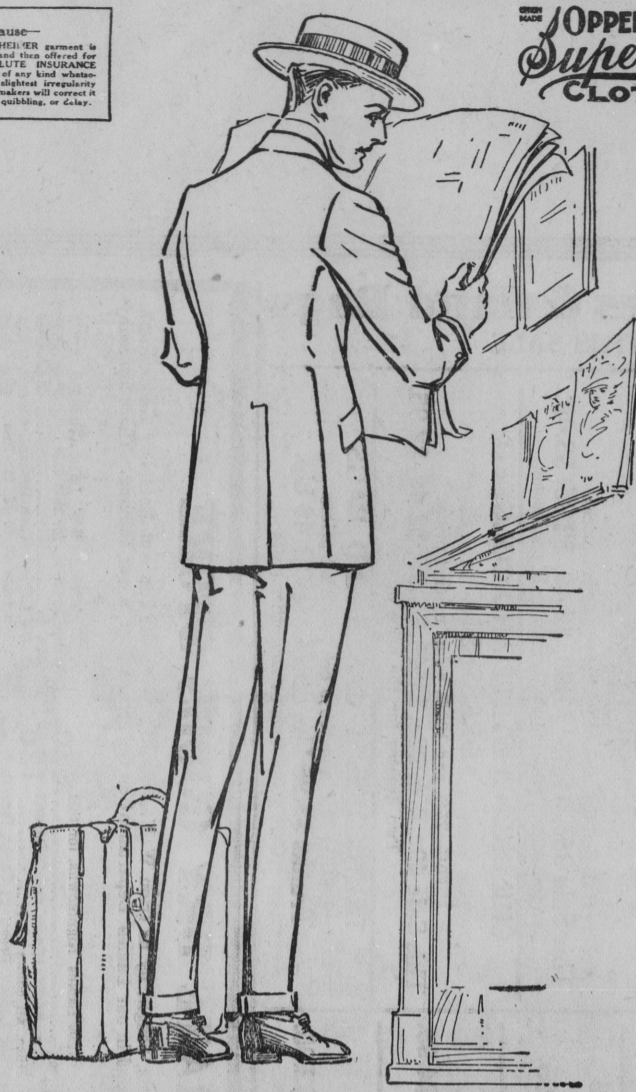
Interesting Figures For Farmers From Food Statisticians.

Washington, March 26.—Dr. Raymond Pearl, statistician of the United States food administration, says that the American farmer still receives a higher return per bushel from wheat than from any other cereal crop.

Dr. Pearl, taking his information from the published reports of the United States agricultural department, finds that the average price received by the farmer for wheat for the three years before the war was \$6.9-10 cents a bushel. He receives now \$2.000 a bushel, a percentage increase of 181.

Corn comes next with a percentage increase of 108 and oats and barley are tied with a percentage of 105.

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In Line with the Temper of the Times

Oppenheimer Clothes have the appearance of high-priced custom tailoring. And like the model shown above they are as good all through as they look outside.

The Oppenheimer label is your guarantee of dependable fabrics, correct fit, satisfactory service and honest value.

The spring models, now ready, are in line with the temper of the times. See them. For sale by leading clothiers.

Suits, \$15 to \$30. Trousers, \$2.50 to \$6.

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"Our boys must have their smokes. Send them cigarettes!" This is a familiar appeal now to all of us.

Among those most in demand is the now famous "toasted" cigarette—LUCKY STRIKE. Thousands of this favorite brand have been shipped to France. There is something home-like and friendly to the boys in the sight of the familiar green packages with the red circle.

This homelike, appetizing quality of the LUCKY STRIKE cigarette is largely due to the fact that the Burley tobacco used in making it has been toasted. "It's toasted" was the "slogan" that made a great success of LUCKY STRIKE in less than a year. Now the American Tobacco Co. is making 15 million LUCKY STRIKE Cigarettes a day.

A good part of this immense production is making its way across the water to cheer our boys.

Be Careful

—to keep the stomach well, the liver and bowels regular, by the timely and helpful aid of

BEECHAM'S PILLS

Largest Sale of Any Medicine in the World Sold everywhere. In boxes, 10c., 25c.

J. T. Yoder JOHNSTOWN Sells the Champion Cream Saver THE NEW DE LAVAL

Did you know that while other manufacturers are raising their prices to meet the soaring cost of materials, The De Laval Separator Company is putting out at no increase in price a bigger and better cream separator than ever before—a separator with a self-centering bowl, a bell speed-indicator that insures operation at the proper speed, and many other important improvements?

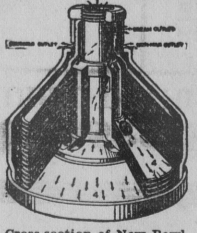
The NEW De Laval embodies the greatest improvements in cream separator construction in the last 30 years.

The NEW De Laval has greater capacity. The NEW De Laval skims even closer. The NEW De Laval is even simpler in construction.

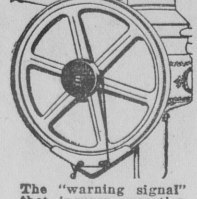
The NEW De Laval is even more sanitary. And you get all these improvements without one cent increase in the price.

The first time you come to town drop in and see one of these new machines. We know you will be interested in the new self-centering bowl, the new milk-distributing device, the improved dices, the bell speed-indicator, and the improved automatic oiling system—all features that are found only in the NEW De Laval.

You can buy a De Laval from us on such terms that it will pay for itself while you are using it. But even if you are not ready to buy yet, come in and look the machine over. It will be worth your while.



Cross-section of New Bowl



The "warning signal" that insures operation at proper speed.