

**Help your boy  
at the front.  
Use less wheat and  
meat.  
Send more to him.**



UNITED STATES  
FOOD ADMINISTRATION

**fats are fuel  
for fighters**

*bake - boil - and broil  
more — fry less*

United States Food Administration




**KEEP it COMING**

"We must not only  
feed our Soldiers  
at the front but  
the millions of  
women & children  
behind our lines"

*Gen. John J. Pershing*

WASTE NOTHING

UNITED STATES FOOD ADMINISTRATION

MEMBER OF  
U.S. FOOD ADMINISTRATION

**America's  
food pledge  
20 million  
tons**

America has promised  
to feed the hungry  
millions of Europe  
— the Allies and  
liberated nations

*waste nothing*

we co-operate with the Govern-  
ment to fulfil this obligation



UNITED STATES  
FOOD ADMINISTRATION

**Save a loaf a week -  
- Help win the war**

**SAVE  
SEED  
CORN  
NOW!**

An alarming  
shortage exists!  
The quality is poor  
The situation is every-  
where the same—  
Very little SEED can  
be purchased.

1. Save every good ear.
2. Test each ear.
3. Cure in a dry place.
4. Plant seed grown near home.
5. Save your surplus.

If you buy seed, insist on a statement  
showing county and state where  
grown, and percentage of germination

Unless small supplies can be collected from numerous farmers,  
many counties in the Northwest will have nothing to plant in  
the spring. Report any surplus to your bank, which will  
arrange for its sale at a good price, or write to the

FEDERAL RESERVE BANK  
OF MINNEAPOLIS.




**EAT MORE**

Cornmeal - Rye flour  
Oatmeal and Barley

SAVE the Wheat  
for the  
Fighters

UNITED STATES  
FOOD  
ADMINISTRATION

The Spirit of '18

The World Cry

# Food

Keep the Home Garden going

UNITED STATES FOOD ADMINISTRATION

THIS STORE IS PLEDGED TO CONFORM TO THE SUGAR REGULATIONS OF THE U.S. FOOD ADMINISTRATION

## Your Sugar Ration is 2 lbs. per month

AMERICA'S VOLUNTARY RATION ENGLAND'S COMPULSORY RATION FRANCE'S COMPULSORY RATION ITALY'S COMPULSORY RATION

We must confine our consumption of Sugar to not more than 2 lbs. per person per month in order to provide a restricted ration to England, France and Italy.

**LINCOLN** said  
 "With malice toward none; with charity for all;..... let us strive on to finish the work we are in;...to bind up the nation's wounds;...to do all which may achieve and cherish a just and lasting peace."

## Save food for world relief

UNITED STATES FOOD ADMINISTRATION

# CLOSED

## Public Notice

For Violation of the Rules of the United States Food Administration This Place of Business is

Closed for \_\_\_\_\_ Days  
 From \_\_\_\_\_, 1918 to \_\_\_\_\_, 1918

UNITED STATES FOOD ADMINISTRATION  
 Enforcement Division

"I SOLEMNLY SWARE THAT I WONT EAT NO MORE ICE CREAM WHAT'S MAID WITH SUGER NOR NO MORE CANDY WHAT'S MAID WITH SUGER. HONEST AN TROO-CROSS MY HART. AMEN!"

5 CENT CONES  
 FRESH BAKED SUGAR COOKIES.  
 ME TOO!

AN HEROIC SACRIFICE.

U. S. Food Administration.

## Save the products of the Land

Eat more fish — they feed themselves.

UNITED STATES FOOD ADMINISTRATION

AMERICANS:

**A SHORT wheat crop needs careful distribution.** Reserves were swept bare last July. Energetic milling and supervised distribution relieved that scarcity in September and since. Moreover, Allied necessities have been fairly met month by month. A crop which on pre-war consumption promised only 10,000,000 bushels surplus for export, has furnished in nine months 100,000,000 bushels, after importing 22,000,000 bushels.

Americans, sinking their wheat flour preference and even paying higher prices for substitutes, did that. Patriotic consumers respond to national service call! **So will the American farmer!** So will the grain dealer and miller! Some trade papers say that grain dealers may not cultivate farmers' wheat marketings because larger profits offer in handling other grains. Is profit motive the only stimulant in free America?

Three months yet to feed our own people. Three months yet to continue the stream of wheat flour to valiant Britain—France—Italy. Our Allies use every possible substitute, and yet require some wheat flour to bind their cereal loaf.

**These needs must be met.** Farm retention of wheat hinders. A national need requires every American to make common cause. The American people will not tolerate preferential supplies or hoarding on the farm, or elsewhere.

21,000 grain dealers and 6,000 mills reach the grower. We enlist them in the national service. Explain what has been done and what yet remains to be done. Urge the marketing of wheat reserves. That is your assignment in Home Service.

Do it now and do it every day until every bushel within your influence answers—"Present and ready."

Yours, for American ideals,  
*Herbert Hoover*  
 United States Food Administrator

## Will you help the Women of France?

# SAVE WHEAT

They are struggling against starvation and trying to feed not only themselves and children; but their husbands and sons who are fighting in the trenches.

UNITED STATES FOOD ADMINISTRATION

**BOYS! Raise Pigs GIRLS!**  
**To Help Win the War**

40,000 Boys and Girls Are Raising Pigs

**YOU CAN DO IT TOO**

200,000 Members Wanted in 1918

**JOIN A PIG CLUB!**

These clubs are conducted jointly by the United States Department of Agriculture and your State Agricultural College

**DON'T DELAY! JOIN TO-DAY!**

To Parents  
 Encourage your boys and girls to join a Pig Club. They will be doing their "bit" in this war by increasing the pork supply. It will be a source of profit to them and give them a deeper interest in the farm.

Write to-day for full information to your County Agent or Extension Service, State Agricultural College

**A LITTLE AMERICAN'S PROMISE**

I'll eat corn-meal, oatmeal, and rice  
 And nice sweet hominy;  
 Corn flakes and mush with lots of milk  
 Are good enough for me.

At table I'll not leave a scrap  
 Of food upon my plate,  
 And I'll not eat between meals but  
 For supper time I'll wait.

I make the promise that I'll do  
 My honest, earnest part  
 In helping my America  
 With all my loyal heart.

This is a PROMISE, and I hope  
 All children make the same.  
 I'll be a good American,  
 And hereto sign my name.

Signed \_\_\_\_\_  
 Address \_\_\_\_\_

REPRODUCED BY SPECIAL PERMISSION OF JOHN BURNETT BANK, THE COLLEGE CITY, N.C.

**save**

**1-wheat**  
*use more corn*

**2-meat**  
*use more fish & beans*

**3-fats**  
*use just enough*

**4-sugar**  
*use syrups*

**and serve the cause of freedom**

U. S. FOOD ADMINISTRATION

**Sir—**  
 don't waste while  
 your wife saves  
 Adopt the doctrine  
 of the clean plate

**do your share**

UNITED STATES FOOD ADMINISTRATION

**Save a loaf  
 a week  
 help win  
 the war**

U. S. FOOD ADMINISTRATION

**EAT MORE COTTAGE CHEESE**

**ONE POUND** SUPPLIES MORE PROTEIN THAN

**YOU'LL NEED LESS MEAT**

**A Postal Card Will Bring Recipes**  
 for using this meat substitute  
 U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C.

**COTTAGE CHEESE OR MEAT ? ASK YOUR POCKETBOOK !**

One pound of beef, or  
 One pound of pork, or  
 One pound of lamb, or  
 One pound of veal, or  
 One pound of fowl

**Eat less**  
 and let us be thankful that  
 we have enough  
 to share with  
 those who fight  
 for freedom

UNITED STATES FOOD ADMINISTRATION

**THE GARBAGE** that comes from your Kitchen, even after you have eliminated all possible human food, contains materials needed in the manufacture of nitro-glycerine, soaps, fertilizers and other War Necessities or makes excellent food for Pigs. Do not place broken crockery, glass or other household wastes in the garbage pail. Keep the Garbage Clean and see that it is utilized.

United States Food Administration

**WE VIOLATED  
 THE REGULATIONS OF THE  
 FOOD ADMINISTRATION  
 BUT HAVE PLEDGED  
 FULL OBEDIENCE  
 IN THE FUTURE**