

**CONSERVATION**  
**Will Win The War**  
**CONSERVE**

# THE APPEAL

PATRIOTIC CONSERVATION NUMBER

**SUBSTITUTION**  
**Asked to ward off**  
**STARVATION**

MINNESOTA  
HISTORICAL  
SOCIETY

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ST. PAUL AND MINNEAPOLIS, MINN., SATURDAY, FEBRUARY 23, 1918

\$2.00 PER YEAR



## MEATLESS WHEATLESS DAYS ARE SURE STEPS TOWARD FIGHTLESS DAYS

Meatless Tuesday Wheatless Monday and Wednesday Porkless Saturday

### ST. PAUL PUBLIC MARKET

Eighth and Robert Streets. U. S. Food License Nos. G19808, B22490.  
Near the Emporium and the Golden Rule. A most convenient location.

It seems that everybody in St. Paul is coming to Market. It seems at times that this market is furnishing food for nearly every home. The crowds are often overwhelming even to the big force of clerks and cashiers that this Market supplies. Even in these extraordinary rushes there is seldom a word of complaint for each clerk is doing his or her best to handle the crowds and to please every customer. To save you time it is suggested that, when buying large orders which necessitate purchases from many different clerks, you make ALL your selections before paying the cashier and then present ALL your slips at one time to any cashier for payment. After payment your several purchases can be quickly assembled and the last clerk waiting upon you will gladly wrap all packages into a convenient bundle if necessary.

COME TO MARKET—IT PAYS

### One Meatless and One Wheatless Meal Each Day

Observe these Food Administration Requirements  
Adjust your Food Habits to the Necessities of War Times

Wheat Substitutes: Potatoes, Corn, Barley and their products.

Meat Substitutes: Fish, Sea Food, Eggs, Poultry, and Rabbits.

Sugar Substitutes: Honey and Syrups

Save Animal Fats: Cook with Olive or Cottonseed Oil.

USE MORE SOUPS USE BEANS  
"HELP YOURSELF TO THE POTATOES"

Eat One More Each Day

### CLOVER LEAF BUTTER

Best in the World

### FAULTLESS BRAND BUTTER

A close second

TILDEN PRODUCE CO.  
CHURNERS

### SCHOCH

"GOOD THINGS TO EAT"

The People's Greatest Grocery Store—7th and Broadway.  
U. S. Food Administration License No. G 10712; Bakery License No. 18893.

Show Your Patriotism by your cheerful co-operation with the government's order for the use of wheat substitutes. The government says we have five times as much corn as wheat. Let us all use more corn. There is an enormous surplus of potatoes this year and prices are now only one-fourth of what they were last spring. Then let us use more potatoes. Rutabagas, Onions, Carrots, Parsnips and other vegetables are plentiful and cheaper than usual.

Moose Meat A dandy, big, fat Moose, cut up tomorrow. Use it in place of beef, pork or mutton. Cuts as low as, pound..... 20c

Lake Herring, lb.....10c	Corn Flour, 10 lb. bag.....60c
Ocean Pike, lb.....10c	Barley Flour, 10 lb. bag.....70c
Try our Splendid Victory Bread, pound loaf.....6c	
Barley Bread, pound loaf.....7c	Corn Bread, pound loaf.....7c
Raisin Rye, loaf.....7c	Long or Round Rye, loaf.....7c
Minnesota White Potatoes, bushel, \$1.00.....10 lbs. 17c	
Red Onions, 5 pounds.....8c	Spanish Onions, 3 lbs.....13c
Rutabagas, 10 lbs.....18c	Carrots, 10 pounds.....21c

A Big Sale of Box Apples Now.

Jonathans, box.....\$1.35	Roxbury Russets, box.....\$1.79
Yellow Newtons, box.....1.79	Stayman Winesaps, box... 1.79

### Wheatless Day Menu

- Breakfast**  
Stewed Apricots or Prunes.  
Buckwheat or Barley Griddle Cakes.  
Corn Syrup.  
Coffee.
- Luncheon or Supper**  
Spanish Rice.  
Stewed Corn or Peas.  
Steamed Brown Bread or Johnny Cake.  
Apple Sauce.
- Dinner**  
Broiled Salt Mackerel or Scalloped Finnan Haddie.  
Mashed Potatoes.  
Potato Yeast Bread.  
Cabbage and Beet Salad.  
Graham Pudding, Raisin and Fig Sauce.
- Barley and Oatmeal Cookies (Rocks)**  
1 cup Sugar.  
¼ teaspoon Salt.  
¾ cup Fat.  
2 Eggs.  
2/3 cups Sour Milk.  
2 cups Rolled Oats (Uncooked).  
½ cup Cut Raisins.  
1 cup Barley Flour.  
1 cup White Flour.  
1 teaspoon Soda.  
½ teaspoon Cinnamon.  
½ teaspoon Cloves.  
Mix fat (melted), sugar, salt and eggs. Add sour milk, oats and raisins. Add flour, soda, salt and spice sifted together. Drop from teaspoon on to oiled pans, leaving an inch space between cookies. Bake in hot oven.  
All measurements are leveled.  
(Approved by Federal Food Administration of Minnesota.)

### Why Bake Your Own Bread Now?

You must buy equal amounts of dark and white flour. This is inconvenient and troublesome. Furthermore, the trouble attending the mixing of these flours involves waste.

### PURITY Solves Your Problem

We have done all this experimenting for you. Our formulas are all worked out. You will find Purity Bread excellent.

Every Purity Loaf is baked in full accordance with the government requirements.

ASK YOUR GROCER

Flour State Baking Company

### VICTROLAS ON EASY TERMS

We sell Victrola outfits—any style Victrola and your own choice of records, on monthly payments.

### VICTOR RECORDS

give you the world's best music. We are glad to play records for you.

VISITORS WELCOME  
Victrolas \$15 to \$400.

### W. J. DYER & BRO.

Victrola Distributors  
Victrola Dealers. 21-23 West Fifth Street, ST. PAUL.

### Meatless Day Menu

- Breakfast**  
Baked Apples or Apple Sauce.  
Fried Cornmeal or Cornmeal Griddle Cakes.  
Corn Syrup.  
Coffee.
- Luncheon or Supper**  
Escalloped Potatoes.  
Combination Vegetable Salad with Cooked Dressing.  
Barley Baking Powder Biscuits or Barley Muffins.  
Canned Peaches or Plums.
- Dinner**  
Pot Roast with Gravy.  
(Gravy Thickened with Barley Flour.)  
Mashed or Baked Potatoes.  
Carrots or Creamed Onions.  
Potato Yeast Bread.  
Prune or Lemon Jelly.  
Barley and Oatmeal Cookies.
- Barley Muffins**  
1 cup Milk. 1 Egg.  
1 cup Wheat Flour. ½ teaspoon Salt.  
1 cup Barley Flour. 1 teaspoon Molasses  
4 tablespoons Bak- or Corn Syrup.  
ing Powder. 2 tablespoons Fat.  
Mix and sift dry ingredients. Add to milk, eggs, molasses and melted fat. Bake about 20 minutes in a hot oven. All measurements are leveled.
- Barley Baking Powder Biscuits**  
3 cups Barley Flour or 1½ cups of Barley Flour and 1½ cups White Flour.  
1 cup Liquid.  
4½ tablespoons Fat.  
1 teaspoon Salt.  
All measurements are leveled.  
(Approved by Federal Food Administration of Minnesota.)

### Here's the breakfast that makes men smile

Golden brown wheat cakes—packed full of nourishment—and

### TOWLE'S LOG CABIN CANE AND MAPLE SYRUP

It's the delightful way of getting the wonderful food value of wheat—mankind's most dependable and economical food.

Log Cabin Syrup not only makes wheat cakes a real treat, but adds nourishment—makes a balanced meal.

The Towle Maple Products Co.  
St. Paul, Minn.

### HOLIDAY NUTMARGARINE

PREPARED FOR YOUR TABLE  
FREE FROM ANIMAL FATS

### OLEOMARGARINE

NORTHERN COCOANUT BUTTER CO.  
MINNEAPOLIS, MINNESOTA.

GO BACK to the SIMPLE Life  
Be contented with SIMPLE food  
SIMPLE pleasures. SIMPLE clothes.  
Work hard, pray hard, play hard.  
Work, eat, recreate and sleep  
Do it all courageously.  
WE HAVE A VICTORY TO WIN.  
—HOOVER

### CONSERVE

BY BUYING AT THE

## 50th SEMI-ANNUAL CLEARANCE SALE

NOW ON AT THE

# WALLBLOOM

FURNITURE AND CARPET COMPANY  
"The House That Saves You Money"  
398-408 JACKSON STREET

