

CONSERVATION  
Will Win The War  
CONSERVE

# THE APPEAL

PATRIOTIC CONSERVATION NUMBER

MINNESOTA  
HISTORICAL  
SOCIETY

SUBSTITUTION  
Asked to ward off  
STARVATION

VOL. 34. NO 10

ST. PAUL AND MINNEAPOLIS, MINN., SATURDAY, MARCH 9, 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.

The St. Paul Public Market has been so well received and so liberally patronized that in spite of all efforts to handle the trade without delay and without congestion, there are times when the crowds make delay and congestion unavoidable, detracting from your fullest pleasure of marketing. To relieve this condition it has become necessary, even at this early date, to either enlarge or expand, and consequently, a branch of the Public Market will be opened as soon as possible on Sixth street, near Robert, just east of Browning, King's, and just west of Alfred Krank's. This branch will be known as "The Sixth Street Market," and will extend to you the same low prices, the same excellent service, the same endless assortment, and the same pleasant satisfaction that is extended at the St. Paul Public Market. The Sixth Street Market will not be as large as the "Public," but it will be neat and nifty, clean and bright. Its construction is just begun and will require some time, but this early announcement is made to show that steps are being taken to make your marketing always comfortable at the St. Paul Public Market. In the meantime get the patriotic habit of saving and conservation at this big food emporium.

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.

### Delicious, Juicy Florida Oranges Peck 58c

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.  
1/4 teaspoon Salt.  
3/4 cup Fat.  
2 Eggs.  
2 2/3 cups Sour Milk.  
2 cups Rolled Oats (Uncooked).  
1/2 cup Cut Raisins.  
1 cup Barley Flour.  
1 cup White Flour.  
1/2 teaspoon Soda.  
1/2 teaspoon Cinnamon.  
1/2 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.

Victor Distributors  
Victor 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. 1/2 teaspoon Salt.  
1 cup Barley Flour. 1 teaspoon Molasses  
4 tablespoons Baking 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 1 1/2 cups of Barley Flour and 1 1/2 cups White Flour.  
1 cup Liquid.  
4 1/2 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.



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

## WALLBLOMS

FURNITURE AND CARPET COMPANY

"The House That Saves You Money"

398-408 JACKSON STREET