CHAPTER II

SAVE THE WHEAT

A MOST important message this year on food conservation and one which lends itself to graphic presentation at State and county fairs, city expositions, and similar public gatherings is SAVE THE WHEAT.

The Reason Why

Our allies in Europe are largely dependent on us for food. We aim to send as much wheat and wheat flour as possible in preference to corn, because it can be more easily ground, distributed, and baked on the other side. The people there are not familiar with corn foods and are not properly equipped to prepare them. Corn is an American grain which we can easily substitute in part for wheat.

Subject Matter

The main feature of an exhibition on wheat saving would be displays of those palatable and nutritious substitute breads, sometimes known as "Emergency Breads," in which wheat flour is combined with other flours or other meals, corn meal being the well-known example.

Good to Eat

The so-called "war breads" of this country are literally "good to eat." Moreover, these "good-to-eat" breads were "good to eat" before the war, and will be good after the war. It is hoped that war-time conditions may lead many Americans to discover these little known but wholesome and economical breads.

"Emergency Breads" is a good title for publicity purposes. Since the term "war bread" may easily cultivate prejudice against
SAVE THE WHEAT
"Eat Plenty—But Without Waste"

Exhibit Posters  Placards  Placards  Placard
B 1, 2, 3, 4, 5  C 7, 8, 9  D  E 10

DIAGRAM OF "SAVE THE WHEAT" EXHIBITS AND DEMONSTRATIONS

A is a large sign. B, C, D, and E are wall spaces for posters and placards. F, G, H, and K are booth or floor spaces. Numbers 1 to 14 represent posters and placards for the spaces indicated. See page 11
these perfectly good foods, fair association secretaries are requested to discourage the use of the latter title.

Five Features

The “Save the Wheat” or “Emergency Bread” section of the food-conservation exhibit at a fair may well include the following features, which are described in detail on other pages of this pamphlet:
1. Exhibit on why and how to “Save the Wheat.”
2. Demonstration of “Emergency Bread” making.
3. Lunch counter for selling “Emergency Breads.”
5. Exhibit of “Emergency Bread” loaves.

“Save the Wheat” Exhibit

Exhibits in the form of posters and displays or devices as shown in the illustrations will supply answers to the questions—
Why should we send the wheat abroad?
Why not send the corn?
What will our small savings amount to?
The booth for the exhibit may be arranged as outlined in the diagram on page 10, and include the following:
1. “To Save the Wheat.”
2. “Why Not Send the Corn Abroad?”
3. “A Slice of Bread a Day.”
4. “If All Americans Saved a Slice a Day.”
5. “Thousands of Families in Europe Would be Saved from Starvation.”

Special Display Exhibit

Posters numbered 3, 4, and 5 above, illustrating “A Slice of Bread a Day,” would also make an effective display series where time for preparation and exhibit space will permit.
The display would be arranged on a table not less than 3 by 4 feet, to be divided into four distinct sections by means of broad ribbons or strips of colored paper or cardboard.
On the sections would be placed the following:

1. A pile of 91 loaves of bread. Label: “A family of four saving one slice of bread apiece each day will release enough wheat for 91 one-pound loaves of bread in a year.”

2. Toy ships. Label: “Bread ships for our allies.”

3. A group of dolls in foreign peasant costume standing around a line of wagons labeled: “Bread made from American wheat.”

Display Exhibit

“More than 50,000 Entered the Gates Yesterday” is the title for a display arranged as shown in the sketch on page 19. The sketch calls for a display based on an attendance of 50,000 people in a day.

Where the attendance is smaller for a day or a week, one barrel of flour may be shown with the label:

“See What 4,000 Visitors to the Fair Can Send to Europe If Each One Saves One Slice To-day.”

The figures are computed on the basis of one slice of bread containing three-fourths of an ounce of flour.

Demonstration of “Emergency Bread” Making

A demonstration of “Emergency Bread” making would be especially interesting and instructive at the fairs.

It should be brief, especially if it takes place in a booth with people standing in the aisle to look on.

In order to give the more important facts to as many people as possible, it may be desirable to actually demonstrate only the measuring and mixing of the breadstuffs. The other steps can be described briefly, and the bread when baked can be shown.

The limited space at some of the fairs may make it necessary to do the baking outside the demonstration space.

Visitors should be given cards or leaflets containing recipes for the breads demonstrated.

Information Sources

The college of agriculture of your State, through its extension division, and the county extension agents, if application is made to
"To Save the Wheat"

Use other cereals
Have one wheatless meal a day
Cut the loaf at the table
Use stale bread for cooking-toaster.
Order from the baker
twenty four hours in advance.

TO SAVE THE WHEAT
Description, page 11. Sketch for a poster in colors to summarize the wheat-saving program. Suggested size, 30 by 50 inches
them, will choose the breads suitable for use in your particular State and will select the recipes to be demonstrated and distributed among the visitors.

"Bread and Bread Making in the Home," Farmers’ Bulletin No. 807, price 5 cents, Superintendent of Documents, Washington, D. C., gives recipes and valuable information regarding substitute bread made from various combinations of wheat with other flours.

Recipes for several combination breads are contained in a pamphlet entitled "Ten Lessons on Food Conservation," which will be sent free upon application to the United States Food Administrator, Washington, D. C.

Lunch Counter for Selling "Emergency Bread"

The surest way to bring people to the idea that "Emergency Breads" are good to eat is to give them a chance to taste them.

Sandwiches of these breads could be made up with egg, nut, cheese, jam, or other fillings in place of meat and offered for sale at several places, such as:

(a) At a lunch counter or cafeteria, which could itself be a feature of the food exhibit.

(b) At the bread-making exhibit, where miniature sandwiches could be sold for a cent or two.

(c) At one of the leading cafeterias or restaurants on the fair grounds; the menu card could have a line or two telling what the breads are and why they are used.

Several lunch-box combinations might be prepared. This would give a chance to offer suggestions on the better planning of lunch boxes or dinner pails for children and adults.

If sandwiches and other foods are served at a lunch counter or cafeteria, all of the foods served should conform to the Food Administration program as to the size of portions, removal of fat, use of meatless and wheatless dishes, etc.

Whatever the plan and management of the lunch counter, it should be a model of cleanliness and attractiveness. Moreover, the substitute breads served should be of the highest quality.

If possible, there should be an agreement with the fair management that no so-called "war breads" (i. e., those not conforming to approved recipes) should be allowed on the grounds. All "Emer-
Why not send the Corn abroad?

You all just give that corn to me—'an' know's what's good.

I don't know how to use it.

WHY NOT SEND THE CORN ABROAD?

Description, page 11. Sketch for reproduction in color. Suggested size, 40 by 40 inches

gency Breads” sold should be approved by the State college of agriculture or the county extension agent.

Contests in making “Emergency Breads”

Contests and public awards are usual features of State and county fairs. This year, in order to stimulate interest in saving the wheat flour, it is requested that the fair managements conduct contests in making “Emergency Breads.”

In every State, it is hoped, the State college of agriculture, through its extension division, will make early announcement of a plan for holding neighborhood, town, township, county, and State
contests in making breads of combinations of wheat flour with other flours or meals, the breads referred to in this pamphlet as substitute "Emergency Breads."

Contestants

The first step toward success in holding such bread-making contests is the securing of the largest number of contestants possible. In view of the bread-making work already done by the girls' clubs, they will be most easily organized in many communities; but it is hoped that in many instances provision may be made for women's contests, so that mothers and housewives may receive due
recognition for their valuable share in procuring general use of these less expensive and "good-to-eat" breads.

It will be helpful, when possible, to add a series of contests for the commercial bakeries and for professional bakers in clubs, lumber camps, etc.

If the fathers and brothers want to show what they can do, a place could be made for them.

If all Americans Saved a slice a day

IF ALL AMERICA SAVED A SLICE A DAY

Description, page 11. Rough sketch for the second of the series of three, the first and third of which are shown on pages 16 and 18. Suggested size, 40 by 40 inches

Organizing the Contest

Each State will work out the State contest plan for itself. Doubtless in the course of the year numerous local and county contests will be held by various committees and organizations.
Chapter 3

Thousands of families in Europe would be saved from Starvation

THOUSANDS OF FAMILIES IN EUROPE WOULD BE SAVED
Description, page 11. Rough sketch for the third of the series of three, the first and second of which are shown on pages 16 and 17

Every State and county fair secretary and all committees and individuals interested in the plan are requested, however, to confer immediately with their State college of agriculture, either direct or through their county extension agent without waiting for the announcement of the State plan. For some of the fairs held late in the fall, time may be found to carry out a detailed series of preliminary contests. A succession of these try-outs should add much to the interest in the "finals" to be conducted at the State and county fairs.

In such cases local committees may cooperate in holding neighborhood, school district, city ward, or township contests and exhibits preliminary to county and State contests.
Judging Breads in Local Contests

County contests, other than those held under the auspices of the county fair, might be judged in the county courthouse, while the township and neighborhood contests will be conducted in the schoolhouses, which are natural community centers.

Description, page 12. Sketch to show the arrangement of barrels, slice of bread, and placard in display. For text of placard see next page

The State, county, and other officials or cooperating committees would make definite public announcement as to the time and place for such judging and time for bringing in the bread, arrange seats for those who have entered the contest, provide for the public explanations to be made by the judges, and so on, including early information to be published in the newspapers as to flours and typical recipes or suggested recipes to be used, etc.

If the prize winners have been sufficiently numerous, the neighborhood and township exhibits might be staged in the schoolhouse,
More than 50,000 entered the gates yesterday

If each one saves a slice of bread from wasting today there will be 12 barrels of flour saved for the hungry in Europe

where prizes can be displayed, the winners given local recognition, and the loaves labeled according to their fine points. If the number of prize-winning loaves is small, the exhibit can be set up in a store window.

Judging Breads at Fairs

Naturally, the State and county fair judging and presenting of awards will be held in a prominent gathering place within the fair or exposition grounds.

It should be staged in an accessible and commodious auditorium meeting the requirements of the territory from which the contestants are entered, and should itself be an important educational event, another opportunity to spread the food program.
Judges

Competent judges will not only understand the good qualities to be looked for in this bread, but will also be able to explain these qualities to the audience, so that the event will not only confer honor upon the successful bread makers, but also will further the educational campaign.

The judges would be appointed or approved by the State college of agriculture or the county extension agent. This should be made

4,179 slices
are made from
a barrel of flour

Text for placard to be tacked to a barrel of flour in display

See What
4,000 Visitors to the Fair
Can Send to Europe
If Each One
Saves ONE Slice
TO-DAY

Text and arrangement of placard for display of one flour barrel and one slice of bread.
Suggested size, 30 by 40 inches
DEMONSTRATION
OF
MAKING
"EMERGENCY BREAD"

Text for placard to be used with demonstration of "Emergency Bread" making.
Suggested size, 11 by 14 inches

EMERGENCY BREAD
IS
3/4 or 4/5
WHITE FLOUR
AND
1/4 or 1/5
SOME OTHER FLOUR

Text for placard to be used with demonstration of "Emergency Bread" making.
Suggested size, 11 by 14 inches

as official as possible, and there should be every assurance that the judges are fully prepared to judge the breads on their real merits.

Scoring

Score cards and rules for judging substitute breads will be provided by the State college of agriculture, which will receive special aid and suggestions from the Food Administration, Washington, and the Department of Agriculture, Washington.
When there are many contestants, it will probably be necessary for the judges to make preliminary examinations, choosing a few typical poor loaves and a few good ones for comparative tests, upon which to base their preliminary explanations as to the method of deciding upon the winner.

EXHIBIT
OF
"EMERGENCY BREAD"

Copy for a placard to be used with displays of "Emergency Bread."
Suggested size, 11 by 14 inches

Then the judges will take up the loaves which merit a place in the final judging; and as each loaf is weighed, measured, cut, and tasted the points of excellence will be explained.
The winners will then be called to the platform and prizes and awards given to them in person.
When time will permit, several of the winners may be asked to explain their recipes and tell any helpful things learned as to methods in making bread. Additional program features may be planned when thought advisable.

Awards and Prizes
Possibly one of the chief honors will be the recognition of the winning bread makers at the judging of the breads before an audience in the schoolhouse, the courthouse, an auditorium at the State or county fair, etc.
In some localities ribbon badges indicating first, second, and third honors for each kind of bread officially recognized in the contest may be desirable.
Medals for the winners may be possible in some places, and cash or other special prizes may be offered where thought desirable.
Some committees may care to offer as a prize the official Food Administration uniform for housewives. It can be obtained from the Food Administration, Washington, D. C., or from local department stores. Patterns for making the uniforms may be secured from the Food Administration, so that local committees can make the uniforms easily and at a cost of not usually above a dollar each. (See illustration, p. 47.)

State and National Honors

In some States special honors may be offered the winners in each kind of “Emergency Bread” making, if local arrangements can be made.

The names of the chief winners may be recommended to the United States Food Administration for certificates of merit and service. The recipes used by the winners will accompany their names and addresses when sent to the Food Administration.

Classified Contests

In most States three or four different “Emergency” breads will be suggested by the extension division of the State college of agriculture. This will mean separate judging and awards for each kind of bread, because no two kinds of bread can be compared or judged by the same score card.

Any contestant may enter any or all the kinds of “Emergency Bread” officially recognized in any State.

Exhibits of “Emergency Bread” Loaves

Exhibits of prize loaves and of other loaves conforming with the minimum standard announced by the judges should be arranged wherever possible in connection with State and county “Emergency Bread” contests.

Doubtless in many cases the county fair and State fair officials will ask every contestant to send several loaves and will have an exhibit in connection with the United States Food Administration exhibits and demonstrations.

See diagram, page 10, for location of space for display of “Emergency Breads.”