

YOU ARE SITTING AT THE HEAD OF THE TABLE ...



... but you have some hungry guests!

Facts for every American family about our Food Supply—from the U. S. War Food Administration

TAKE a look at that picture again. Yes—three-fourths of the table is yours! THREE-FOURTHS of America's whole food supply is for you Americans on the home front.

That's the amount planned and set aside by the War Food Administration for civilian use in 1943—the amount known to be enough for the good health and strength of all American civilians, 128 million strong.

You wouldn't begrudge the remaining quarter that goes to the others at your table. You could eat that food, of course. But you don't actually need it.

And how you DO need the help and strength of those other guests—to be sure of Victory instead of defeat . . . A short war instead of a long struggle . . . A world recovered instead of awful chaos.

Fighting Men! You're Welcome! Of Course!

Our boys in uniform need big helpings—of stuff that sticks to the ribs; for fighting is hard work. They

must have more food per man than civilians safe at home: 150 calories to every 100 for you! . . . The men overseas must have extra food reserves, too—for sea shipments take time, ships get sunk, food gets captured.

And don't think our men are wasting the food. That isn't so! Mess management is a scientific business these days. The truth is—our armed forces waste less proportionately than civilians throw into the garbage pail.

Allies and Neighbors! You're Welcome, Too!

Don't look at the food those other guests eat with a jealous eye, either! English John Bull gets only a little from you. But he *must have* that little. Do you think our country alone could push Hitler back to Berlin, and herd the Japs into Nippon for keeps?

There's a Russian soldier eating at the table, too. He didn't need this food until Hitler took the Ukraine, his own food fields. But now he couldn't eat—*how could he fight?*—without the little he gets from you.

That other guest represents U. S. territories—Puerto Rico, Hawaii, Alaska—and some of the Central and South American countries, too. They have always looked to you for some of their food. And they send other kinds of food in return, besides important war materials. You *can't* fail them now!

America! You have to Help Make the Food Go Round . . .

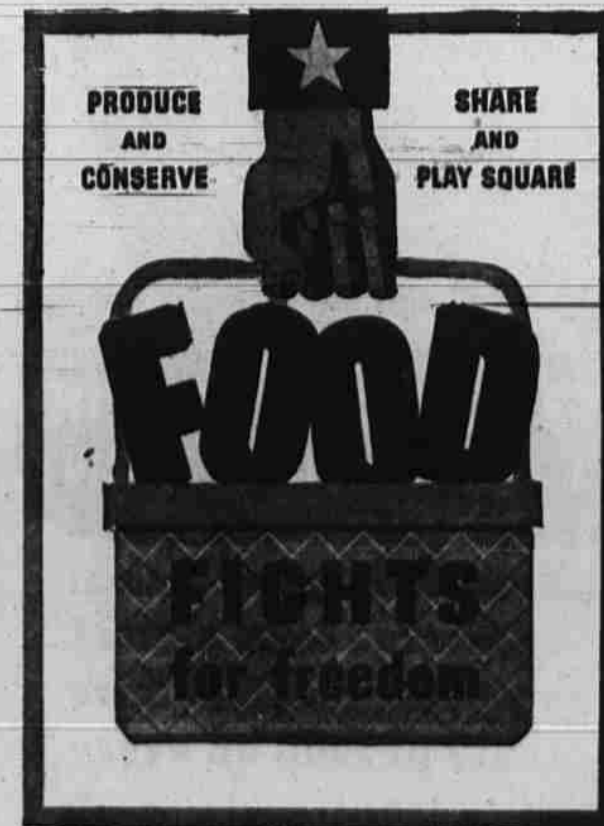
Even with all the extra food that America's farms are producing to meet war demands, there can't be enough to let everybody have all they want of everything.

BUT there is and will be enough essential food for the good health and strength of all of us, if YOU do your part.

Civilians . . . Here are Your Battle Stations on the Food Front of the War:

- 1. PRODUCE FOOD.** Our farmers are already being asked to produce more than ever before. Every city family is also called on to produce if able. Bring your Victory Garden to full harvest—keep it up, tend it, pick your crop. Help out on a farm or in a food processing plant if possible.
- 2. CONSERVE FOOD.** Can and preserve as much fresh and perishable food as possible. Cut waste, use every crumb, every drop. Stretch the available food supply, too, by eating the right foods—the most nutritious foods. Be willing to substitute plentiful for scarce foods—even though this means changing the eating habits of years.
- 3. SHARE FOOD.** Knowing all the facts set forth here, put the war's food demands first. Share the food supply willingly with your armed forces, your Allies, your neighbors.

- 4. PLAY SQUARE WITH FOOD.** Respect it for what it is—a vital war material. Pledge yourself to accept no rationed foods without giving up ration stamps . . . and to pay no more than top legal prices. That way you kill "Black Markets"—you play square with your country.



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