

Million Fund To Rebuild Jewry

Six Million Souls Will Need Help To Resume Normal Life When War Ends

Loans Without Interest—Committee of American Jews Lays Plans For The Greatest Humanitarian Task in History

The American people, Jews and non-Jews alike, will soon be asked to lend or contribute the larger part of a fund of approximately \$1,000,000,000 to carry out plans for the reconstruction of the Jewry of the entire world. Announcement to this effect, together with the general plan of procedure, was made public Thursday night, following a meeting held Thursday in the office of Felix M. Warburg of Kuhn, Loeb & Co., New York, chairman of the joint distribution committee of the American Funds for Jewish Sufferers.

While the appeal will go out to the entire world, the people of war-ravaged Europe, it is believed, will not be in position to further the plan financially to any large extent, so that the burden will fall upon the United States, Canada, and perhaps England.

The money for the project, the largest purely humanitarian undertaking in history, will not be sought alone through contributions, but will embrace loans, and will be accepted from non-Jewish as well as Jewish sources. The exact date and the duration of the campaign for the billion-dollar reconstruction fund was not announced, but preliminary work has already begun.

The plan is the result of months of study by the joint distribution committee of reports from every country in which Jews have been made to suffer through the war, and includes the sending of commissions of American Jews, experts in philanthropy, social service, education, and business, to Russia, Rumania, Poland, Palestine, Serbia, Greece, Bulgaria, and other lands as soon as the international situation permits. The work has already been initiated in several countries, where recent Allied successes have made a beginning possible.

6,000,000 Jews Need Help.

From reports from representatives abroad it is estimated that of the 9,000,000 to 12,000,000 souls making up the Jewish population of the world exclusive of the 4,000,000 Jews in the United States, a quarter of the number are destitute, starving, and homeless, and fully half will need assistance to become self-supporting again.

Anticipate Some of Those Petty Pleasures

BY USING THE MONEY NOW TO BUY THE GREATEST SATISFACTION MONEY CAN BUY — A CLEAR CONSCIENCE

Nothing can ever excuse you if you fail to use your resources to the limit to support the cause of Justice at this time.

BUY VICTORY BONDS

SPACE DONATED BY THE SALADA TEA CO. 8638

Realizing the immensity of the task of reconstruction and the labor, funds and scientific knowledge required, the joint distribution committee has inaugurated a study of the huge problem, with a view to bringing prepared as rapidly as conditions allow to enter upon a programme of permanent rehabilitation, suited to the special needs, environment and circumstances of the Jews in different parts of the world.

The commissions to be sent from America will perform their labors and render American assistance through representative Jews of the nations and localities to which they go, following out the present policy of the joint distribution committee in disbursing the more than \$20,000,000 raised by American Jewry for war relief since 1914.

Outlines of Reconstruction Plan.

It is planned to give reconstruction work the benefit of American system, energy, and resourcefulness, reinforced by American millions. The scope of the undertaking in its broad outlines embraces the following:

1. Immediate and temporary assistance necessary to pave the way for permanent reconstruction, viz: the supplying of food, clothing, shelter and medical attention.
2. Scientific study upon the ground of the various forms reconstruction shall take, according to the needs of the several populations.
3. Employment of labor, through the planning and carrying out of projects by which workers may be most advantageously and economically made self-supporting and the public welfare further advanced.
4. Repatriation of refugees and the re-establishment of the family and home.
5. Supplying of new materials needed for the industrial life of the community.
6. Vocational and technical schools for the training of the young.
7. Gemiluth Chessedim—the extension of free loans—loans without interest—to the deserving for the purpose of engaging in useful business and occupations.
8. Provision for the spiritual and moral welfare, through assistance to the Rabbis, Yeshivoth (Jewish Theological University), Talmud Torahs (Religious Schools) and other religious and higher educational factors essential to the Jewish faith.
9. The return to the United States of American citizens, exiled through the war in enemy and neutral countries, reuniting them to their families.

—BUY VICTORY BONDS—

According to reports received by the Ontario Soldiers' Aid Commission, 23,000 men have returned from overseas service to the Province of Ontario.

A cup of chocolate in a jiffy

WHEN you're all fagged out and feel the need of a "pick-up" just set the kettle on to boil and in a minute you can have as delicious and nourishing chocolate as you ever tasted. Do not think you're too tired to make chocolate correctly, place the responsibility on Chocolatta.

CHOCOLATTA

add boiling water and serve

Chocolatta is a scientifically correct combination of chocolate, milk and sugar—a soluble dry powder with the true chocolate flavor. Place the required amount of Chocolatta in a tea cup and pour boiling water thereon. There you have a really bracing drink that restores your "pep" and makes you feel like a new person.

Chocolatta is rich in those foods which soothe and feed the nerves and repair wasted strength.

Your grocer has Chocolatta in the convenient Kwik-Tins. Army Canteens, Restaurants, Military Hospitals, Institutions and Schools are invited to write for free sample of this economical, nourishing food-drink.

NUTRIEST FOOD COMPANY, TORONTO.

PALMER'S Trench Boot

MAIL us \$19.00 and we will send postage paid a pair of these Celebrated Waterproof Trench Boots, to your boy "OVER THERE."

NO wet or cold feet for him during the winter months. Nothing you could send would make him as happy.

WHEN mailing, order, state size of street shoe worn, approximate height and weight of party boot is intended for, his name and address. We will look after the packing and mailing.

ORDER at once. The bad weather is "OVER THERE" now.

Free Trench or Sporting Boot Bootlets on request to Dept. C



MOTHERS! WIVES! SWEETHEARTS! Send your boy "over there" this Xmas, a box of Ben-Bey Cigars

They are delightfully mild nothing like them on the other side.

at all cigar stores in boxes of 10, 25 and 50.



Parcels should be mailed by Nov. 15th to reach somewhere over there in time for Xmas.

CROWN BRAND AND LILY WHITE CORN SYRUP

To help the sugar shortage use Crown Brand or Lily White Corn Syrup—delicious, wholesome and economical alternatives for Sugar in Cooking and Preserving. Corn is grown in North America, while sugar must be brought across the seas in ships which are vitally needed for war purposes. Use all the syrup made from corn you wish, while the Food Board is urging stringent economy in the use of Sugar.

Delicious for Making Desserts and on Cereals.

The Canada Food Board has issued a book of recipes and suggestions for using Corn Syrup. Write to the Food Board in Ottawa, for a copy, and in the meantime go to your grocer for a tin of LILY WHITE Corn Syrup, or CROWN BRAND Corn Syrup and try some of the following recipes.

APPLE SAUCE

8 apples 1 inch stick cinnamon
6 tablespoons Lily White Corn Syrup ½ cup water.
Wash, pare, core, and slice apples. Put into sauce pan with water, syrup and cinnamon. Cook over a medium flame until soft.

CHOCOLATE CORNSTARCH PUDDING

2 cups milk 2 tablespoons sugar
8 tablespoons Benson's Cornstarch 2 tablespoons Lily White Corn Syrup
¼ teaspoon salt 1 square chocolate ¼ teaspoon vanilla.
Melt the chocolate over hot water. Scald 1½ cups of the milk; add the corn syrup. Mix sugar, salt, and cornstarch together; add ½ cup of cold milk to make a smooth mixture; add gradually to the scalded milk, and then add all the liquid to the melted chocolate, stirring constantly. Cook for 20 minutes in a double boiler, stirring until thickened; add vanilla; pour into moulds which have been dipped into cold water. Chill.

CAKE WITHOUT SUGAR

¼ cup shortening 1½ tablespoons baking powder
2 cups Lily White Corn Syrup ¼ teaspoon salt
2 eggs 1 cup milk
Cream the shortening, add the syrup and the eggs, and mix well. Add the milk. Sift the baking powder and flour together; add it slowly to the mixture and beat. Bake in a moderate oven, as a loaf or layer cake or small drop cakes. One-fourth cup of raisins added to the batter give more flavor and sweetness.

COCOANUT PUDDING

1 pint milk ¼ cup Lily White Corn Syrup
4 teaspoons Benson's Cornstarch ¼ cup coconut.
To cornstarch add ¼ cup of milk (cold) to make a smooth mixture. Scald remainder of the milk; add the cornstarch mixture and corn syrup, stirring constantly. Add the coconut and cook in a double boiler for 40 minutes. The cooking mixture should be stirred until it thickens. When done, add the vanilla and pour into moulds which have been dipped into cold water. Chill.

MARMALADE

1 grapefruit 8 cups water
1 orange 10 cups Lily White Corn Syrup
1 lemon
Cut fruit in thin slices and allow to stand in water for 36 hours or overnight. Separate seeds and soak them in part of the water. Cook fruit until tender and add Corn Syrup. Continue cooking until jelly is obtained.

SAVE SUGAR

You know doctors order Corn Starch as a diet for invalids. We convert the corn starch into its "sugar" form, a most digestible form of sweetening.

Sold by Grocers everywhere in 2, 5, 10 and 20 lb. tins.

The Canada Starch Co., Limited, Montreal.