

# Set the Pace in Your Own Home Town

By

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Be a Leader in Your Community in the Food Conservation Movement by Holding an Educational Food Sale. This Article Will Tell You How This is Accomplished.

ONE—Two  
—Three  
—ready  
—go! The food campaign is on! The next three months will be the crisis time of the war, as far as the food situation goes. We must produce, and we must conserve; but now here is the problem. The summer drive is also on, and the Red Cross in Europe is sending out an S.O.S. call for more ambulances and more medical supplies of all kinds. Ambulances, surgical instruments, etc., mean cold cash. Therefore all the various local branches of the Canadian Red Cross must combine the saving of food with the raising of money. How best to go about it?

There is no use arguing that in war-time people should not expect to be fed when they attend public socials. People in the cities are now pretty well educated up to that idea; but in the rural districts where there are no movies to start an idea and bright colored posters do not everywhere catch the eye, public opinion travels more slowly. So let us in these few paragraphs lay aside theories and confront practical points, two of which we must combine. At our sales of baking, etc., we think we hear someone say, "Why have a sale of baking at all?" We know of no other way to reply than to say, "Attend a few Red Cross meetings in a small town and learn how difficult it is to think of ways and means of raising money in which food does not figure as the chief drawing card." Farmers driving in from the country to a social can hardly conceive of the idea of starting upon the return drive without having had something to eat; and when the local talent is limited concerts cannot be given continuously, for the public tires easily of the same thing, even when given in aid of the Great Cause. Let us, however, return to the discussion of our two points concerning this feeding matter. Our first point is that we must waste nothing. Cakes and pies must not be cut up and placed on plates at various tables. This method of serving people is bound to entail waste, for it would not be sanitary to utilize pieces of cake or pie left on the plates. Even untouched pieces and such are more or less wasted through becoming stale. We must put into vogue the method used in many private parties, i.e., pass the cake around, cutting off each separate piece as wanted, the same with pie. This naturally makes a little more work, but must be done. Then any parts of cake left can be sold and be quite sanitary.

We now arrive at our second point, namely, that of education. Unless the military law of rationing is put into effect we cannot coerce the public. We must lead them gently, we must make war-time eating attractive, and we must make public opinion so strong against the unnecessary consumption of frosted cakes and "double faced pies"; that is to say, pies with an upper and lower crust and the unnecessary making and eating of fudges and creams that it will be considered positively bad taste for these gay luxuries of cakes, pies and sweets to flaunt themselves upon our tables in their peace time gowns. We must subdue them into wearing the sober gowns of war-time. They must lay aside their fine white coating of frosting and shiver upon our tables in their naked state of unfrosted tops. Pies must take off their top crust and benevolently smile upon us in the form of custard, lemon and pies of such cast. If the more sturdy raisin and date pies will come without their upper crust we may favor them by letting them



Everyone buys when it's for the Red Cross.

wear the beaten white of eggs or, perhaps, a little whipped cream; that is, if such pies happen to live in a farming district where eggs and cream are at present plentiful.

Lastly, what about all our gay little candies? Shall we let them frisk around full of sugar, or will we put the fudges and creams to bed till the war is over and bring out the chocolate-coated nuts and dates and dress up our molasses candies in their Sunday-go-to-meeting garb?

This educational system can best be carried out in rural districts through the free use of attractively gotten up posters and articles in the local papers;



An old Italian Hurdy-gurdy "plays" its part and brings in many dollars.

by the use of movies (if we can persuade the Government to make use of our town hall for that purpose), and last, but perhaps not least, competition sales of war-time baking; at which sale posters and bulletins should be freely used and especially should prizes be given to girls and children for war-time candies and sweets, for through the children the homes are often influenced. Attractively gotten up booklets of war-time recipes can be sold,

the proceeds to go toward some patriotic cause. Also a little booklet called "War-time Ditties for Children" containing suitable food verses for them could be sold.

## It Pays to Advertise.

First and foremost we must believe in the slogan that "It Pays to Advertise." At least a couple of weeks beforehand get out your posters. Paraphrased Mother Goose Rhymes may not be the most original thing one could use, nevertheless they seem to take as well as anything. For instance, the following Simple Simon verse can be used on a poster:

Simple Simon met a Pieman out to take the air,  
Said Simple Simon to the Pieman "Where is this fine fair?"  
Said the Pieman to Simple Simon, "Right in Smithfield Town,  
There sell we the war-time bread, old Germany to down,"  
Said Simple Simon to the Pieman, "Pray say the date"  
For even war-time cake like I, and that is no mistake."  
Said the Pieman to Simple Simon, "Saturday afternoon,  
Everything will be fresh and fine so you can't come too soon."

Posters should be made on a very large sheet of cardboard usually procurable at the printer's and someone in your town who has a talent for drawing should be able to suitably illustrate the verses. If there is no such person, the colored pictures can be cut from nursery books or magazine covers. Once you get them started ideas will present themselves.

## Making the Sale Novel and Attractive.

Now let us talk about the sale itself. We must still hold fast to our idea that a prosaic subject such as the food campaign will go ahead with much more speed if the vehicle in which it travels is fed by the gasoline of novelty and attractiveness. So get the young people interested and have them wear costumes suitable for the booth to which each may be assigned.

## The Bread Booths.

Let us pretend the first booth to which we come is a bread booth. The girls or women on this could be dressed in caps and aprons or even a baker's costume, with the band across the cap saying, "Soldiers of the Kitchen."

Loaves of bread can be hung all around this booth and posters can be used at the sale as well as before hand. The following are suggested:

"Brown bread hot, brown bread cold,  
Brown bread from the sale one day old."  
"Take your brown bread hot in your puddings, muffins, pancakes, etc."

"Take your brown bread cold from our war-time sale of baking."

## "HOMEMADE BREAD SOLD HERE."

Let us now move on to the cake table. There, instead of loaves of bread, we find strings of raisins, attractively festooned—for we are urged to use raisins in our war-time cake to save on sugar in the cakes and icing on the cakes. The head of this table could be dressed to represent the Queen

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