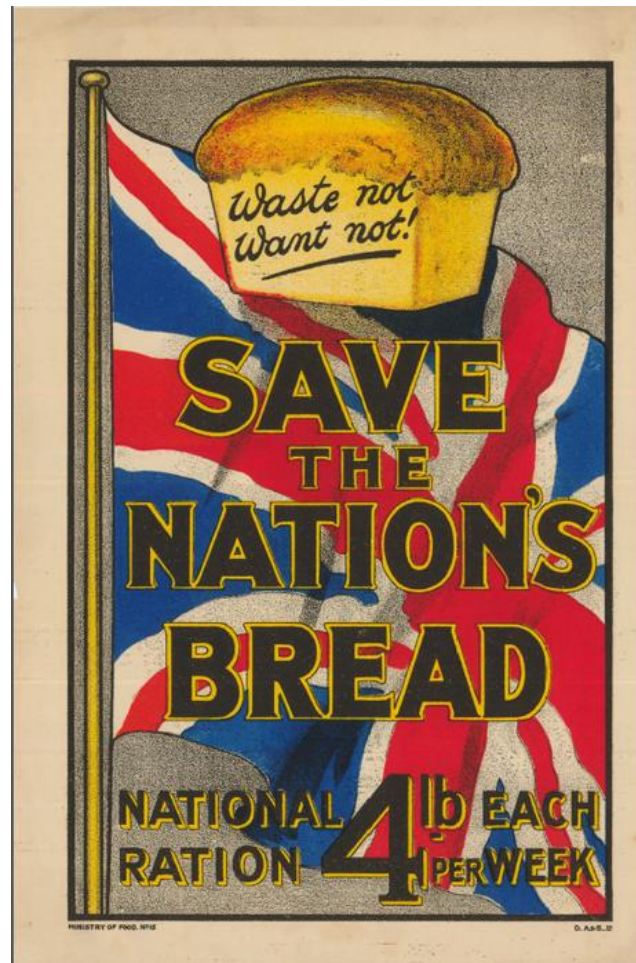


**THE SUPPLY OF FOOD NEEDED TO BE CONTROLLED – AT FIRST WARNINGS
WERE ISSUED BUT THEN CAME RATIONING**



Bread, potatoes, meat, eggs, milk, jam and tea were the staple foods of the average family.

Sufficient food was not produced to support our needs. Grain was imported for bread flour from America and sugar from the Caribbean. Meat came from New Zealand. When war broke out in July there was enough wheat and flour for bread in the country for five months. The war was not expected to last until Christmas.

The effects of the war soon began to bite and it became apparent that food production at home had to be increased.

More and more food was needed. There was a need to increase food production at home. Food was needed for the wounded soldiers in the VAD hospitals, the soldiers at the front and the homes.

‘SOLDIERS MENU’ – War Office feeding the soldiers with sausages, venison and rabbits. Every 24 hours 25,000 lbs of meat cut up into joints, chops and steaks for distribution all over the country for hospitals alone.

Rationing was introduced in July 1918. People had to register with a butcher and grocer. Once the retailer had written his / her name on your registration card you could not purchase goods from anyone else without the consent of the Post Office.

KEEP THIS CARD CAREFULLY

RATIONING ORDER, N. 86.
1918.
Food Office of Issue.

Holder's Surname *Clarke*
Christian Name *Edward*
Address *3*

TO REGISTER FOR MEAT, BUTTER AND SUGAR, fill up the counterfoils A, B and C on lower half of card, and send to the Food Office. The Retailers must write or stamp their names and addresses on these spaces. You will not be able to change your Retailer again without consent of the Food Office.

| | |
|--|--|
| Name and Address of BUTCHER A | Name and Address of Retailer for..... D |
| Name and Address of BUTTER Retailer B | Name and Address of Retailer for..... E |
| Name and Address of SUGAR Retailer C | Name and Address of Retailer for..... F |

SPARE. Signature and Address of Holder. Name and Address of Retailer for..... **D**

D

Keep this counterfoil and the top portion of the card, and read the accompanying leaflet of instructions.

“Twice since the outbreak of war the price of bread has risen. It is now sixpence halfpenny per 4lb loaf”

Western Times 7th December 1914

By May 1917 the Minister of Food warned the Cabinet that feeding the country after September would be “a difficult problem”. Action was needed.

The Bread Order was introduced making it illegal to sell bread until 12 hours after it had been baked. It was thought stale bread was more nutritious and 5% less would be consumed than fresh bread. Prosecution for ignoring this order would result in a £50 fine or 51 days in prison.

‘There were drastic Measures on controlling food

- 1) No more white bread or flour
- 2) No potato profiteering. Economy in potato eating
- 3) Restriction of sweets – waste of sugar
- 4) Control of sale and distribution, regulation on market.’

Devon & Somerset News 23 Nov 1916

“Milk is both scarce and expensive because animal foodstuff prices have risen from 50 – 100% yield reduced. Public have to have 2 deliveries of small amounts as it is difficult to obtain milkers as 14 milkings are needed each week”.

Devon & Somerset News 15 January 1917

“The Sugar Order forbids retailers to sell sugar after October 1st unless they hold certificates of registration granted by the Food Control Committee within the area their premises lie”

Devon and Somerset News 30th August

The Tiverton Gazette reported that “45 sugar registration cards have been returned to households in Halberton as they had been incorrectly filled in”

There had been a cost of living increase of 55% in two years

In Halberton people resorted to many ways of providing tasty food with what was available to them during rationing.

Your garden was a blessing – you could grow fruit, vegetables and herbs. You could also keep chickens.

It was legal to trap rabbits and hares without a licence to supplement your meat ration.

If you had the permission of the landowner you could pick nuts and mushrooms.

This was the time when the War Office produced unheard of culinary ideas.

Potato butter could be made for just 5d per pound

You could supplement your sugar ration by using beetroot, parsnips, carrots and onions or all ripe fruit, dried fruit and malt extract.

By March 1918 they were suggesting honey, golden syrup, treacle, glucose, jam, marmalade, tinned and bottled fruit.

Coal production was reduced because the miners were sent to the front to dig the trenches and coal was rationed.



CLEVER HOUSEWIVES, READ!

The Richest Old English Plum Puddings,

(Recipe No. 72 in the 27th Edition "Pastry & Sweets.")

For Christmas or Birthday, can now be made entirely without Eggs, by using BIRD'S EGG SUBSTITUTE. A 7d. Tin is equal to 24 new laid eggs.

HOW TO MAKE THEM

To make a PLUM PUDDING at once rich, wholesome, and digestible, the following recipe may be absolutely relied upon:—

| | | |
|---|--|---------------------------------------|
| BREAD CRUMBS, $\frac{1}{2}$ lb. | SUET (finely chopped), $\frac{1}{2}$ lb. | POWDERED CINNAMON, |
| FLOUR, $\frac{1}{2}$ lb. | MOIST SUGAR, $\frac{1}{2}$ lb. | a small pinch. |
| RAISINS (stoned), 1 lb. | MIXED PEEL, 3 ozs. | A little SALT. |
| CURRANTS (well washed), $\frac{1}{2}$ lb. | A Quarter of a NUTMEG, grated. | NEW MILK, 1 $\frac{1}{2}$ teacupfuls. |

And One piled up tablespoonful of BIRD'S EGG SUBSTITUTE.

The same recipe giving ingredients for the Season's stock of SIX PUDDINGS.

| | | |
|--------------------------------|---|----------------------------------|
| BREAD CRUMBS, 3 lbs. | SUET (finely chopped), 4 $\frac{1}{2}$ lbs. | POWDERED CINNAMON, |
| FLOUR, 1 $\frac{1}{2}$ lbs. | MOIST SUGAR, 4 $\frac{1}{2}$ lbs. | a tablespoonful. |
| RAISINS (stoned), 6 lbs. | MIXED PEEL, $\frac{1}{2}$ lb. | A teacupful of SALT. |
| CURRANTS (well washed), 3 lbs. | A whole NUTMEG, grated. | NEW MILK, 2 $\frac{1}{2}$ pints. |

And Six piled up tablespoonfuls of BIRD'S EGG SUBSTITUTE.

METHOD.—Mix thoroughly with a wooden spoon the Raisins, Currants, Bread Crumbs, Flour, Suet, Sugar, Spice, Salt, Peel (put up), and Egg Substitute; moisten the whole with the Milk. Put into well-buttered moulds or basins, tie over firmly with a pudding cloth which has been previously buttered and sprinkled with flour. Boil for eight hours.

DELICIOUS HOT SAUCE for PLUM PUDDINGS

Serve the Pudding with BIRD'S CUSTARD (HOT) as a Sauce. This is extremely rich and nice with Plum Pudding, Bread Pudding, and Boiled Puddings of every kind. During the colder season it is also most acceptable with Canned or Stewed Fruits.

DIRECTIONS.—Prepare the Custard according to the usual method, and serve immediately while HOT. If preferred, a little brandy or rum stirred in makes this into a most delicious Brandy or Rum Sauce.

If a richer and stiffer sauce is desired, proceed as follows:—

DIRECTIONS.—From a pint of new milk, take away four tablespoonfuls (or a little less than half a teacupful), then with the remainder of the milk prepare the Custard in the usual way. When put in, at once return it to the saucepan and just bring to the boil, stirring very gently. It should then be kept warm until required for use.

**THE
KITCHEN**



**TO
VICTORY**
EAT LESS BREAD