

meals and even in desserts. Recipes suggested potatoes could be used to make any cake by substituting one cup of mashed potatoes for a half cup milk and a half cup flour. A Food Administration news release manipulated guilty feelings by suggesting, "When you complain, think of France. Whatever [a French woman] gives up for the sake of her loved ones at the front means just so much less for her to eat herself. There are no other foods for her to use as substitutes. We, on the other hand, need suffer no privation. The biggest sacrifice we are asked to make, that of giving up all our wheat, does not necessitate our even going without our desserts."<sup>18</sup>

In May 1918 the Food Administration sent newspapers another guilt-inducing release noting that America had fallen behind in shipping food to Europe and that eating the plentiful potato would release wheat. It asked Americans to get "such an enthusiasm for potatoes that next year's production will beat this year's. . . . The men crippled in fighting our battles, the women widowed for our freedom, the children orphaned to make the world safe for future children . . . stretch their pitiful hands to us across the seas. . . . No able-bodied true American will object to potatoes as a substitute for the noon or evening meal."<sup>19</sup>

On May 20, 1918, food administrator Wilson reported that Minnesotans were eating potatoes and that the campaign to reduce the winter's ten-million-bushel potato inventory had worked. Wilson urged the continuing use of potatoes "every day and in every meal."

#### WHITE POTATO CUSTARD

2 cups riced baked potato  
4 eggs lightly beaten  
1 cup sugar

$\frac{1}{8}$  cup fat  
 $\frac{1}{4}$  cup top milk  
juice and rind of one lemon

Preheat oven to 400° F. Mix ingredients in order given. Beat hard for 5 minutes and pour into a greased baking dish. Bake for 20-30 minutes until custard is delicately set. Or make two pies. ("When You Complain, Think of France," news release IV-3, U.S. Food Administration, April 1918. Food Files, Minnesota Historical Society)



During the war, children could be seen planting potatoes. The Food Administration sent out many such releases, and recipes. In Minneapolis, children were seen when they planted potatoes in a field. (From a 1918 Farming magazine.)

...vegetable, as an ingredient to tempt the appetite.

Schools joined the campaign. In March, the Food Administration sent out cooking classes with potato recipes, and issued "Five Lessons on Potatoes" to be read in a Potato Day. The potato grown, displays of essays about the life of a potato, and the "Gangled Banner" Overseas and at home.