

MANY CHANGES IN FOOD RULES

NEW CONSERVATION PROGRAM ANNOUNCED BY MR. HOOVER.

GREATER LATITUDE IS GIVEN TO HOUSEWIVES

All Allied Nations Will be on Same Basis in the Use of Wheat Products. Ready Mixed Flour to be Manufactured—List of Cereal Substitutes Reduced to Corn Flour and Meal and Barley Flour.

The new food conservation program just announced by United States Food Administrator Herbert Hoover is as follows:

The recent careful survey by the Food Administrators of the United States, France, England and Italy of the food resources of the 220,000,000 people fighting against Germany shows that to maintain enough supplies and necessary reserve against disaster, there must be maintained in all countries a conservation of wheat flour during the coming year.

It has been agreed that the wheat bread of the Allies shall contain 20 per cent of other grains than wheat, and it is only just that we should bear our share in this saving, and our bread should be at least universal with those who are suffering more greatly from the war than ourselves.

Distribution and transportation circumstances in the United States render it necessary to rely very largely on voluntary action in our homes to enforce this mixture. The Victory bread so made is wholesome, and there is no difficulty in preparation. We desire to emphasize the fact that the mixture outlined below are for wheat bread and the saving of wheat flour, but they are not intended to displace the large use of corn bread. We must use the mixture with wheat flour in addition to our normal consumption of corn bread.

New Rules Formulated.
For this purpose, regulations are formulated below, effective September 1, providing:

(1) For the preparation and marketing by the manufacturing and distributing trades of the country of a mixed flour complying with the international policy which will be available for purchase by the household.

(2) In regulations covering the case where straight wheat flour is sold by retailers that at the same time 20 per cent of other cereal flours must be sold coincidentally.

(3) Requiring that all bakers' bread shall contain 20 per cent of other cereals.

The Food Administration relies upon the householders of the country to mix at least 20 per cent of substitute cereals into the wheat flour at home for all uses. Corn meal for use in corn bread should be purchased separately from combination sales.

Ready-Mixed Flour For Sale as Victory Mixed Flour.

It is desired to insure a supply of ready-mixed flour on the market and to have millers and dealers of all kinds encourage the use and sale of this flour, so that the country may be on a mixed flour basis without the necessity of retailers making combination sales of flour and substitutes. All such mixed flour made according to the following should be labeled "Victory Mixed Flour" and are to be labeled with the ingredients in order of their proportion. The flour so mixed must be milled in accordance with the standards of the United States Food Administration. No mixed flours (except pancake flours) shall be made or manufactured except in the exact proportions as outlined below:

Mixed wheat and barley flour shall be in the proportion of four pounds wheat flour to one pound barley flour. Mixed wheat and corn flour shall contain the proportion of four pounds wheat flour to one pound corn flour. Mixed wheat, barley and corn flour shall contain the proportions of eight pounds wheat flour to one pound barley and one pound corn flour.

Mixed wheat and rye flour shall contain the proportion of three pounds wheat flour and not less than two pounds rye flour.

Whole wheat, entire wheat or graham flour or meal shall contain at least 95 per cent of the wheat berry. All the above Victory mixed flours may be sold without substitutes, but at no greater price from the miller, wholesaler or retail dealer than in the case of standard wheat flour.

Retail Sale of Standard Wheat Flour.

The new regulations supersede the 50-50 rule. The retail dealer selling standard wheat flour is required to carry in stock either barley flour, corn meal or corn flour, and with every sale of wheat flour must sell a combination of some one or more of these in the proportion of one pound substitute to each four pounds of wheat flour. No dealer may force any other substitutes in combination upon the consumer, and these substitutes must conform to the standard fixed by the United States Food Administration.

There are some localities where other substitutes are available and which retailers may wish to carry in order to meet this situation. The following flour may also be sold in such combination in lieu of the above flours if the consumer so demands at the ratio of one pound to each four pounds wheat flour; kaffir flour, milo flour, feterita flour and meals, rice flour, oat flour, peanut flour, bean flour, potato flour, sweet potato flour, and buckwheat flour.

Pure rye flour or meal may be sold as a substitute, but must be sold in proportion of at least two pounds of rye with three pounds wheat flour.

The foregoing rules apply to all custom and exchange transactions as well as sales of flour to farmers, un-

less modified by special announcement of the Federal Food Administrator of the State where the mill is located, acting with the approval of the Zone Committee.

Revisions of Previous Rules.

The previous rules limiting licenses, millers, wholesalers, and retailers and bakers to thirty days supply of flour will be changed to permit a sixty days supply.

The rules limiting sales by retailers of wheat flour to one-eighth of a barrel in cities and a quarter barrel in sparsely settled districts are rescinded.

The rule limiting the sale of flour by millers to wholesalers, or wholesalers to retailers, in combination with substitutes or certificates therefor, and the rules restricting the sale to 50 per cent of previous sales are rescinded.

Manufacturers of alimentary pastes and wheat breakfast foods are limited to their normal consumption of wheat or wheat flour with the understanding that they are not to unduly expand their ordinary consumption of wheat.

Rules prohibiting the starting of new plants ready for operation prior to July 1, 1918, are rescinded.

Where millers sell directly to consumers they shall obey same regulations as retail dealers.

PROFITEERS HAVE NO PLACE IN BUSINESS

State Food Administrator Henry A. Page Issues Ultimatum—Some Concerns Have Been Blacklisted Already.

The attention of the Food Administration has been called to extensive profiteering in mill feeds and some other products by some North Carolina merchants. The complaints have been so wide-spread that State Food Administrator Page has instructed County Food Administrators and the eight inspectors in the field not only to investigate and report any violations of the margins allowed but where North Carolina dealers were apparently getting only a fair margin and yet were selling at a too-high level of price, to report the names of the mills or dealers from whom the mill feeds were originally purchased. Mill feeds should be reaching the consumers of North Carolina at not more than \$40 to \$45 per ton even where freight is added and the State Food Administrator is determined that profiteering in this product must cease.

North Carolina dealers have been actually warned by the Food Administration and incidents of profiteering hereafter will be drastically dealt with. Administrator Page has also issued orders against a number of North Carolina merchants and among these are J. L. Thompson Company, one of the largest concerns at Dunn, who had charged margins of 40 per cent to as high as 75 per cent on meat, lard compound, flour and molasses; and the United Cash Store Company at Marshville which had disregarded Food Administration rules and regulations in a number of instances. The McLaughlin Company at Raeford was allowed to contribute \$1,200 to the Red Cross and charities in lieu of having a blacklist order issued against them. A number of other dealers have been blacklisted and a larger number have been allowed to make a contribution to the Red Cross in lieu of being put out of business.

"The profiteer has no place in business at a time like this," declared Mr. Page to a correspondent. "Profiteering and disregard of Food Administration rules and regulations will not be tolerated in North Carolina. Offers of large donations to the Red Cross are not going to be considered where exorbitant profiteering or wilful disregard of Food Administration rules and regulations are shown."

MERCHANTS TO CURTAIL DELIVERY SERVICE

The following announcement was issued to the merchants of the State by State Food Administrator Page in the Official Bulletin for September 1:

"As the great war progresses, the demand for labor becomes greater and greater. Non-essential labor is being gradually eliminated and less essential labor is being greatly curtailed. Delivery service by retail groceries is classed as less essential labor. It is recognized that some delivery service is necessary, but it is very clear that the labor used in the delivery service by the retail dealers of the country could be curtailed 50 per cent without working any hardship upon any consumer or any dealer. Such a curtailment in delivery service will release for productive work tens of thousands of men and youths.

"In view of this situation, merchants are requested to begin immediately an adjustment of their business, so that by September 15 they will be able to confine their deliveries to one delivery per day to each section or community they serve. In every instance where it is possible, the labor used in such delivery service should be reduced, some of the men and boys engaged being released for other work."

Standers, Walkers, "Gets-It" for Corns

World Has Never Known Its Equal

"What will get rid of my corn?" The answer has been made by millions—there's only one corn-remover that you can bank on, that's absolutely certain, that makes any corn



Corn-Pain Is Eased—the Corn Is Doomed!

on earth peel right off like a banana skin—and that's magic "Gets-It." Tight shoes and dancing even when you have a corn need not disturb you if you apply a few drops of "Gets-It" on the corn or callus. You want a corn-peeler, not a corn-remover. You don't have to fool with corns—you peel them right off with your fingers by using "Gets-It." Cutting makes corns grow and bleed. Why use irritating salves or make a bundle of your toe with tape or bandages? Why putter and still have the corn? Use "Gets-It"—your corn-pain is over, the corn is a "gone" sure as the sun rises.

"Gets-It," the guaranteed, money-back corn-remover, the only sure way, costs but a trifle at any drug store. Mfg. by E. Lawrence & Co., Chicago, Ill. Sold in Louisburg and recommended as the world's best corn remedy by F. R. Pleasants.

G. M. BEAM, Physician and Surgeon, Wood, N. C. Offices at Wood Drug Co.

If you have any farms for sale that you wish to subdivide see J. A. TURNER at once as our fall datings are filling up fast. 7-26-18

Lost or Stolen.

One black and tan male bound with white streak in face and one white male bound with bushy tail both been gone several months. Also one white and brown female been gone about three weeks and one light blue male bound with black ears. Will give \$10 for any information that enables me to find either one of them.

W. H. ALLEN, Louisburg, N. C.



IF YOUR HEAD ACHES
YOUR EYES ACHE
YOUR EYES TIRE
YOUR EYES WATER
YOUR EYES SQUINT

It Is A Case For Glasses

W. B. MORTON

Master Optician & Graduate of The Philadelphia Optical College

LIVERY STABLES MOVED

I herewith announce to my customers and all others wishing the services of a first class livery stable, that I have moved my business from the stables on Nash Street to accommodation at the rear of my residence on Main Street, where I will be glad to serve you at all times with the best personal service.

J. C. TUCKER
Louisburg, N. C.

The Best Tobacco Market

In The State Is

Rocky Mount

AND

The Farmers Mutual

Is the Best Warehouse

We have two good judges of tobacco running our sale with plenty of nerve and capital to back their judgment and see that the farmer always gets the highest market prices.

Our Auctioneer has no equal. Give us a trial with your next load and we will make a customer of you. 0 0 0 0 0 0 0 0 0 0

R. P. HOLT,
W. T. CLEMENT, Managers

Jim Yarboro
AUCTIONEER

Studebakers Last a Life Time

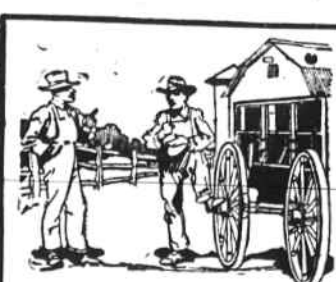


Wagons That Are Built to Last

The harder service your wagon has to stand, the more reason to buy a

Studebaker

which will be left for your son to wear out. The years will prove its quality.



The BEST wagon we know of:

Its strength and durability have kept it foremost for over 64 years.

Studebaker Wagons

have earned this reputation because of their sturdy strength and durable construction. Let us show you a wagon adapted to your needs.

G. W. FORD & SON