

EUROPEAN FORMS OF FOOD RATIONING.

Outline of Methods Adopted in France, Italy, Holland Switzerland Denmark and Sweden.

London, England.—France, Italy, Holland, Switzerland, Denmark and Sweden, says the official National Food Journal issued by the Food Ministry, have all had some form of rationing in operation during 1917.

The distribution of work between central and local authorities differs considerably. France Italy and Switzerland treat their provinces, departments and cantons as separate units, which are themselves rationed in food stuffs, and control, to a large extent, the requisition of home-grown material within their borders.

In Switzerland the issue of sugar cards and rice cards was obligatory after February, 1917, and the quantity varied monthly. A central bureau directs the cantonal and local bureaux for distribution and cards are issued locally.

In Italy, until September last, the enforcement of any individual rationing was optional in each province, though a province might make it compulsory on its communes. Bread, flour, and pastes were rationed only to a small extent sugar rather generally.

Holland and Sweden began on a different foundation. Each country developed, before the end of 1915 a system of distributing cheaper food in the larger towns; the system was found to entail the issue of food cards to householders below a certain income, and, of course, also entailed the rationing of the quantities received.

Each town developed its own scheme, subject to some government criticism. Thus, when national organization for everybody's food was necessary, the central authority was able to utilize some varieties of experience in card schemes. By the end of 1916 the local control over the supply and sale of certain goods had tightened up so much that many of these towns had begun to ration all their inhabitants.

Holland differs from the other countries in that it has not yet had to introduce any sugar ration. Peas, beans, pork, rice, oatmeal and some fats came under the cheap distribution scheme, and are still locally controlled, in many cases as regards the whole supply.

Denmark had little or no experimental rationing until a national sugar card, followed quickly by a national bread card, was instituted early in 1917. Householders received sugar cards for three months. There are separate monthly bread cards, each with coupons for two kinds of bread wheat and rye.

Beekeepers Help Feed Nation.

Response of beekeepers to appeals to increase honey production, thus helping to meet the food shortage, and especially the sugar shortage has been strikingly large, according to a report by the Bureau of Entomology, United States Department of Agriculture.

The honey market news service inaugurated by the Bureau of Markets of the department is expected to curtail speculation and make the market more stable.

DOCTOR URGED AN OPERATION

Instead I took Lydia E. Pinkham's Vegetable Compound and Was Cured.

Baltimore, Md.—“Nearly four years I suffered from organic troubles, nervousness and headaches and every month would have to stay in bed most of the time. Treatments would relieve me for a time but my doctor was always urging me to have an operation. My sister asked me to try Lydia E. Pinkham's Vegetable Compound before consenting to an operation. I took five bottles of it and it has completely cured me and my work is a pleasure. I tell all my friends who have any trouble of this kind what Lydia E. Pinkham's Vegetable Compound has done for me.”—NELLIE B. BRITTINGHAM, 609 Calverton Rd., Baltimore, Md.



AMERICAN SUGAR SENT TO FRANCE

American Price Rigidly Regulated by United States Food Administration.

CONSUMERS HERE PAY 9c.

Sugar Cost 35 Cents a Pound During Civil War—Refiners' Profits Now Curtailed.

Sugar is selling today throughout America at from 8 1/2 to 9 cents a pound to the consumer, even though there is a world shortage which has reduced this nation's sugar allotment to 70 per cent. of normal.

Through the efforts of the United States food administration the sugar market has been regulated as far as the producer, refiner and wholesaler is concerned. The food administration has no power to regulate retail prices except by public opinion. Even though more than 85,000 tons of sugar have been shipped to France in the last four months the retail grocer's sugar price is around 8 to 8 1/2 cents.

Last August when the food administration was organized the price of sugar rose suddenly to 11 cents a pound. During the Civil War sugar cost the consumer 35 cents a pound. By regulation of the sugar market and reducing the price to 8 1/2 and 9 cents and keeping it from advancing to 20 cents the food administration has saved the American public at least \$180,000,000 in four months, according to a statement made by Herbert Hoover the other day.

"It is our stern duty to feed the allies, to maintain their health and strength at any cost to ourselves," Mr. Hoover declared. "There has not been, nor will be as we see it, enough sugar for even their present meagre and depressing ration unless they send ships to remote markets for it. If we in our greed and gluttony force them either to further reduce their ration or to send these ships we will have done damage to our abilities to win this war."

"If we send the ships to Java for 250,000 tons of sugar next year we will have necessitated the employment of eleven extra ships for one year. These ships—if used in transporting troops—would take 150,000 to 200,000 men to France."

Reason for World Shortage. As Mr. Hoover pointed out, the United States, Canada and England were sugar importing countries before the war, while France and Italy were very nearly self supporting. The main sources of the world's sugar supply was Germany and neighboring powers, the West Indies and the East Indies.

Germany sugar is no longer available, as it is used entirely in Germany, which also absorbs sugar of surrounding countries. England can no longer buy 1,400,000 long tons of sugar each year from Germany. The French sugar production has dropped from 750,000 to 210,000 tons. The Italian production has fallen from 210,000 tons to 75,000 tons. Thus three countries were thrown upon East and West Indian sources for 1,925,000 tons annually to maintain their normal consumption.

Because of the world's shipping shortage the allied nations started drawing on the West Indies for sugar; East Indian sugar took three times the number of ships, since the distance was three times as great. Suddenly the west was called on to furnish and did furnish 1,420,000 tons of sugar to Europe when 300,000 tons a year was the pre-war demand. The allies had drawn from Java 400,000 tons before the shipping situation became acute.

"In spite of these shipments," Mr. Hoover stated the other day, "the English government in August reduced the household sugar ration to a basis of 24 pounds per annum per capita. And in September the French government reduced their household ration to 13 2-10 pounds a year, or a bit over 1 pound of sugar a month. Even this meagre ration could not be filled by the French government. It was found early in the fall. America was then asked for 100,000 tons of sugar and succeeded in sending 85,000 tons by December 1. The French request was granted because the American household consumption was then at least 55 pounds per person, and it was considered the duty of maintaining the French morale made our course clear."

Today the sugar situation may be summarized by stating that if America will reduce its sugar consumption 10 to 15 per cent. this nation will be able to send 200,000 more soldiers to France.

Sugar today sells at seaboard refineries at \$7.25 a hundred pounds. The wholesale grocer has agreed to limit his profit to 25 cents a hundred plus freight, and the retail grocer is supposed to take no more than 50 cents a hundred pounds profit. This regulation was made by the food administration, which now asks the housewife to reduce sugar consumption as much as possible, using other sweeteners and also reminds her that she should pay no more than 9 cents a pound for sugar.

Control of Cane Refiners' Profits. "Immediately upon the establishment of the food administration," Mr.

Hoover said, "an examination was made of the costs and profits of refining and it was finally determined that the spread between the cost of raw and the sale of refined cane sugar should be limited to \$1.30 per hundred pounds. The pre-war differential had averaged about 85 cents and increased costs were found to have been imposed by the war in increased cost of refining, losses, cost of bags, labor, insurance, interest and other things, rather more than cover the difference. After prolonged negotiations the refiners were placed under agreement establishing these limits on October 1, and any profit over this amount to be agreed upon by the government under the law."

"In the course of these investigations it was found by canvass of the Cuban producers that their sugar had, during the first nine months of the past year, sold for an average of about \$4.24 per hundred f. o. b. Cuba, to which duty and freight added to the refiners' cost amount to about \$5.09 per hundred. The average sale price of granulated by various refineries, according to our investigation, was about \$7.50 per hundred, or a differential of \$1.94.

"In reducing the differential to \$1.30 there was a saving to the public of 54 cents per hundred. Had such a differential been in use from the 1st of January, 1917, the public would have saved in the first nine months of the year about \$24,800,000."

Next Year. With a view to more efficient organization of the trade in imported sugars next year two committees have been formed by the food administration:

1. A committee comprising representatives of all of the elements of American cane refining groups. The principal duty of this committee is to divide the sugar imports pro rata to their various capacities and see that absolute justice is done to every refiner.

2. A committee comprising three representatives of the English, French and Italian governments; two representatives of the American refiners, with a member of the food administration. Only two of the committee have arrived from Europe, but they represent the allied governments. The duties of this committee are to determine the most economical sources from a transport point of view of all the allies to arrange transport at uniform rates, to distribute the foreign sugar between the United States and allies, subject to the approval of the American, English, French and Italian governments.

This committee, while holding strong views as to the price to be paid for Cuban sugar, has not had the final voice. This voice has rested in the governments concerned, together with the Cuban government, and I wish to state emphatically that all of the gentlemen concerned as good commercial men have endeavored with the utmost patience and skill to secure a lower price, and their persistence has reduced Cuban demands by 15 cents per hundred. The price agreed upon is about \$4.60 per hundred pounds, f. o. b. Cuba, or equal to about \$6 duty paid New York.

"This price should eventuate," Mr. Hoover said, "to about \$7.30 per hundred for refined sugar from the refiners at seaboard points or should place sugar in the hands of the consumer at from 8 1/2 to 9 cents per pound, depending upon locality and conditions of trade, or at from 1 to 2 cents below the prices of August last and from one-half to a cent per pound cheaper than today."

"There is now an elimination of speculation, extortionate profits, and in the refining alone the American people will save over \$25,000,000 of the refining charges last year. A part of these savings goes to the Cuban, Hawaiian, Porto Rican and Louisiana producer and part to the consumer."

"Appeals to prejudice against the food administration have been made because the Cuban price is 34 cents above that of 1917. It is said in effect that the Cubans are at our mercy; that we could get sugar a cent lower. We made exhaustive study of the cost of producing sugar in Cuba last year through our own agents in Cuba, and we find it averages \$3.30, while many producers are at a higher level. We found that an average profit of at least a cent per pound was necessary in order to maintain and stimulate production or that a minimum price of \$4.37 was necessary, and even this would stifle some producers."

"The price ultimately agreed was 23 cents above these figures, or about one-fifth of a cent per pound to the American consumer, and more than this amount has been saved by our reduction in refiners' profits. If we wish to stifle production in Cuba we could take that course just at the time of all times in our history when we want production for ourselves and the allies. Further than that, the state department will assure you that such a course would produce disturbances in Cuba and destroy even our present supplies, but beyond all these material reasons is one of human justice. This great country has no right by the might of its position to strangle Cuba."

"Therefore there is no imposition upon the American public. Charges have been made before this committee that Mr. Rolph endeavored to benefit the California refinery of which he was manager by this 34 cent increase in Cuban price. Mr. Rolph did not fix the price. It does raise the price to the Hawaiian farmer about that amount. It does not raise the profit of the California refinery, because their charge for refining is, like all other refiners, limited to \$1.90 per hundred pounds, plus the freight differential on the established custom of the trade. "Mr. Rolph has not one penny of interest in that refinery."

Newspaper Advertising in The Seventeenth Century.

Under the fostering influence of Houghton (John Houghton, F. R. S., an apothecary and grocer in Bartholomew Lane, who started a paper in 1682 called "A Collection for the Improvement of Husbandry and Trade"), who appears to have been keenly aware of the advantage to be derived from this manner of obtaining publicity, advertisements of every kind began gradually to appear, and ere long the book-sellers who for some time had monopolized the paper, were pushed aside by other trades; and so the attention of the public is by turns directed to blacking balls, tapestry hangings, ... writing ... inks ... copper and brass work etc., and these notices increased so rapidly that added to No. 52, which appeared on July 28, 1693 there appeared a half sheet of advertisements which is introduced to the public with the following curious notice:

"My collection I shall carry on as usual. This part is to give away, and those who like it not, may omit the reading. I believe it will help on trade practically encourage the advertisers to increase the vent of my papers. I shall recite all sorts of advertisements but shall answer for the reasonableness of none (!) unless I give thereof a particular character on which (as I shall give it) may be dependence, but no argument that others deserve not as well. I am informed that seven or eight thousand gazettes are each time printed, which makes them the most universal intelligencers; but I'll suppose mine their first handmaid, because it goes (though not so thick yet) to most parts: Its also lasting to be put into volumes with indexes and particularly there shall be an index of all the advertisements, whereby, for ages to come, they may be useful."

The advertisements in Houghton's Collection may appear strange to the reader accustomed to rounded sentences and glowing periods, but in the reign of William III the general absence of education rendered the social element more unsophisticated in character. In those old days the advertiser and editor of the paper frequently speak in the first person singular; also the advertiser often speaks through the editor. A few specimens taken at random will give

the reader a tolerable good idea of the style then prevalent:

"I want a housekeeper rarely well accomplished for that purpose. 'Tis for a suitable gentleman."
"I want several apprentices for a valuable tradesman."
"I want a negro man that is a good house carpenter and a good shoemaker."
"I want a young man about 14 or 15 years old that can trim and look after a peruke. 'Tis to wait on a merchant."
"I want a pritty boy to wait on a gentleman who will take care of him and put him on an apprentice."
"I know of several curious women that would wait on ladies to be housekeepers."
"I want a young man who can write and read, mow and roll a garden. ... understand country sports, and to wait at a table, and such like."
"If any young man that plays well on a violin and writes a good hand desires a clerkship, I can help him to £20 a year."
"I want a complete young man, that will wear livery, to wait on a very valuable gentleman, but he must know how to play on a violin or flute."
"If I can meet with a sober man that has a counter tenor voice, I can help him to a place worth £30 a year or more."

This continual demand for musical servants arose from the fashion of making them take part in musical performances of which custom we find frequent traces in Peppys.—From "The History of Advertising," by Henry Sampson.

The bachelor friend had been invited to inspect the new baby at the home of a neighbor. Manlike he said: "Well well, but he's a fine little fellow, isn't she? How old it now? Do her teeth bother him much? I hope he gets through its second summer all right. She looks like you, doesn't he? Every says it does." And then he went home in a hurry.

115 Acres Land for Sale.

I have 115 acres of land, part of the W. O. Jackson farm, that I will sell in small tracts, either the land or the timber without the land. 2 1/2 miles from Mount Airy on Wards Gap and Green Hill road. This land is heavily timbered. Terms easy. J. A. Atkins, Mount Airy, N. C.

Mount Airy Realty & Auction Co. J. A. ATKINS, Manager MOUNT AIRY, North Carolina. If you want to buy or sell apply to us. — We handle all kinds of Real Estate, public and private. OFFICE OVER EARP'S STORE.

Chestnut Wood Wanted! We are now ready to make contracts for Chestnut wood. Our price is higher to contractors than to those not holding contracts. We reserve the right to reject any wood that is not up to the specifications or accept the same at a reduced price. We also reserve the right to stop issuing contracts at any time. C. C. Smoot & Sons Co.