

# THE ENTERPRISE

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## 400,000 NEW FOOD INSTRUCTION CARDS IN NORTH CAROLINA

Every Patriotic American Household Urged to Observe "Porkless" Day.

SAVE AND SUBSTITUTE SAYS HERBERT HOOVER

At Least One Meatless and Wheatless Meal Each Day is Requested in Statement From Mr. Hoover — Vital Suggestions Given — Food Instruction Card for Every Household in Entire State.

Raleigh, Dec. 22.—The State Food Administration has just let contracts for the printing of 400,000 supplementary home instruction cards to be distributed one for each household in the entire State. The issuance of these additional instruction cards is prompted by the increased seriousness of the food situation in Europe both from the standpoint of military necessity and for the relief of hundreds of thousands of Europeans who are threatened with starvation unless immediate relief can be given them.

The supplementary instruction card calls for a "porkless" day each week in addition to "Meatless" and "Wheatless" days, and for a wheatless and meatless meal each day. The consumer is urged to use sugar on a basis of not more than three pounds per person per month. Mr. Hoover, on one side of the card, frankly and impressively presents the food situation as it is.

"As a nation we eat and waste 80 per cent more protein than we require to maintain health," the directions declare. "Therefore, we can reduce the amount of meat we eat without harm. We eat and waste 240 per cent more fat than is necessary."

What is Called for Now. Aside from the general directions contained in the first home instruction card the new card asks everyone to maintain rigid economy of at least:

ONE WHEATLESS day each week and one WHEATLESS MEAL each day, the wheatless day to be Wednesday. By wheatless we mean to eat no wheat products.

ONE MEATLESS DAY each week which shall be Tuesday and one meatless meal each day. By meatless we mean to eat no red meat—beef, pork, mutton, veal, lamb; no preserved meat—beef, bacon, ham or lard.

ONE PORKLESS day each week in addition to Tuesday, which shall be Saturday. By porkless we mean no fresh or salted pork, bacon, lard or ham.

SUGAR—You can materially reduce sugar by reducing the use of candy and sweet drinks. We will make every endeavor to see that the country is provided with supply of household sugar on the basis of three pounds of sugar for each person per month. Do not consume more.

We Are a Wasteful People. Human foodstuffs comprise three principal elements:

PROTEIN: Mainly present in meat, beans, fish, poultry, milk, and to some extent in grains.

FATS: That is, butter, cream, lard, bacon, margarine, cooking fats, beans, cotton seed oil and other vegetable oils.

CARBOHYDRATES: Grains, sugar, potatoes and other vegetables.

As a nation we eat and waste 80 per cent more protein than we require to maintain health. Therefore, we can reduce the amount of meat we eat without harm.

We eat and waste 240 per cent more fat than is necessary. Of the carbohydrates we can just as well consume corn, oats and other cereals as wheat and we have abundant supplies of potatoes and vegetables.

What Hoarding Does. Any person in the United States who buys more foodstuffs than he customarily keeps at home in peace times is defeating the Food Administration in its purpose to secure a just distribution of food and in its great endeavor to reduce prices. The hoarding of food in households is not only unnecessary, as the government is protecting the food supply of our people, but it is selfish and is a cause of high prices.

Such actions multiplied by thousands increase the demand upon our railroads for cars and already, because of our military demands, it is with extreme difficulty we can now move the vitally necessary food to market.

There is much laudable propaganda in the country against conservation and increased production. All opposition to these services is direct assistance to the enemy.

The Situation Grave. The reverse side of the card carries a message to those who have signed the pledge card of the Food Administration. It is as follows:

To Members of the United States Food Administration: The food situation in Europe is far graver than when the preliminary survey of the food supply of the world for this year was made. We have an abundance for ourselves, and it is the firm policy of the Food Administration, by the prevention of exports, to retain for our people an ample supply of every essential foodstuff.

The harvest of our Allies has proved less than we had contemplated, and the great curtailment of shipping by the submarines during the last few months has further prevented them from access to more remote markets. Beyond the demands of the Allies there is a call upon us by the friendly neutrals for food supplies, and if we cannot at least in part respond to these neutral calls, starvation on an unparalleled scale must ensue.

Greater Sacrifice Necessary. Food has now taken a dominant position in the war, and we must ask the American people to sacrifice far more than was at first thought necessary. We have exported the whole of the surplus of the wheat from this harvest after reserving to ourselves an amount sufficient for our normal consumption of seed and flour until the next harvest, and therefore the amount of wheat flour that the United States can contribute to mix with the war bread of our Allies during this winter will be simply the amount that our people reduce their consumption month by month. In other words, every grain of wheat or its products that the Allies receive from the United States from now until the next harvest will be exactly the amount which our people have saved each month on their behalf.

The Allies today ask for 25 per cent more meat and fats (pork, dairy products and vegetable oils) than we consider our monthly production permits us to send them without trenching on our own supplies, or, on the other hand, unless we can consume less. Due to the shortage in shipping, our available sugar supplies must be less than normal from the present time forward.

Every Particle Saved Will Count. Thus every particle of diminished consumption by the American people is one particle more for the soldiers, men, women and children of our Allies and for the starving people in other countries. This is a personal obligation upon every one of us toward some individual abroad who will suffer privation to the extent of our own individual negligence.

If we are to reduce the consumption of the few products which we should export abroad, we will need to eat a larger proportion of many different foodstuffs which we cannot export and which we have at home. For this reason we MUST NOT waste ANY foodstuffs. A great many individuals in our population eat far more food than is necessary to maintain their health and strength. In this emergency only the simplest of living is patriotic. We want no person in the United States to eat less than is required for good health and full strength, for in this emergency America requires every atom of the productive power of our people. While many can eat less, all of our population can substitute other foodstuffs for the few that are vitally needed for export.

We must not overlook the fact that Russia collapsed not because of the Germans on her borders but largely because of the failure to organize and feed her own citizens, and, IF WE ARE TO emerge victorious from this war, we cannot risk the collapse of another of our Allies from this same cause. There is no waste of food among any of our Allies—there is the most drastic reduction in their consumption; there is actual privation among their women and children; there is starvation in Belgium.

Problem for Individual. We have already issued a series of suggestions in the Home Card—a card that is now hanging in over ten millions of homes. These suggestions

## ARMIES NEED FOOD; DON'T LET IT BURN

Planting and Raising of Crops Will Not Suffice; Every Care Must be Exercised Toward the Prevention of Destruction and Waste of the Food After it is Made and Housed

"Our armies need food; don't let it burn!" is the slogan adopted by the Michigan Conservation Association recently, and it might well be adopted as the slogan of every association and every individual in the country at this time. Vast numbers of associations and government agencies throughout the country are urging every hour the growing and conservation of foodstuffs. The reports so far from the Department of Agriculture indicate an enormous yield for the year. But planting and raising crops will not suffice. Every care must be exercised toward the prevention of the destruction and waste of the food after it has been made and housed.

A few weeks ago a grain elevator in Chicago was destroyed by fire and with it wheat sufficient to make 50,000,000 loaves of bread. Taking this amount of bread and estimating the amount of flour used by bakers in making bread, and figuring by the army Quartermaster Department's allowance for feeding a soldier, this wheat destroyed would furnish the first increment of the new national army composed of 687,000 men in bread for nearly two months.

Wherever there is a fire that destroys a considerable amount of property there is almost always some lack of care or else a criminal intent. Extremely few fires are "providential." Hundreds and thousands of young men have within the past few months walked into recruiting stations and volunteered to lay their lives at the disposal of the American government to prosecute this war. To those who stay at home it is but a small effort to put forth to practice the eternal vigilance that will prevent the fires which may destroy foodstuffs, every ounce of which is sorely needed at this time to feed America's soldiers, America's Allies and America's women and children who must remain at home and fight the battles that are absolutely essential to "keep the home fires burning."

Appealing to city and county officials throughout North Carolina to join with the department in lending aid to a nation wide campaign against preventable fire waste, Insurance Commissioner James R. Young recently issued a letter which was sent to these officials and to a number of other public

spirited citizens in the state. The letter asks co-operation in the campaign being fostered by the Council of National Defense and which has the support and strong co-operation of the National Board of Fire Underwriters and is being pushed by Insurance Commissioners and Fire Marshals all over the nation. The campaign also has the endorsement of President Wilson, who has issued a statement which contains the following paragraph:

"Preventable fire is more than a private misfortune. It is public dereliction. At a time like this of emergency, and of manifest necessity for the conservation of national resources, it is more than ever a matter of deep and pressing consequence that every means should be taken to prevent this evil."

In Commissioner Young's appeal to officials he points out the fact that more than \$100,000 worth of breadstuffs were destroyed in North Carolina last year in preventable fires. In addition approximately a like amount was involved in machinery and equipment in plants for the making and handling of breadstuffs.

"In this time of emergency," the statement says, "loss of foodstuffs is total loss. Insurance money collected does not replace the actual foodstuffs. Our people cannot eat money. While our soldiers are preparing to fight the enemy and our Allies are holding out their hands for food themselves and their dependent loved ones, it is treason for our people to allow one thing that goes into the making of food to be wasted."

The aid and support of every county and city official and every civic organization in the state is urged in this emergency fire prevention campaign. The commissioner again calls attention to the fact that an expert fire engineer in the service of the department is available at all times for the training of fire departments for cities and towns and to give instruction in fire fighting and fire prevention means. Also an electrical expert stands ready to inspect and correct errors in electrical equipment that might lead to fires and serious accidents. The services of these men as well as the other equipment of the department are at the call of the people of North Carolina.

### IN THE WAR AGAINST WASTE.

Joining other numerous forces throughout the nation in the war against waste as a helping hand to the country's struggle to "Make the World Safe for Democracy," one of the large insurance companies has issued a bulletin which, it announces, has as its object the promoting of patriotism, good citizenship and the physical betterment of the people. Some very timely suggestions are herewith presented from this valuable paper:

"Give no time or money to selfish pleasure which can be given in unselfish service to the nation."

"In the name of common humanity and of common sense, let us at once adapt ourselves to the extraordinary war conditions which have come upon us."

"Unless extravagance is checked, the nation will be injured—people will go hungry and the war will be prolonged."

"What a blessing rational economy would bring to war worn humanity in the present food crisis."

"But economy is not enough. We must produce more, conserve more and every one enlist in the war against waste."

We should, we must think. We must act. Take in the situation and then as true North Carolinians, true Americans, measure up to the occasion.

have already shown important results, and to these we now add others. The problem of saving in food is a local and individual one, so that mere precise and definite rules just to all cannot be formulated. It is a matter for the conscientious consideration of every individual that he or she should eat only that which is necessary to maintain bodily health and strength and unselfishly to select those foodstuffs the use of which relieves international necessities. In this winter of 1918 lies the period when there will be tested in this great free country of ours the question as to whether or not our people are capable of voluntary individual self-sacrifice to save the world.

HERBERT HOOVER, United States Food Administration.

### AVOID ALL "NEAR ACCIDENTS"

Perils Which Cause "Near Accidents" Should Be Abolished With Proper Care to Prevent Recurrence.

A "near accident" may be defined as a happening, the nature of which is dangerous to persons, but which did not result in injury owing to the fortunate absence of a man from a particular spot, or to his quickness, or to the merest other chance, but the recurrence of which is always a peril—a peril which should be abolished by proper care.

A familiar illustration of a near accident is the case of a person caught between two trains traveling in opposite directions on different tracks, but who escaped death or injury by lying down between the tracks. There are many other such instances of escaped injury, inside as well as outside the industrial shops. Tools and materials falling from scaffolds and roofs, but striking no one. Ladders falling or slipping with men who land unhurt, vehicles skidding and just missing pedestrians or other vehicles—all these are common occurrences.

These are but few of the many instances that will suggest themselves to the average reader, but in every instance of this kind there is a lesson from which every one should profit. "Near accidents" are a fruitful source of suggestion, for precautions to be observed, and for rules to be formulated for the avoidance of dangerous practices.

Regrettable as it may be, however, the fact remains that too little attention is paid to "near accidents." It seems to require actual accidents to startle us sufficiently. This should not be so. There is just as much instruction to be had from "near accidents" as from actual accidents. "Safety First" work is a study and prevention of accident causes, and it should not require the theft of a horse to make you realize the importance of locking the barn.

Good safety work is seeing that there is a lock on the barn door before the attempt is made to steal the horse.

Miss Sue Leggett is spending some time in Washington, N. C.

## CLEAN UP ALL THE SCHOOL HOUSES

Schools will open shortly, but now that they are idle an excellent opportunity is afforded to have them thoroughly inspected and piles of old papers, rubbish and other litter cleared out and all fire hazards removed or properly safeguarded. Stove pipes and furnace equipments should be investigated and all defects corrected, and every method adopted which spells protection against and prevention of fires. The annual average of 529 school houses damaged or de-

stroyed by fire can easily be lowered if a little foresight and caution are exercised in a thorough cleaning up and inspection campaign before the school term opens. It is to be remembered that the lives of children are involved in the necessity of carefulness in this important item, and no amount of expense or caution should be spared in protecting these little ones against danger or injury by fire. A hint to school officials and janitors ought to be sufficient.—Fire Facts.

For prices on Steam Dried Fish Scrap and Ground Oyster Shells for immediate delivery phone or write E. A. COUNCIL, Morehead City, N. C.

## RUBBISH HEAP IS A MENACE TO HOUSEHOLD

More fires originate in rubbish heaps than from any other source. To permit rubbish to remain in the building not only invites a fire to visit your home or place of business, and render your family temporarily homeless, or cripple your business at a time when you can least afford it; but you are also permitting the lives of your family or employees to be endangered, for fire not only destroys a quarter of a billion dollars' worth of property each year in this country, but also claims more than two thousand lives each year. The home is built to protect your loved ones, and you want to do everything to insure absolute protection to those who live in it.

That rubbish heap in the store room, attic or basement is a menace to your household, because there is always a possibility of fire starting in it, and the worst of it is it may start when least expected. Fire may route you and your family out any night—your wife, children and you may escape and some of you may not—Just use your imagination and think what might happen and then get a safety first move on you and have that menace eliminated. Tuesday, October 9, is Fire Prevention Day in North Carolina. That is the day when it is your duty as a loyal citizen to look carefully over your premises and if there is a rubbish heap there get rid of it.

## Removal Sale

We are going to move into our new store about January 1st and are offering reduced prices on Ladies Coat Suits

Coats, Skirts, Shirt Waist, Shoes.

Misses and Children Coats and Dresses at a reduction. Take advantage of this opportunity to clothe the entire family at reduced cost.

Visit our store and let us show you our bargains in everything.

### Harrison Bros. & Company

MAIN STREET  
Williamston, - North Carolina

## FARMERS SHOULD USE MORE LIME TO INSURE BETTER CROPS

I will sell in car load lots Burnt Unslacked Lump Lime in bulk 8.18. Burnt Slacked Lime in bags 8.68. Ground Limestone in bags 5.43. Ground Limestone in bags 4.43. Kiln Dried Fine Oyster Shell Lime in bags \$10.18. Kiln Dried Fine Oyster Shell Lime in bulk 8.68.

These prices are delivered at your station subject to a two per cent discount for cash. To insure deliveries place orders early.

### W. C. MANNING,

Williamston, N. C.