

Consumer Instruction Sheet

WHY CANNED FRUITS, VEGETABLES, AND SOUPS ARE RATIONED

Every week we are sending shiploads of canned goods to feed our fighting men and our fighting allies in Africa, Britain, and the Pacific islands. We must see that they get all the food they need.

We at home will share all that is left. Point Rationing will be used to guarantee you and everyone a fair share of America's supply of canned and processed fruits and vegetables, soups and juices.

HOW they are rationed

1. Every eligible man, woman, child, and baby in the United States is being given War Ration Book Two. (This book will not be used for sugar or coffee.)



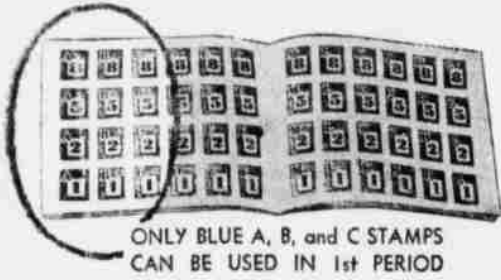
2. The BLUE stamps are for any kind of Canned or Bottled Fruits and Vegetables, Canned or Bottled Juices and Soups, Frozen Fruits and Vegetables, Dried Fruits

(The red stamps will be used later for meat.)

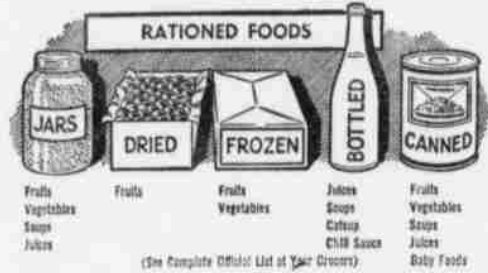
3. The stamps in this book are POINT stamps. The NUMBER on each stamp shows you how many POINTS that stamp is worth.



4. The LETTERS show you WHEN to use the stamps. The year will be divided into rationing periods. You can use all BLUE stamps marked A, B, and C in the first rationing period. A, B, and C stamps cannot be used after the first rationing period ends.



5. You must use the BLUE stamps when you buy ANY KIND of the rationed processed foods. See the official list, showing every kind of rationed processed food, at your grocers. Different kinds of these foods will take different numbers of points. For example, a can of beans may take a different number of points from a can of peas.



6. Of course, the more of anything you buy the more points it will take. For example, a large can of peas takes more points than a small can.

7. The Government will set the points for each kind and size and send out an Official Table of Point Values which your grocer must put up where you can see it. The Government will keep careful watch of the supply of these processed foods and make changes in point values from time to time, probably not oftener than once a month. The Government will announce these changes when it makes them and they will be put up in the stores.



8. The number of points for each kind of processed food will be THE SAME in ALL STORES and in all parts of the country.

WATCH THE OFFICIAL TABLE OF POINT VALUES

Turn this sheet over and see how to use your Book.

Use Your OLD Ration Book for SUGAR and COFFEE

HOW TO USE YOUR NEW RATION BOOK TO BUY CANNED OR BOTTLED FRUITS, VEGETABLES, SOUPS, AND JUICES; FROZEN FRUITS AND VEGETABLES; DRIED FRUITS

1. The Government has set the day when this rationing will start. On or after that day, take your War Ration Book Two with you when you go to buy any kind of these processed foods.



YOU GIVE MANY POINTS FOR RARE FOODS



YOU GIVE LESS POINTS FOR FOODS THAT ARE NOT SO SCARCE

2. Before you buy, find out how many points to give for the kind of processed foods you want. Prices do not set the points. The Government will set different points for each kind and size no matter what the price. Your grocer will put up the official list of points where you can see it. It will also be in the newspapers. The points will not change just because the prices do.

3. When you buy, take the right amount of blue stamps out of the book. Do this in front of your grocer or delivery man and hand them to him. The grocer must collect a ration stamp, or stamps, for all the rationed processed foods he sells. Every rationed processed food will take points as well as money.



4. Do not use more stamps than you need to make up the right amount. For example, if the food you buy calls for 13 points it is better to tear out an 8-point and a 5-point stamp than two 5-point stamps and a 2- and a 1-point stamp. Save your smaller point stamps for low-point foods. You can take the stamps from more than one book belonging to your household if you need to.



5. Every person in your household, including children of any age, has a total of 48 points to use for all these processed foods for one ration period. This means that you may use ALL the blue stamps marked A, B, and C from all the books during the first period. You may use as many of the blue A, B, and C stamps as you wish at one time. When they are used up you will not be able to buy any more of these processed foods till the next stamps are good. The Government will announce the date when the next stamps are good.



6. Use your household's points carefully so that you will not run out of stamps. And buy with care to make your points come out even, because the grocer will not be able to give you change in stamps. Use high-point stamps first, if you can.

IMPORTANT

You may use ALL the books of the household to buy processed foods for the household. Anyone you wish can take the ration books to the store to do the buying for you or your household.



We cannot afford to waste food or give some people more than their fair share. . . . That is why canned fruits and vegetables are rationed and that is why meat is going to be rationed. Rationing of some foods is the best and fairest way to be sure that every American gets enough to eat.

SOUTHERN TOBACCO MEN ASSURED PRICE CEILINGS WILL NOT BE IMPOSED

(Continued From Page One) procedure which would do away with the auction system.

The committee was appointed at a meeting of buyers, growers, and warehousemen and representatives of the State Grange and the State Farm Bureau federation, held in Raleigh last Monday. Governor Brantley had said he would accompany the committee to Washington.

Previously, the Legislature had adopted a resolution opposing the price base or any other OPA ceiling procedure that would endanger the auction system. A similar resolution was adopted by the Legislatures of South Carolina and Georgia.

At the time of the meeting in Raleigh, tobacco men were expressing fear that the OPA, in establishing price ceilings for the 1943 crop of flue-cured tobacco in the warehouse, instead of on the buyers' averages, a policy followed in the sale of burley tobacco last season.

Gage said he hoped that the stand of the Department of Agriculture would serve to "allay the unrest that has developed."

GROWTH OF USO IN RAEFORD

(Continued From Page One) five thousand men. In one month alone, the USO distributed over 18,000 envelopes and post cards. In addition, 35,000 cigarettes and 15,000 pocket checker boards were distributed. The Army USO club was also used for basketball practice and the practice of instrumental groups.

Several times during the summer, the people of Raeford, as a USO project, treated the men to picnic lunches. Typical of the splendid co-operation of the people of Raeford was the fine treatment given 350 men who were brought into the town. They came in on Saturday, were fed at an outdoor fish fry and 150 were taken into homes for the night. A dance in the Armory was arranged as part of the social program. On Sunday, after having breakfast, the boys went to their respective churches, and at noon they were given an outdoor picnic lunch on the church grounds. This was typical of the hospitality shown to the servicemen.

When the heavy concentration of troops eased, some of the USO committee decided to open the Armory only at times USO service was needed to care for the men in town. However, Raeford had gotten such a good reputation, that army officials asked the USO to provide for the opening of the club at least once a week for special parties. At the present time, this service is going on.

The USO provided professional assistance in the organization and administration and financial assistance in the program. The real work was done by the people of Raeford. The entire community co-operated. The responsibility for this co-operation was the job of the Raeford USO committee. This committee was made up of the following:

- Mrs. P. P. McCain, Chairman.
- Miss Josephine Hall, Chairman of Girls and Refreshments.
- Mrs. H. A. Cameron, Chairman of Social Committee.
- Mrs. J. A. McGoogan, Chairman Administration.
- Mr. W. A. McDonald, USO Representative.
- Miss Clara Mae Gibson, Mrs. J. W. Currie, Mrs. J. S. Johnson, Mr. H. L. Gatlin, Miss Estelle Maultsby, Mrs. N. B. Blue, Mrs. A. D. Gore, Mrs. C. H. Giles, Miss Flora Boyce, Mrs. R. B. Lewis, Miss Arin Shankle, Mrs. K. A. McDonald, Mrs. Joe Gullledge, Mrs. J. H. Blue, Mrs. C. W. Seate, Mrs. J. M. Baker, Mrs. M. T. Poovey.

This committee, working in co-operation with the USO and its representative in this area, George Wilson, provided a much appreciated service to more than fifteen thousand men in the Armed Forces of the United States during 1942.

Our Job Is to Save Dollars

Buy War Bonds Every Pay Day

IS THERE GOLD IN YOUR CELLAR?



Yes, and in Your Attic Too! Turn Those Things You Don't Want Into Money with a Want Ad

Auto Restrictions

Can help the business of the Small Town Merchant due to the natural inclination of the farmer and stockmen to buy at the nearest point—the appeal and value being equal.

But

This same friend of yours is NOW being bombarded with a most intensive and elaborate and well-planned campaign to induce him to shop by mail—it is a combined effort of the old mail order houses and big stores who are using this method for the first time.

You

have at your disposal a home paper with a large reader interest (over 3,000 circulation). The results are more powerful and the

cost is lower than direct by mail advertising.

Yes

It is a problem about securing merchandise, but you won't make a penny out of something you do not have. The stores that survive will be those that advertise and cause their customers to want what they have in stock and what they can get.

The Money

is here in the hands of our customers. Enough will continue to come to your firm to enable you to continue your valuable service in war time unless you allow your customers to forget you through sheer negligence. Advertising can lift you over many a future hill.

THE NEWS-JOURNAL



Home Making is Fun

When you feel well. It is misery when you don't.

Have you ever dragged through a day made miserable by a Headache, Neuralgia, Muscular Pains or Functional Menstrual Pains—a day when only your sense of duty kept you on the job?

Dr. Miles Anti-Pain Pills

usually relieve Headaches. You will find them effective also in the relief of the other nagging pains mentioned above.

A package of these prompt acting pain relievers may save you hours of suffering.

Read full directions in package.



PENDER

QUALITY FOOD STORES

NOTICE: Our stores will be open for business during the week of February 22-27 with an abundance of all Non-Rationed Merchandise on Sale.

- Pillsbury's Best Flour 12-lb Bag 68c
- Flour High Mark, Plain or Self Rising, 12-lb Bag 53c
- 24-lb Bag \$1.03
- Tomato Soup New Formula GIBB'S 10 1/2-oz Can 8c
- Navy Beans Fine Dried 1-lb Cello Pkg 9c
- River Rice Whole Grain White 12-oz Carton 11c
- Apple Jelly White House 10-oz Glass 12c
- Peanut Butter Red Mill 16-oz Jar 29c
- Ivory Flakes Mod Pkg 10c Lge Pkg 25c

FIGS Black Mission Stewing, 1-lb Pkg 15c

A growing scarcity of familiar evaporated fruits such as apples, peaches, apricots, etc., makes these evaporated figs a welcome new-comer. In no way should they be considered a mere "substitute", but rather a new taste thrill as timely as they are tempting.

- ORANGES, 10 pounds 53c
- GRAPEFRUIT, 80s, 4 for 15c
- DELICIOUS APPLES, 3 pounds 25c
- TOMATOES, LOOSE, 2 pounds 39c
- LETTUCE, 2 Heads 25c
- TEXAS CARROTS, 2 Bunches 15c
- SPINACH, 2 Pounds 23c

Take Part of Your Change in War Stamps

BE SURE TO READ OTHER SIDE

U. S. GOVERNMENT PRINTING OFFICE

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U. S. Office of Price Administration Washington, D. C. January 1943

Here is the OPA's consumer instruction sheet on point rationing. This leaflet will be given to consumers when they receive War Ration Book Two around the end of February. The leaflet explains how point rationing works and how to buy canned and other processed foods with the new point ration stamps.