

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 flours in addition to our normal consumption of corn bread.

New Rules Promulgated.

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 flours 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 flours 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 flours 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, fetorita 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 licensees, 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 70 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 expend 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 sufficiently warned by the Food Administration and incidents of profiteering hereafter will be drastically dealt with. Already Mr. Page has had blacklist orders issued against a number of North Carolina merchants. 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 willful 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 grocer is classified 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."

AUCTION SALE

THE H. T. GREEN PLACE

On Columbus and Rutherfordton Road, in Pea Ridge Section, containing 650 acres

Saturday, Nov. 2

10:30 a. m.

This is part of the original Green River Land Company, which was sold at auction two years ago, and purchased by Mr. S. T. Reid. As Mr. Reid is entering the Government service he has decided to offer this valuable farm for sale. It is very strong productive land, with 50 or 60 acres best grade low land. On this property are several good dwellings and plenty of wood and water. The property has been subdivided into tracts of 30 to 100 acres.

VERY EASY TERMS CASH PRIZES

Sale to Take Place on the Premises

Interstate Land Auction Co. Selling Agents

Spartanburg, South Carolina. S. T. Reid, Owner

GRANDDAD IS STILL YOUNG

Readily Accepted for Place in Engineers' Corps in United States Army.

Spokane, Wash.—When James A. House of Clinton, Mont., bade his friends goodbye and started to war after he enlisted, he had to kiss a round of grandchildren, along with the other relatives he left behind. Mr. House has a son in service and three daughters in their own homes, and yet is possessed of the youth and physical qualifications that made him eligible for a place in Uncle Sam's army and was readily accepted for the engineers' replacement company when he offered himself to the Missoula recruiting office.

\$650 for a Tree.

Edinburg, Ind.—The W. T. Thompson Veneer company here has just bought from Wabash college at Crawfordsville a walnut tree for which it paid \$650. The tree is on the campus, which is made up in part of native forest growths. Its body will be cut into airplane stock, while the stump will be made into veneer for piano cases. W. T. Thompson, head of the local company, says he regards the tree as the finest of its kind in Indiana.

FRENCH CITIES ARE GROWING

Secondary Municipalities and Towns Are Gaining Rapidly by Immigration.

Paris.—The statistics for the populations of the secondary cities and towns of France, completed before the exodus from Paris began, show an extraordinary increase owing chiefly to the immigration of foreign and colonial workmen employed in munition and other factories.

Marseilles, with about 600,000 inhabitants when the war began, has now a population of more than 1,000,000. With the many refugees from the towns about Paris, evacuated because of the German advance, and with some of the population of Paris which fled from the big cannon, that figure may be said to be even higher. Lyons has increased its population from 530,000 to 740,000, without including additional thousands in the suburbs. Bordeaux's population has risen from 261,678 to 325,000, and the suburban parishes have grown from 88,520 to 120,855. Havre has increased from 136,159 to 159,000 without including the garrison of 30,000 foreigners and 80,000 refugees, mostly Belgians.

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PATRIOTIC GREEK MAKES READY TO FIGHT BOCHES

Spokane, Wash.—James L. Dorgan, a subject of Greece, is in a training camp preparing to fight for Uncle Sam against the Germans. Four years ago he came here from Athens with only a slight knowledge of the English language. In those four years he was graduated from the public schools and the high school. While attending school he worked in a newspaper office and accumulated \$600. He also owns a Liberty bond and bought War Savings stamps.

BOAR FOR SALE.

Broken-nose Berkshire. Will sell for market price of pork, to any farmer in Polk county who will agree to keep him for breeding purposes.
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