

Reason For Coffee Rationing Is Told

Starting November 29, the United States, the world's greatest coffee drinking country, will ration its coffee so that no one will receive more than a pound of the beverage once every five weeks.

The reason for our going on a ration basis can be put in a word—ships. The bottoms that ply between here and Brazil, Colombia and other South American countries are now freighting bauxite ores from the Guianas to make aluminum for our planes. Nitrates for gun powder and explosives pack the hulls of boats putting out of Chile, Guatemalan and other Central American coffee boats are jammed with guns, cannons and shells—bound for the shores of England, Russia, Africa and wherever our

WANTED—Nice, fresh pork hams. Highest cash market prices. **TAL J. PEARSON GROCERY CO.**, Tenth Street. 11-16-42

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BEAR Frame Service
Good Used Cars, Trucks and Tractors
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Everything He Ate Hurt Him, Says Farmer

Retonga Again Wins Grateful Praise For Bringing Prompt Relief To Well Known Farmer. Gains Weight, Strength.

"I am feeling fine now, and I wish I could tell everyone suffering as I did about Retonga", declares Mr. W. C. (Bill) Robinson, well known resident of Route 2, Kernersville, N. C., in adding his name to the hundreds praising this noted herbal stomachic medicine combined with Vitamin B-1.



MR. W. C. ROBINSON

I owe Retonga a debt of gratitude that I will never be able to repay". Retonga is intended to relieve such symptoms when they are due to loss of appetite, insufficient flow of gastric juices in the stomach, the toxic effects of constipation, and Vitamin B-1 deficiency. Scores of your neighbors and friends are praising it. Accept no substitute. Retonga may be obtained in North Wilkesboro at Horton's Drug Store, and in Wilkesboro at Newton's Drug Store.—Adv.

"PAINT WITH A CONSCIENCE"

A MAN'S PRESTIGE is often judged by the appearance and condition of his home. Your property deserves the best weather protection and the bright, durable colors of a good linseed oil paint.

Stag Paste Paint and Pure Linseed Oil is the real tonic for any surface. And you save with Stag because you add one gallon of linseed oil to each gallon Stag Paste before using. You know you have all-fresh-linseed-oil-paint which seals the surface from the weather and protects against damaging moisture.

Specify Stag next time you paint and get more style, more surface protection, and more years of service.

STAG semi-paste PAINT
"ONE gallon makes TWO"
Sold by

North Wilkesboro Hardware Co.
"C" Street North Wilkesboro, N. C.

troops and those of our Allies are fighting. In addition, much of what coffee is being transported is going to our armed forces.

As a result of the shipping situation, for every four pounds of coffee the country was importing a year ago, before Pearl Harbor, we are now only getting three pounds. In 1941 imports of green (unroasted) coffee from South and Central American coffee imports amounted to 2 and two-tenths billion pounds. In 1942 that figure will be cut to one and seven-tenths billion pounds. During the five-year period, 1937 through 1941, U. S. coffee drinkers—about 80 percent of the adult population—consumed 21 pounds annually. The current ration would allow 10 1/2 pounds annually or just about half the former consumption rate.

Even under rationing, however, Americans will drink much more coffee than the people of European countries. Germany has practically no real coffee. Its population imbibes an ersatz concoction of acorns and grains of various sorts. The Italians are even worse off. As for the other countries under Axis domination, they receive whatever the coffee-starved Reich sees fit to spare.

The plain fact of the situation is that the American population is lucky to get what coffee is being brought up. There are crews risking their necks to sail it up here. There are Marines in the Solomons who haven't had a cup of coffee in a long time and among them some who never will again. Besides, the shipping space now occupied by coffee might well be turned over to even more bauxite, copper, balsam wood, mica and other strategic materials. The problem now is to spread whatever coffee supply we do receive among the greatest number of people, which is where the ration-

ing system enters.

Here are its mechanics—the coffee to be rationed includes roasted coffee—whether ground, in the bean, or decaffeinated—and commercially sold mixtures of coffee with chicory, cereal, or other substitutes. Consumers are not permitted to buy green (unroasted) coffee for home roasting. "Instant" coffee, soluble coffee, liquid coffee concentrates, coffee extracts and other beverages used instead of coffee are not rationed.

War Ration Book No. 1—"Sugar Book"—will then be used for buying coffee. The stamps in the book numbered 28 and down to 20 are the coffee stamps. The first ration stamp is numbered then, in order, follow 28, 25, 23, 24, 21, 22, 20. This apparently disconnected sequence is used because of the physical arrangement of stamps in the ration book.

Only those whose ration book show their age to be over fifteen years old may purchase a pound of coffee for each coffee stamp. The reason for this age limitation is to allow larger rations for the adult population.

The first ration period runs for five weeks from November 29 thru January 3, 1943. Other ration periods will be announced later by the OPA.

Those who have no ration books or have lost them should apply immediately to their local War Price and Ration Board. If lack of transportation facilities makes buying coffee in the specified quantities a hardship, the consumer may apply at his rationing board for a certificate to buy up to five pounds at a time. In that case, a sufficient number of stamps will be removed to cover the "advance" ration.

Shortage or not, coffee is price-controlled and no one should pay more than the ceiling price.

Government experts have drawn up a set of tips for getting the most out of our coffee rations. They are:

Consumers should buy their coffee as they need it—a pound at a time. In this way, the family will have fresher coffee and the grocer will be able to supply neighbors with the coffee they require for current needs. Stale coffee does not have the strength and flavor of fresh coffee.

Don't use "heaping" spoonfuls but level ones. Eliminate "one for the pot".

Make only the exact amount to be served. If there is coffee left over, store it in the refrigerator for use as flavoring or for a cup of warmed-over coffee.

Coffee should be served as soon as it is made. The longer it cooks once it has been made, the more flavoring it loses.

Don't boil coffee. It drives off the flavor and aroma.

Keep the coffee in a tightly covered container and store it in the refrigerator or some other cool place where it will retain its flavor longer.

The coffee pot should be kept immaculately clean. It should be scrubbed with soap and water entirely rinsed. The reason for this is that rancid oils from old coffee in the coffee pot may spoil the new brew.

The closer these rules are followed the more cups to the pound will be realized and the better the coffee will be. Coffee experts figure careful brewing and measuring should get 40 cups out of each pound.

Thus, the day of two cups of coffee at breakfast or between-meal coffee-drinking is over for the immediate future. It ought to be taken in stride by a war-time public. The recent burst of panicky preparation buying and coffee hoarding—and a great deal of that coffee will grow stale long before it is drunk—was not especially heartening. Rationing, of course, will solve that particular situation. But there is always the chance that the chiselers, the bootleggers and the runners of the black markets will emerge to plague this campaign as they have other Government drives. Public authorities ought to be told about them immediately. If the public cooperates, these racketeers will be exposed. And the Government, busy waging war, is expecting that cooperation.

CARD OF THANKS

We take this means to express our gratitude to the many friends and relatives for their kindness during the illness and death of our dear wife and mother, Mrs. Laura Etta Keys, and for the many beautiful floral offerings.

THE HUSBAND AND CHILDREN

LEASE-LEND

More than 552,000,000 pounds of foodstuffs and other farm commodities were delivered for shipment to the allied nations during September, 40 percent larger than the previous month.

It's Time CHRISTMAS SHOPPING

Time is Short, Stock Hard to Get, so the Early Shopper Will Profit in Better Selections. Start Today!

Buy Now—Lay Away—Pay a Little Each Pay Day On Our Convenient Terms!



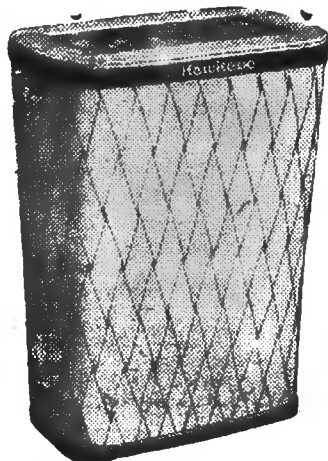
This Year Give HER the Greatest of All LOVE GIFTS
A genuine **LANE Cedar Chest** with guaranteed moth protection
\$28.50 up

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A good Rocker is always an appreciated gift, because it affords so much comfort and pleasure. So put a Rocker on your gift list and you'll surely please the recipient.
\$9.50 up

Clothes Hampers



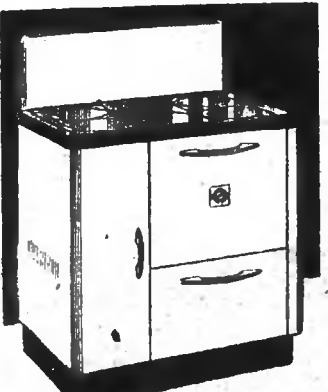
An ideal gift! Every home can use one or more. Pretty designs, in several sizes, and a wide range of prices. Keep clothes ready for the wash—and out of sight.
\$2.79 up

Kitchen Cabinets



\$37.50 up

Give a Range



\$77.50 up

Give mother a new Range for Christmas, and have it delivered in time to prepare the Christmas meals. We have the Range shown above now in stock.

Here's That "Family" Gift



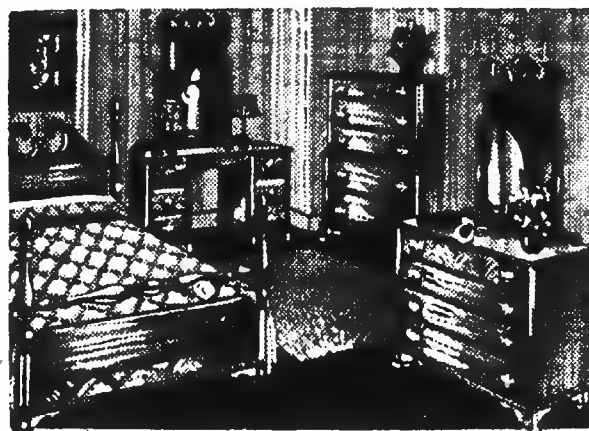
Here's Comfort and Pleasure For Your Family All Year!

You just must see our big collection of Living Room Suites, made in styles, finishes and covers to suit every taste. Beautiful colors to match your present furniture. This is the ideal "family" gift, because all enjoy it so much! Select yours today, while stocks are at their best. Yes, we'll arrange easy terms if desired.

Priced \$57.50 Up

Give a Bedroom Outfit

BEAUTIFULLY STYLED!

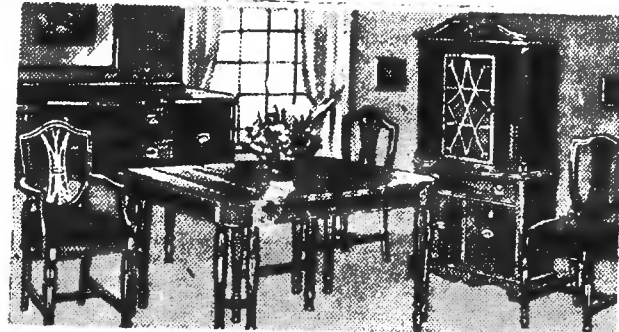


Maybe a Bed Room outfit is on your mind as a gift for a friend, or some member of your own family. We have several styles and finishes to choose from—all rigidly constructed for long years of service.

\$49.50 up

JUST IN TIME FOR THANKSGIVING... USE!

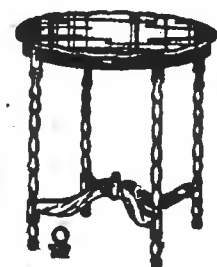
Buy a Dining Room suite now and let it serve a double purpose—Thanksgiving and Christmas. In several styles and finishes for easy selection. Trade in for a new one of later design. Low prices!



\$87.50 AND UP

Studio Couch | Gold Seal Rug | Floor-Table Lamp
Kitchen Cabinet | Breakfast Suite | Pictures-Mirrors

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Bridge sets make most ideal gifts. The table and chairs can be used for many purposes. A variety of styles and colors to choose from. Be sure to see these and buy several to fill out your gift list.

\$14.75 up

TABLES **\$2.25 Up**

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