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Group Services

BULLETIN

GROUP SERVICES BRANCH
DEPARTMENT OF INFORMATION

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CONSUMER DIVISION
OFFICE OF PRICE ADMINISTRATION

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YOU - THE WOMEN OF AMERICA

NOW HAVE WHAT EVERY ONE OF YOU HAS BEEN ASKING FOR- - -

TOP LEGAL PRICES FOR MARKET BASKET ITEMS

When you go shopping you will *know* the correct top price.
You will *know* because you will have with you a short, simple
list of the highest prices allowed for those things you buy
in your food store.

YOU are an ACTIVE and NECESSARY PARTNER
in the business of
HOLDING DOWN the COST of LIVING

WHAT YOU NEED TO KNOW ABOUT THE OPA MARKET BASKET PRICE PROGRAMS.....

TOP LEGAL PRICES ARE SET FOR MOST OF THE FOODS YOU BUY

..Top prices that may be charged are set by OPA for meat...poultry...eggs...butter...milk...flour...cereals and bread...fats and oils...many canned fruits and vegetables...canned and frozen fish...bananas...sugar...coffee...dried fruit...packaged cheese...soaps and cleansers. Prices are set in cents per pound or package for different brands or grades.



TOP PRICES ARE SET FOR EACH OF FOUR GROUPS OF STORES

..Stores are classified according to volume of business, from Group 1, the smallest volume stores, to Group 4, the largest volume stores. Top prices set for Group 1 and 2 stores are slightly higher for most items than those for Group 3 and 4 stores.

YOU CAN EASILY COMPARE SELLING PRICES WITH TOP LEGAL PRICES

..Every food store must display a sign showing its classification: "OPA-1," "OPA-2," "OPA-3," or "OPA-4." Every store must mark its selling prices on the package, shelf, or tray, for all items listed. With a list of OPA prices in your hand, you can see for yourself how selling prices compare with top legal prices. Selling prices may be lower, but they cannot legally be higher.



TOP LEGAL PRICES ARE PUBLISHED--REFER TO A MARKET BASKET PRICE LIST WHEN YOU SHOP FOR GROCERIES

..The top prices set under this program are being published in newspapers so that you will know what they are and can clip them.

..In many cities an OPA Market Basket Price Book has been published in convenient form for the shoppers to fill in (from the newspaper) the top legal prices for the brands and grades she buys. Ask the Community Service Member of your local Board for one.

..If an official price book is not available, do not wait for one to be published, but make one for yourself.

..Watch your newspaper for new items that may be added and for price changes. Changes will be chiefly among seasonal items, such as eggs. Staple items should for the most part remain steady in price.

..Use a small notebook and set it up in the form suggested here with foods listed alphabetically for easy reference while shopping. Leave sufficient space under each food for listing the different brands or grades, and size packages you commonly buy. If you trade in more than one class of store, make a price column for each class.

FOOD ITEM	POINTS	TOP PRICE IN CLASS STORE			
		1	2	3	4
		CENTS			
BANANAS		00	00	00	00
BREAD					
Rice white, 1 lb.		00	00	00	00
Rice white, 1 1/2 lbs				00	00
King whole wheat, 1 lb.				00	00
King raisins, 1 lb.				00	00
Soft rye, 1 lb.		00	00		
CANNED FISH					
Salmon, Tongue Red, 1 lb.					
Salmon, Bone Pink, 1 lb.					
Tuna, Queen, 7 oz.					

HOW TO DO YOUR PART.....

CHECK YOUR PRICES

..Market Basket Price Book, or clipped newspaper list, TAKE A LIST WITH YOU WHEN YOU SHOP. When you have your list you can easily check the prices as you shop.

..Look for the sign showing the class of store, so you will know to which price column on your list to refer. If you cannot see the sign, ask for it. If it is not posted, report the fact to your local Board.



DO NOT PAY MORE THAN THE TOP LEGAL PRICE

..If a higher than legal price is asked, *do not buy*. The Black Market is not a place....it is a transaction....a violation of top legal prices.

..When you find a higher than legal price, bring it to your retailer's attention. It may be an error. If he corrects it, well and good. If not, report the violation at once to your local Board. Send a penny postal card in the form suggested below:

PRICE PANEL
WAR PRICE AND RATION BOARD

_____		_____	
CITY		STATE	
_____		_____	
NAME OF STORE		ADDRESS OF STORE	
_____	_____	_____	_____
ITEM PRICED	BRAND NAME	SIZE OF PACKAGE	
_____	_____	_____	
SELLING PRICE.	LEGAL PRICE	DATE PRICED	

YOUR NAME			

You are assured that your name will not be used by the Price Panel in investigating the complaint



..In some few cases it may be necessary for you to purchase an item that is priced above the top legal limit. If so, obtain a receipt from your dealer which carries the name and address of the store.... the item bought and its grade or its brand name.... quantity or size....date....and your name. A retailer ~~is~~ required to furnish such a receipt upon request. Send it to the price panel of your War Price and Rationing Board.

YOU HAVE AN ESSENTIAL PART TO PLAY

..Every time you go to market you take an active part in holding prices down. You are an *essential wartime shopper* when you

- (✓) Check selling prices against published OPA top legal prices
- (✓) Refuse to pay an illegal price
- (✓) Report violations to the Price Panel of your local Board

..Do not support a Black Market by paying higher than top legal prices.

PROGRAM SUGGESTIONS



Community Price Program for Market Basket Items

1. Community-wide Housewives Meetings

Here is an opportunity for your organization to put all its resources into a community effort to enlist every housewife in the battle to hold down prices. The Community Service Member of the War Price and Rationing Board in those cities where community top legal prices have been established has a program for a campaign to give information to all housewives on the new community prices for Market Basket items and the importance of upholding them.

The main feature of this campaign will be community-wide *mass meetings of housewives*. At these meetings

- a. Explanation will be given of Top Legal Prices for Market Basket items, how they operate, their significance and how to check them when shopping.
- b. Price Panels of War Price and Rationing Boards will be introduced, and their duties and functions described.
- c. Market Basket Price Books may be distributed, their use fully explained, and housewives enlisted to use them regularly.
- d. Pledge stickers are available for distribution to all women who agree to pledge themselves to observe price and rationing regulations.

Get in touch at once with the Community Service Member of your War Price and Rationing Board. He needs your help in

putting across this campaign. He will form a planning committee to

- a. Set up the program, secure speakers, etc.
- b. See that every community organization is contacted.
- c. Plan for publicity.
- d. Secure a meeting place and make arrangements for the meeting.

Find out where the efforts of your group will count for the most - join in this community campaign to bring to each of your members a full knowledge of what the new community top legal prices for Market Basket items mean to her and to her family. Your work and support are needed.

2. Follow up work

After the mass meetings are held - and in those communities where it is not possible to hold mass meetings - follow up work will be necessary.

- a. Arrange a meeting of your group.

We recognize that you may not meet regularly during the summer months, but the urgency of this program is too great to delay till fall. *All* groups should do this; for women everywhere, no matter what their special interests may be, feel the need of holding down prices.

At this meeting, make sure that every member understands what top legal prices are, how they are set for Market Basket items, their importance in holding down the cost of living, and what each housewife must do to make them effective.

- b. Enlist as many members as possible in the Market Basket Price List crusade. Urge them to use the published price lists or books where available; otherwise to make their own. Use a telephone campaign for this where possible.

PROGRAM SUGGESTIONS (Continued)

Arrange to make reports of members' experiences in using these books to check prices. If possible hold discussions on methods of checking top legal prices and send the good suggestions that develop to the Group Services Branch, OPA, Washington, D. C.

3. Compliance work

Urge your members to report, and help their neighbors report all violations of either rationing or price control to the Price Panels of War Price and Rationing Boards. Tell them how to do this.

A nation-wide compliance program is now being planned. Pledge cards and stickers will be issued, and speakers will be available in the near future. The strength of your organization is needed in this campaign to get women everywhere to protect themselves by upholding the top legal price program.

Check with the Community Service Member of your War Price and Rationing Board to see what your group can do in this all-important program of securing compliance with price control and rationing regulations.

4. Discussions

If it is possible for your organization to hold discussion groups during the summer, take up the following topics:

- a. What are the advantages of using Market Basket Price Lists as an aid to keeping a handy reference of top legal prices for use when shopping?
- b. What good results can be expected if large numbers of housewives throughout the country are enlisted to use the Market Basket Price Lists to check retail prices?
- c. What are some of the ways to encourage a spirit of cooperation on the part of retailers when making use of the Market Basket Price Lists? Points to remember in this connection are:

...it is to everyone's advantage to hold prices in line, and diplomatically educating your grocer is a worthwhile war service.

...your grocer makes use of a list of top legal prices when he buys his merchandise, and it is equally important for you to make use of such a list.

...your grocer can be made to feel that you are checking on prices and not on him.

...this program is an aid to the honest merchant.

5. Reaching every housewife in the community

Ask each of your members who is using a Market Basket Price List for checking prices to enlist at least one person outside of your group to use a Price List also. Request this member to take responsibility for explaining the Community Top Legal Price plan to the person whom she enlists, as well as to show her how to do the job of checking prices.

D I D Y O U K N O W?

----That a large chain of food stores recently gave a conspicuous place in its paid advertisements to the following?

"OPA Ceiling Prices are posted on uniform boards throughout each of our stores, showing our correct OPA-4 ceiling prices according to prescribed regulations of the Office of Price Administration.

"However, we sell over 5,000 different items which are subject to hundreds of regulations, and our present acute personnel problems have severely handicapped our efficiency of operation.

"Thus, we are more than ever subject to errors and if you, our customer, should come upon any error, we respectfully request your courtesy in calling it to the attention of our manager, who will immediately correct it."

HOW MUCH SHOULD A HAM SANDWICH COST ?



The power to freeze restaurant prices, to roll back abnormally high prices, or to establish specific ceilings has been granted to the Regional offices of the OPA, who may take any or all of these steps, depending on the circumstances.

The Regional office in Atlanta, Georgia was the first to act, by freezing restaurant prices as of the base period, April 4 - 10, 1943, throughout the eight southeastern states where population has increased rapidly because of the many war industries and military installations in that area. In the New England Region, restaurant prices are frozen in Connecticut and Rhode Island and in all but one county of Massachusetts. Again, these are areas of great defense output. So far, the OPA Regional office in Cleveland has frozen prices only in certain "hot spots" -- in Detroit, Dayton, Cleveland, Akron, Louisville (for the Derby), and in certain Michigan war production counties. The Rocky Mountain states and the west coast, with their lumbering, mining, and military operation, also have frozen restaurant prices.

An interesting fact about the program is that it can work in two directions. Ceilings may be imposed by the Regional office and down through the state and District offices, with the local Price Panels finally turning to the problem of

investigating and reporting on how the price of pie or ham sandwiches is holding. Or a War Price and Rationing Board may start a recommendation for price action on its way up through the local OPA offices to the Regional Administrator. Whichever course is followed, restaurant price control will keep close to the corner cafeteria as well as to the local Board across the street.

In order to initiate price control in all eating and drinking establishments, the OPA issued an order requiring them to file their menus and prices for the base period of April 4 - 10 of this year with their War Price and Rationing Boards. Several of the Regions have paused at this stage because they are hopeful that proprietors will be deterred from raising the price of coffee and caviar and crumpets by the knowledge that their April prices are on file in their own localities. However, if it should become necessary, freeze orders will be issued.

PROGRAM SUGGESTIONS

1. Find out if restaurant prices have been put under price control in your community. If so, what are the conditions which led the Board to recommend it? What are the terms of the regulation? How is it enforced?

(Continued on page 10)

MEAT PRICING

For purposes of pricing beef, veal, lamb and mutton, the United States is divided into twelve zones, and for pork thirteen zones. For each zone top legal prices are stated in cents per pound for each cut and grade of meat. Cuts of all meat are standardized. Beef, veal, lamb, and mutton are graded by Federal meat graders; pork is not graded.

The top legal price is the same in all Class 1 and Class 2 stores within one zone. Class 3 and Class 4 stores have a slightly lower top legal price.

SOAP PRICING

Soaps and cleansers now have top legal prices that are set nationally. This means that the price of any brand of soap is the same in each class of store the country over, and does not vary by communities as food prices do.

Soaps and cleansers sold in drug stores are not under top legal prices. This is because the great bulk of soap sales are made in grocery stores, whereas drug stores carry them only as a convenience.

G U I L T Y O R



I N N O C E N T

....ARE **YOU** DOING ANY OF THESE THINGS?

Many of the following transgressions take place every day. Often the transgressors are innocent of any wrong intent; they don't know, or they haven't thought through to the results of the little things they are "getting away with."

On the other hand, many of these violations, minor as well as major, are done deliberately. "I know I shouldn't do this, but I guess just this once won't ruin the country," is the argument with which people excuse themselves.

This leads straight to the proverbial straw on the camel's back. Big or little - deliberate or innocent - price violations repeated by you...and you...and your near neighbors...and your far away relatives...will break the camel's back.

We have an individual responsibility in this business of price control and rationing. We, as consumers, have it in our power to eliminate all violations at the retail level. If every one of us will watch each of the points listed below, think of the effect it will have on all our retail stores!

Check this list to see where you stand.

DO YOU ATTEMPT TO MAKE PURCHASES WITH LOOSE STAMPS?

Loose stamps cannot be identified as belonging indisputably to any one person. They may have been found, stolen, or traded, as well as just carelessly torn from a ration book. The storekeeper has no way of telling from whose book they come; therefore, the law requires him to refuse loose stamps. Do not ask your storekeeper to violate the law for you!

DO YOU LEND YOUR RATION BOOK TO A FRIEND?

When you "eat out" you are already drawing your share of scarce commodities. If you lend your book to friends, they will be getting double their fair share. This kind of neighborliness must be foregone for the duration.

DO YOU TRADE RATION COUPONS?

If you do not have a real need for all the ration coupons assigned to you for any kind of goods, including gas, feel proud that you are saving that much to go into the general supply. When people trade coupons or stamps with each other it means the scarce supply is more heavily drawn upon, there are no savings of goods, and perhaps even more stringent rationing may become necessary.

DO YOU GIVE UP YOUR UNUSED STAMPS TO YOUR DEALER?

Some dealers have asked their customers to turn in to them their unused or expired ration stamps. This practice enables the dealer to purchase merchandise which he can then sell during the following ration period without demanding stamps. This puts both him and you in the Black Market.

DO YOU PURCHASE RATIONED COMMODITIES WITHOUT COUPONS?

In order to replenish his stock from legitimate sources, your dealer must have your stamps to turn in. Otherwise, you know he is purchasing from a Black Market. If you purchase direct from a farmer, insist that he take your stamps and turn them in to his War Price and Ration Board. Otherwise you are helping to make him a Black Market operator.

DO YOU ATTEMPT TO USE RATION STAMPS AFTER THEY HAVE EXPIRED?

Your dealer is not allowed to accept stamps or coupons which have expired, and if he does, it means extra goods will be leaving his shelves (or gas pumps) during that period, and therefore there may not be enough to satisfy the currently valid stamps. Buy only what rationed goods you actually need and buy them during the period when the stamps are valid; otherwise destroy the stamps and add to the nation's supply of scarce goods.

GUILTY OR INNOCENT (Continued)

ARE YOU WITHHOLDING RATION STAMPS OR CERTIFICATES BELONGING TO ANOTHER PERSON SUCH AS A FORMER BOARDER OR HOUSEHOLD HELPER?

This simply means that the person whose book you withhold must do without her entire share of rationed goods. Would you go into another person's house and steal these goods?

DO YOU PURCHASE RATIONED ARTICLES WITH RATION BOOKS WHICH ARE NOT ISSUED TO YOU?

Do you have in your family a member of the armed forces who eats in an organized mess? Do you have a child away at school or camp? Have you found a ration book which has been lost by someone else? These people are all receiving their entire ration from another source; even the person who has lost his book will eventually get it replaced. If you use the books issued to these people you will be using more than the amount to which you are entitled, and reducing by that amount the total supply available to all the people who are "playing fair."

DO YOU FAIL TO RETURN ANY RATION BOOK OR STAMPS YOU MAY FIND?

A lost ration book or stamps should be put out of circulation as quickly as possible. The best way to do this is to return them to any War Price and Ration Board so that they may notify the issuing Board.

DO YOU USE THE STAMPS FROM TWO RATION BOOKS ISSUED IN ONE NAME?

If so, a false or misleading statement was made to obtain one of these books and you are demanding double your rightful share of rationed goods. You are also breaking a Federal law and are subject to a severe penalty.

DO YOU PAY PRICES ABOVE LEGAL CEILINGS?

When you are paying particular attention to your point budget, you may tend to forget about prices or price ceilings. You must be watchful of both, for when you pay more than the top legal price you are supporting a Black Market. You are forcing prices higher by your willingness to pay them, and in the long run, the value of your money will decrease along with that of everyone else.

DO YOU TRADE WITH STORES WHICH SELL CERTAIN GOODS ON CONDITION THAT CERTAIN OTHER GOODS ARE ALSO PURCHASED?

If all shoppers would refuse to buy under these conditions the practice would soon cease. It is a form of coercion which can cause serious shortages in certain lines. It is illegal for any merchant to require such purchases.

DO YOU PAY A HIGHER RENT FOR YOUR HOUSE THAN THE TOP LIMIT SET BY THE RENT DIRECTOR OF YOUR AREA?

"Private deals" which involve the payment of rents above the ceilings may force other families into "deals" that mean rents far beyond their means and which will cause them real hardship. Refuse to pay more than the approved ceiling and there can be no Black Market in rents.

DO YOU USE YOUR GASOLINE RATION FOR ANY OTHER PURPOSE THAN THAT FOR WHICH IT WAS GRANTED?

If you live in an area where gasoline is scarce, you will be taking another car off the road -- one which may be vital to war transportation. In any case, you are using up greatly needed rubber.

PETTY THIEVERY vs. PATRIOTIC PLANNING

In one OPA District thefts from food stores have risen from one-half of one percent to two and one-half percent since rationing started. In almost every case the thefts are of rationed items, and the "thieves" turn out to be women in the prosperous group. When caught, they offer to pay for the goods quietly, but state that they "just wanted an extra ration."

These are the women who should be making a business of budgeting their points and planning their meals with care. If they would do this they would have very little temptation to play unfair or break the law.

WHAT'S HAPPENED TO THE RAYON STOCKING PRICE REGULATION?



Have you shopped for hosiery lately?

Have you realized that a new regulation has gone into effect, and wondered what it means to you in terms of your personal requirements? Do you want extra long stockings? Or very short ones? Sheer stockings or service weight? Reinforced foot and welts?

And, above all, do you want to be able to know what you are buying?

The Rayon Hosiery Price Regulation, with certain amendments, went into effect on May 15th. It required the manufacturer to identify the grade of hosiery as well as its gauge and price. However, a recent Act of Congress now prohibits OPA from requiring grade labeling. Retailers still must mark on each pair of stockings the gauge (or needle count, in the case of circular knit hosiery) and the ceiling price.

Since May 15th, with few exceptions, all rayon stockings have been manufactured to meet certain minimum specifications. This means they may be expected to wear fairly well, and will be acceptable in fit and appearance. Literally hundreds of slightly different rayon stockings will meet the minimum specifications.

Provision is made for "proportioned" hosiery. The standard length is 29", but manufacturers may continue to make hosiery in shorter and longer lengths as well. Since rayon stockings stretch in length about 1" to 2" when worn, the standard length is less than it was for silk stockings. Proportioned hose must be definitely so labeled directly on the stocking, and the words "extra long" be applied to all hosiery more than 34" in length.

There will be fewer sheer stockings made in 1943, but those still made will have a special type of yarn which wears better than the standard yarn formerly used.

THE HOUSEWIFE'S QUIZ

Try these questions out on your group at its next meeting, after the new community prices for Market Basket items have been explained to them.

A woman who can answer all of these questions correctly, already knows her wartime job as a housewife and protector of prices! Anyone who can answer half of the questions correctly is doing well, and will be eager to learn the answers to the rest of them.

Refer to the answers on page 10.

1. What price ceilings will be in effect in those places where the new community top legal prices have not yet been established?

2. Is it reasonable to charge that if the public knows the difference in prices of the four classes of stores, it will drive the small independent grocery store out of business?

Does the use of standards require manufacturers to produce identical products with no variation in style, color or design?

Does the use of grade or other quality identification really do away with brand names?

Does the use of standards require the industry to change customary trade practices?

Does OPA alone determine the standards of consumer goods?

Are OPA regulations written and issued without consulting the manufacturer, retailer, wholesaler and consumer?

HENRY STREET SETTLEMENT, New York City, has added a "Swap Shop" to its Home Planning Workshops. In nine "Swap Shop" sessions, "swappers" exchanged 2,000 articles, including baby socks, electric toasters and irons, all kinds of clothing, baby carriages and cribs. Motto is "If you can't use, swap it." Articles are valued in symbols, no money is exchanged. Volunteer staff is recruited from C.D.V.O. registrants. Adjoining workshops (sewing, woodworking, household repairs) are staffed by volunteer advanced students from Pratt Institute in Brooklyn and the Home Economics Department of N. Y. U., who show "swappers" how to remodel exchanged clothing, etc.

HAM SANDWICH (Continued)

2. If you are holding meetings this summer, invite your Community Service Member, a member of the Price Panel, or the Chairman of the War Price and Rationing Board to bring the facts about the Restaurant Price Control program to your group. Discuss why it is urgent in spite of the difficulties, to have restaurant prices controlled.

3. Inquire to be sure means and prices for the base period are on file with your Board. Your inquiry will emphasize your interest in the restaurant price problem. Inquire what help your Board needs with the filing and analysis of base period menus, and encourage your members to volunteer for this service.

4. Encourage your club members to keep lists of menus and prices paid. Tell the Price Panel of your local Board that you are keeping these lists. Offer to let the Price Panels use them.

5. Watch for developments in the Restaurant Price Control program. Watch for statements of special problems that must be worked out from time to time. A few weeks from now, have one of your members call on a member of the Price Panel and bring a report of progress on this program to members of your organization. Especially report problems that have been met. Gather data during the summer, to present at your fall meetings.

6. Be sure that your members who "eat out" are kept fully informed about Restaurant Price Control as it affects them. Enlist their help in spotting evasions, such as cutting of portions, reduction of quality of food, withdrawal of meal-tickets or combination privileges, increase of cover charges, discontinuance of combination meals, etc. See that such evasions are called to the attention of the Price panel of your local Board.

ARE YOU WORKING WITH YOUNG PEOPLE?

Group Services Bulletin No. 3, June, is the Youth Issue. If you are working with young people, you will be interested in the Youth Bulletin. Copies are available in the OPA Regional offices. We urge you to obtain a copy--as the Youth Bulletin contains a considerable number of program suggestions as well as a simple highlighting of wartime living changes.

THE HOUSEWIFE'S QUIZ

1. Most foods are already covered by some type of price ceiling. These remain in effect until replaced by community top legal prices.
2. Customers have always paid more in smaller independent stores because of greater service--credit, delivery, clerk assistance, longer hours, etc. As a matter of fact, these stores have recently gained a larger share of total sales.
3. By no means. A standard is merely a definition or description of a commodity or a group of commodities. In price regulations, standards are used to classify commodities into grades or classes so prices can be attached to each grade or class. The quantitative values set to measure important quality factors are minimum and manufacturers can make many types, styles, designs and constructions above such minimums. For example, it is estimated that over 3000 different colors and constructions of hosiery can be made under the WPB and OPA rayon hosiery regulations.
4. No. Experience has definitely shown that wherever grades or quality identification have been used, brand names have been as strong as ever. For example, the fact that minimum standards for aspirin have been set by the U.S. Pharmacopoeia, and all aspirin offered for sale must meet these standards and be labeled "U.S.P.", has never kept manufacturers from selling their product under their own trade name. The Canadian Government has had mandatory grade labeling of canned fruits and vegetables since the 20's, yet brand names are as prevalent there as ever. Bed sheets and rubber heels have been grade labeled during the past year and brand names and advertising are still used. As a matter of fact, grades and trade names complement each other, so that together they tell the general public that a definite quality has been maintained in the product and that it has been made by a company whose products he has found satisfactory in the past.

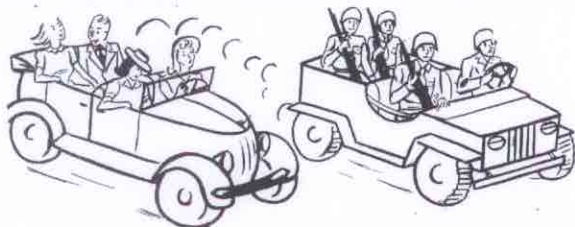
HOUSEWIFE'S QUIZ (Continued)

5. No. That might happen if standards were not used. Standards have been widely used by industry, particularly in industrial goods and in foodstuffs, to describe in definite terms the products which industry sells. Without standards, many changes in the goods offered for sale would almost certainly take place as a result of the economic forces brought about by the war. Standards are a means of controlling these changes and seeing that only truly desirable ones are made.

No. Other Government agencies, such as the National Bureau of Standards, U. S. Department of Agriculture, War Food Administration, and War Production Board are also interested in standards for consumer goods. Each agency has different reasons for being interested in seeing that certain quality aspects of food or of civilian goods in general are maintained. OPA and WPB for example, have used the same standards for rayon hosiery; OPA for pricing, and WPB for requiring that all production below the standards be discontinued.

7. No. OPA holds meetings with these different groups before issuing standards. Often informal contacts are made with many experts from these groups by the person within OPA who is charged with developing the standard. The responsibility for the provisions included in the standards, however, is OPA's, and OPA has to make the decision as to what type of standard to issue when the interests of these different groups do not coincide.

THE SPIRIT THAT MOTIVATES....



The types of service demanded of our armed forces are not equally disagreeable or dangerous. Some of our boys are in relatively safe positions; others are on the firing line, in great peril. Yet each has a job to do that is important for the total war effort.

We do not question that the nation must use its manpower for different types of service that involve different degrees of sacrifice. We have not so readily accepted the idea that the nation may have to call on the civilian population of some sections of the country to sacrifice more than others.

The ban on non-essential driving in some of the eastern states, following the gasoline limitation of $1\frac{1}{2}$ gallons a week to A book holders, is a case in point. The reasons for these new regulations are of interest, not only to the states concerned, but to all the states, particularly in view of Mr. Ickes' statement that similar restrictions may be extended to certain other areas.

Briefly, then, while a temporarily decreased supply (caused by mid-western floods and other factors affecting transportation) has aggravated the situation, more important is increased demand. This demand comes largely from two sources: military needs and farm needs. The latter is bound up with our food supply; the former is bound up with several factors, prominent among them being the immense increase in the need for gasoline in the bombing raids and the need for accumulated stocks for the invasion of Europe that we so confidently expect.

Now, in terms of shipping, certain Atlantic coast areas are nearer to the theaters of war and possible invasion points than are other parts of the country. The supply, then, must come from these areas. The only way in which it can be made available is for the citizens in these areas to use less. They, and not the rest of the country, must sacrifice. Similar sacrifice in other areas will doubtless be called for, when, as, and if they will serve the war effort.

The spirit that motivates every loyal citizen of a country at war is that he must do his full part, at whatever sacrifice, so that the fighting forces will be victorious in the shortest possible time and at the smallest possible cost, and he cheerfully accepts the fact that, for causes over which the government has no control, he may be asked to sacrifice more than his neighbor.

FILMS

BLACK MARKETING. 35 mm. sound film for commercial motion picture theatres. 16 mm. copy: 1 reel; sound, running time 11 min.; available to public about August 15.

.....Can be secured from any regular distributor of 16 mm. films. List of such distributors obtainable from Motion Pictures Bureau, Office of War Information, Washington, D.C. Order from nearest distributor. Charge will not exceed 50¢.

.....Film shows a black market in meat; how it came into existence and moved down from packer to customer; how customers reported it to OPA; how OPA traced it back to its origin.

CANNING THE VICTORY CROP. 16 mm.; sound; in color; 25 min.

.....Can be secured from Donald L. Curtiss, Good Housekeeping, 959 Eighth Avenue, New York City. Free. Send request with exact dates and return promptly.

.....Booklet of complete canning instructions (without advertising) available at \$50 per thousand. Designed for distribution to audience at showing of film; valuable but not essential.

.....Theme: urgent need for food conservation, combined with practical suggestions and demonstrations for those who plan to "put up" their own fruits and vegetables.

INFORMATION OVER THE AIR

FASHIONS FOR RATIONS - CBS, Saturdays, 11:30 a.m. EWT*

...Featuring Billie Burke amid the latest developments in rationing and price control.

WASHINGTON REPORTS ON RATIONING - NBC, Sundays, 3:00 p.m. EWT*

...With commentator Ernest K. Lindley interviewing guest speakers from various government agencies. Also reports on price control.

YOUR HOME-FRONT REPORTER - CBS, Daily, 4:00 p.m. EWT*

...Fletcher Wiley, as master-of-ceremonies interspersing music with rationing price news.

THIS IS OFFICIAL - Blue Network, NBC, Sundays, 1:00 p.m. EWT*

...Answers by representatives of various Government agencies to questions asked by public. Similar to press conference.

CONSUMER TIME - NBC, Saturdays, 1:15 p.m. EWT*

...Presented by the U.S. Dept. of Agriculture. Specific information of interest to consumers, including comments on price and rationing programs.

NATIONAL FARM & HOME HOUR - Blue Network, NBC, Daily, 12:30 p.m. EWT*

...Presented by the U.S. Dept. of Agriculture. Often includes price and rationing information.

Note: Many local and regional programs feature rationing, price and rent control. Ask your hometown stations to keep your club posted on all such programs.

*Eastern War Time

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