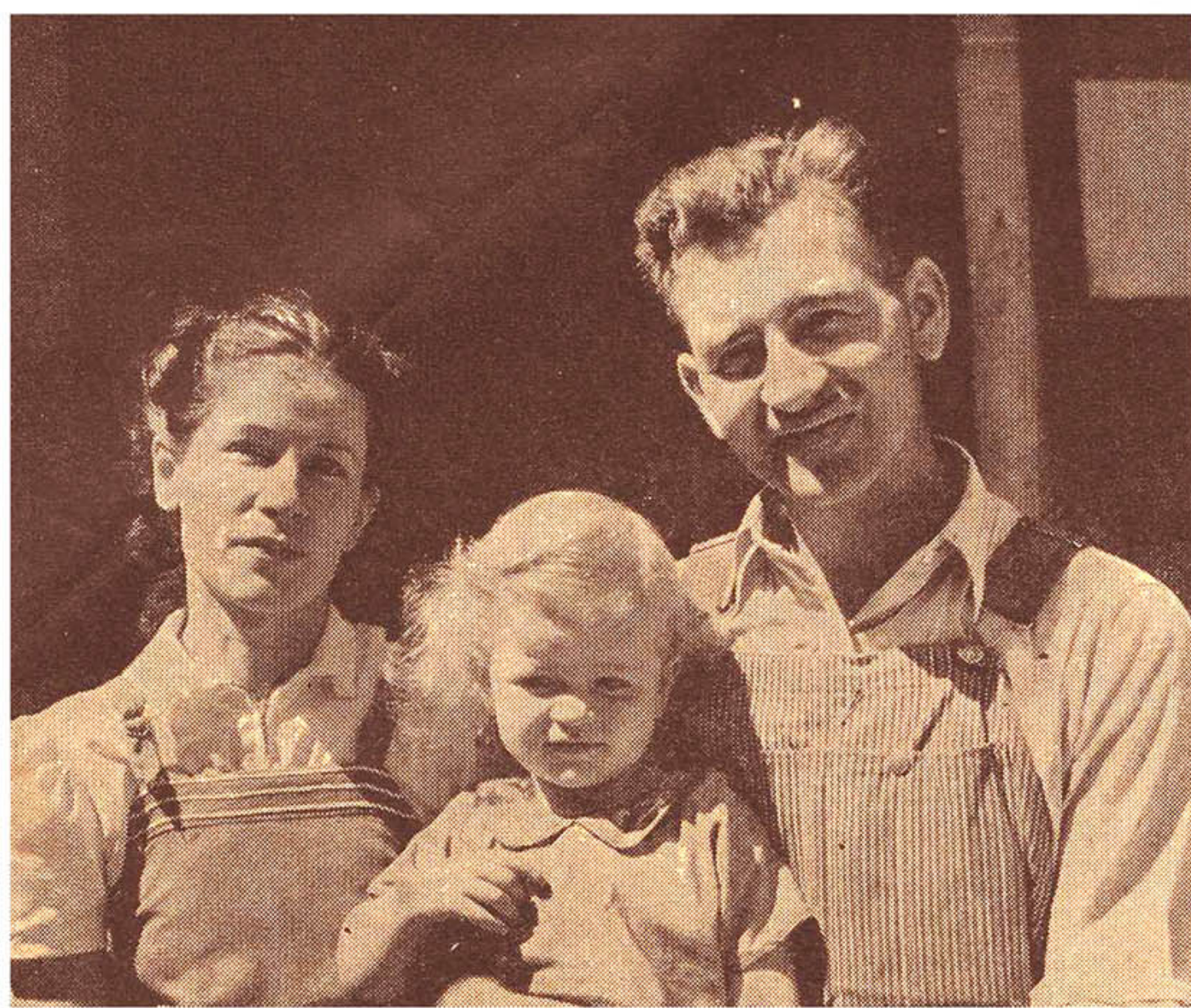


WAR CONTROLS TAKE HOLD —EFFECT ON EVERYBODY

Tightening of Restrictions on
Buying, Selling, Saving and Travel



AMERICAN FAMILY: Freedom without frills

**Possible shifting of jobs
of nonessential workers.
Prospect of wage ceilings**

Life as usual is ending for most Americans for the duration of the war. Business as usual went out when general price ceilings came in. Now Government controls promise individuals a life without frills and stripped of many conveniences.

Gasoline rationing in the East is only a taste of things to come. Before the year is out almost every American household can expect to have restrictions on buying, saving and traveling. Many jobholders, too, will feel the effects of Government moves to supply war industries and the armed forces with adequate man power. Very few persons will escape the curbs and controls now taking hold.

Take the ordinary household. Stop orders in the production of vacuum cleaners, refrigerators, automobiles and other heavy goods are proving to be just the beginning of war controls. Now curbs are being extended to include the following:

Shopping. Because of gasoline rations, Eastern housewives cannot make so many trips to the store, the millinery or the beauty shop. Journeys must be rationed and driving stretched to include more errands. Menus must be planned for days ahead instead of each day, and supplies are being bought in quantity.

Credit. No longer can the family buyer say "charge it" with a wave of the hand. Charge accounts must be settled in at least 70 days. Installment buying also is more restricted, with most items requiring a third down and the rest in 12 months.

Deliveries. Local delivery services are ordered to reduce their mileage by 25 per cent. This means fewer deliveries of groceries and merchandise,

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Tightening of Restrictions



PRICES: The OPA ceiling promises to stabilize living costs no special deliveries or call-backs. Coupled with individual gas rationing, decreased store deliveries spell more inconvenience for the housewife.

Milk deliveries are likely to be made only every other day instead of every day and laundries and dry cleaning establishments are making fewer calls. Newspaper deliveries also are being restricted.

Food. Sugar still is the only food on the ration list, but soon housewives will not be able to get everything they want. The War Production Board, for example, is taking the 1942 fish pack for Army, Navy and lend-lease orders—no more canned salmon, sardines or tuna for the family.

Shortages of other canned goods are threatened, owing both to the tin shortage and to Government buying. Coffee, tea, cocoa and spices are candidates for the rationing list, and imported foods, such as bananas, promise to be scarce.

Clothing. Quality and style of suits, dresses, shoes and underwear are scheduled for change. Army demands for wool promise to make the all-wool suit a rarity and the virgin wool suit a thing of the past.

Military orders for leather may force shoe rationing and Government demands for efficiency are acting to simplify styles of all clothing. Two pieces of lingerie, for example, cannot be sold for a unit price.

Heat. A number of homes in the East Coast rationing area are due to be colder this winter. Fuel oil is to be rationed like gasoline and deliveries to distributors already have been slashed 50 per cent. For many homes and apartments this means less hot water now.

Coal supplies are adequate and conversion by industry from oil to coal is being encouraged. There is a possibility, however, that coal may be scarce next winter because of transportation and labor supply difficulties. For this reason, consumers are being urged by the Government to stock up now.

Rent. Areas of rent control are expanding and the Office of Price Administration expects eventually to have ceilings on 80 per cent of the country's rented dwellings.

Vacations. Pleasure travel is being discouraged by the Office of Defense Transportation and is being made inconvenient by changes in rail and bus schedules. Rationed travel is being studied. Automobile trips are likely to be curtailed by nationwide gasoline rationing, urged to conserve rubber.

Recreation. The porch swing and the back yard are likely to be favored over the Sunday drive or the distant picnic. Swimming pools, golf courses and playgrounds that can be reached by public conveyances promise to be crowded.

War demands for civilian

Tightening of Restrictions



GASOLINE. Travel is discouraged—made inconvenient service also will reduce time for play. OPA, for example, is asking for funds to employ 100,000 persons as a starter to administer and enforce price ceilings. The Red Cross and the Office of Civilian Defense, among other agencies, want volunteers.

Education. The possibility that youths of 18 and 19 may be drafted is interrupting plans for college in many households. Demands for war workers among both boys and girls are adding to this trend.

Present draft operations also are forcing a number of college students to forego graduate work. The effect already is seen in the attendance at law schools.

Savings. Families are being high-pressured by the Government to set aside as much of their incomes as possible for War Stamps and War Bonds. This pressure will increase and talk is growing of making war saving compulsory.

Taxes. The tax bill for moderate and high-income families is certain to be steep and pressure for more taxes on low-income groups continues. The prospect for a heavier tax burden in each succeeding year of war is definite.

Prices. OPA's general ceiling promises to stabilize living costs, although a certain amount of black market bootlegging can be expected to develop. Most living cost items, however, will be covered by price controls and many of them by rations.

Wages. Some control over wage payments is in the offing. President Roosevelt persuaded shipyard workers to forego part of a wage increase due under a bargaining contract. The Treasury also has a plan for placing a ceiling on executive salaries. Indications are that high wage and salary payments will be controlled, that low-paid earners may seek raises.

So much for the effect of war controls on family living habits. These and similar controls also affect men and women in their jobs and regular businesses. Curbs on normal working customs are forecast by:

Draft plans. Men are being brought into the Army at an increasing rate. The 1-A classification is nearing exhaustion and the Selective Service System is being forced to look elsewhere for soldiers. These groups include:

Youths. The Army favors dipping into the 18 and 19-year age groups for more men. This plan is indorsed by Maj. Gen. Lewis B. Hershey, Selective Service Director, and is being studied by President Roosevelt. A new law would be necessary to draft these younger men.

Tightening of Restrictions

Men with dependents. Single men now deferred because they support parents or other relatives are likely to be called after Congress adopts a proposal to grant larger allowances for dependents.

Married men. Men with wives but no children who otherwise are qualified for military service are likely to be selected. Their selection will be almost certain if Congress refuses to draft the younger group, particularly if wives can work.

Heads of families. Homes with children are not likely to lose their wage-earning fathers this year in any event. Selective Service officials are continuing the policy of maintaining homes intact wherever possible.

Occupational deferments. Men deferred from the draft for occupational reasons no longer are certain of escaping military service. Selective Service headquarters has instructed local draft boards to re-examine both this group and the group deferred because of dependents.

However, draft officials also have been forced to add shipbuilding, railroads, coastal shipping and coal mining to the list of essential war industries. Larger groups of workers thus are found necessary for the home front.

Man-power mobilization is expected to fill this breach. The War Manpower Commission has proposed that all war workers be "frozen" into their jobs to prevent employers from raiding competitors' labor forces. A hiring monopoly for the U.S. Employment Service also is proposed. Plans for shifting workers from nonessential to essential war work in the year ahead also are under consideration.

Business operations, already controlled by price ceilings, priorities and WPB production orders, promise to be further affected by labor shortages and transportation restrictions.

Transportation. ODT, besides curtailing delivery mileages, also plans on July 1 to insist that trucks be loaded to 75 per cent of capacity on return trips. This order will upset delivery practices of firms that use their own truck fleets to distribute their goods over wide areas.

Inventories. WPB also has a plan to control retail and wholesale inventories. Purpose of this program is to keep small firms in business by giving them access to available goods. Concerns with large stocks on hand would be permitted to buy no more goods until inventories are reduced.

The Government thus is spreading its war net over almost the entire population. Beginning with a modest curtailment of usual business practices, officials have advanced step by step until now they are telling Americans what to eat and wear and directing what they can do.