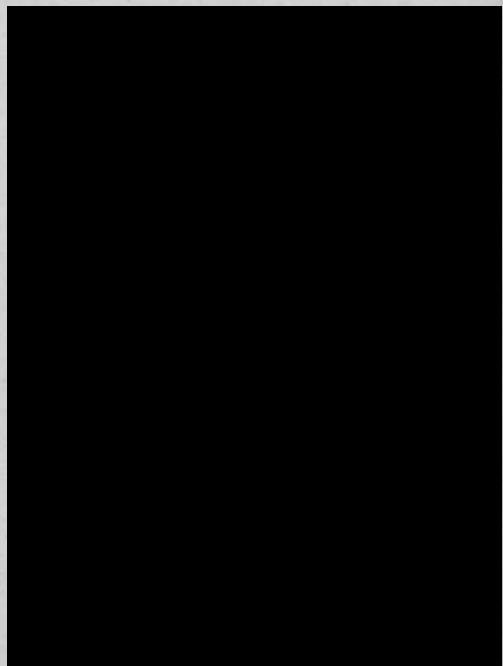


related or similar items instead of as individual items. It will not replace the present straight coupon system for sugar, coffee and gasoline. These will continue to be sold as individual items for these reasons: they are all things almost everyone uses, there is enough of them to give everyone a share large enough to be useful, and there is no widely used substitute for them which could be exhausted by a rush of buying, thus working a hardship on those who commonly use that substitute."

"Above all, Point Rationing is bound to develop a high regard for quality and for getting full value for money spent. Limited in the quantity of any one item which may be purchased and forced to surrender precious points for that item, it is natural to insist on a quality which will give satisfactory service during the period in which it must be used. Many women who hitherto have bought blindly will now be induced to read labels and learn exactly what they are getting for their money and their ration-points. Careful account must be kept of the point-stamps so that they will last for the entire ration period. Once the stamps for the ration period are used up, no more of the rationed items can be purchased until the next stamps are good."



---

### POINT RATIONING

Theodore S. Johnson, State Director of the Office of Price Administration, has requested the help of every organized group in spreading the facts which will enable everyone to understand the Price, Rationing, and Rent programs of the Office of Price Administration. It is with this request in mind that we are quoting from the OWI release on Point Rationing:

"New tastes on the tongues; less impulse buying; a fresh regard for quality . . . these are some of the effects which can be expected from 'Point Rationing' which will start soon with the issuance of War Ration Book two. A little revolution in the nation's buying practices is inevitable when 'points' must be budgeted as carefully as dollars. And budgeted they must be if the family is to come to the month's end as well supplied with life's necessities as they have in the past. Yet once the country gets into the swing of this new kind of buying, it will find many present problems of supply automatically solved.

"Point Rationing differs from the present system of Straight Coupon Rationing in that commodities will be rationed as groups