

WARTIME LIVING—

**Control Price and Quality
Of Cloth by Buying Wisely**By ANN STEVICK
NEA Staff Writer

WASHINGTON, March 31.—"The people have it in their own power to prevent further price rises—by refusing to pay present high charges for inferior quality, by saving their money until civilian production returns to volume and quality. If all the people do this, inflation will surely be halted."

This message to the home front was included in the report on war and post-war adjustment policies prepared by Bernard M. Baruch and John M. Hancock.

Surveys made by the American Association of Home Economics, and a late report by Mrs. Phillip Crowley, OPA's official housewife, show that textile buying remains a major quality-buying program throughout the country. The next six columns of the Home Front Forecast are made up of clothes and textile buying advice from the textile and clothing division of the department of agriculture's bureau of home economics, and from other authoritative sources.

The National Consumer Retailer Council, Inc., made up of leading consumer groups, working with merchandising experts points out that clothing and textiles are a major item in the family's and therefore the nation's budget.

"The consumer," according to NCRA, "can do something about these costs. Haphazard buying on her part will make them soar. Wise buying will make them drop."

Control Is Limited

Textiles and clothing have proved difficult to control, both as to price and quality, short of complete regimentation of the industry, or clothes standardization such as has been established in England.

One U. S. effort at standardization was made in the children's clothes program allotting 18 million yards of cloth for specific use on children's garments, but it could go no further than writing in required amounts of cloth for each dozen garments to curb skipping.

Donald Nelson, chairman of the war production board, has told one consumer group that he could not promise any improvement of quality on these clothes.

If the more pessimistic prophecies of the length of the war come true, there may be quality standardization of textiles to eliminate wasteful deterioration. For the time being, you will have to work on your own at getting your money's worth in textiles. The six columns which follow in the Home Front Forecast will serve you as a textile buying primer.

Ann Stevick

Ration Calendar

MEAT—Red stamps A8, B8, C8, D8, E8, F8, G8, H8 and J8 in Book 4 good indefinitely for 10 points each.

CANNED GOODS—Blue stamps A8, B8, C8, D8 and E8 in Book 4 good indefinitely for 10 points each. Stamps F8, G8, H8, J8 and K8 become good tomorrow.

SUGAR—Stamp 30 in Book 4 is good indefinitely for 5 pounds. Stamp 40 in Book 4 good for 5 pounds of canning sugar. Stamp 31 in Book 4 becomes valid for 5 pounds Saturday.

SHOES—Stamp 18 in Book 1 expires April 30. No. 1 "airplane" stamp in Book 3 good indefinitely. Another shoe stamp becomes valid May 1.

GASOLINE—Stamps that expire today are B and B1, C and C1, old-style E and R and strip T not quarterly designated. Stamp A-11 is good for 3 gallons through June 21; B2, C2, B3 and C3 good for 5 gallons until further notice; other T's good for 5 gallons; E1 good for 1 gallon; R1 good for 5 gallons only at bulk stations. A, B, C and D coupons are not valid until they have been indorsed in ink or pencil with automobile registration number and state. Motorists need write only 1944 numbers on book and coupons.

FUEL OIL—Period 4 and 5 coupons valid through Sept. 30. All changemaking coupons and reserve coupons are now good. Consumers should have used not more than 84 per cent of their rations as of March 18.

TIRES—Next inspection due, A's by today, B's on or before June 30 and C's by May 31; commercial vehicles, every six months or every 5000 miles, whichever is first.

None FASTER
St. Joseph
ASPIRIN
World's Largest Seller at 10¢

LOANS
DIAMONDS, WATCHES,
JEWELRY, CAMERAS, ETC.
LINCOLN STATE PAWNERS
INC., 1000 W. 38th ST.

HOLLYWOOD
1205 Roosevelt
CH-7292
Hoosier Hot Shots "HOOSIER HOLIDAY"
"MAN FROM MUSIC MOUNTAIN"

CINEMA
WA.
Joel McCrea—Barbara Stanwyck
"RADIO ON MY KNEE"
Fred MacMurray—John Wayne
"RANGERS OF FORTUNE"

REX
WA.
John Garfield—Valley SPARROW
"RED RIVER ROBINHOOD"

STELAIR
25¢
Claudette Colbert—Fred MacMurray
"NO TIME FOR LOVE"
Richard Arlen "MINESWEEPER"

VOGUE
College at 624
Free Parking
Dorothy Lamour—John Wayne
"DESERET SONG" in Color
Henry Aldrich—Hansie Hunt
"LOST ANGEL"

ZARING
Central Ave.
at 42nd St.
Dennis Morgan—Irene Manning
"DESERET SONG" in Color
Alan Carney "ROOKIES IN BURMA"

TALBOT
Talbot at 226
"BEHIND THE RISING SUN"
"TOO MANY HUSBANDS"

THE ESQUIRE
30th & III
LAST TIMES TONITE!
Claudette Colbert—Panthea Goddard
"SO PROUDLY WE HAIL!"
Mickey Rooney—John Wayne
"THREE HEARTS FOR JULIA"
Plus "MARINES AT TARAWA"

SAT.
Ronald Colman—Ginger Rogers
"LUCY PARKER"
O. De Havilland "Hold Back the Dawn"

Stratford 19th & 22c PINS Tax
"CHEYENNE ROUNDTOP"
"ISLE OF FORGOTTEN SINS"

UPTOWN
Claudette Colbert—Fred MacMurray
"NO TIME FOR LOVE"
Richard Arlen "MINESWEEPER"

WEST SIDE
EPIC
Claudette Colbert—Fred MacMurray
"NO TIME FOR LOVE"
Plus "HARVEST MELODY"

DAISY
3440 W. Michigan
RE-0520
Red Station "Whistling in the Dark"
"FUGITIVE FROM SONORA"

OLD TRAIL
5700 W. Wash.
Watch for Prices
Richard Dix "THE KANSAS CITY GIRL"
Alan Carney "ROOKIES IN BURMA"

STATE
7th & W.
Johnny Mack
"LONE STAR TRAIL"
Veda Ann Borg "FALSE FACES"

BELMONT
Thru Saturday
Gene Autry "MEXICAN ROSE"
Margaret O'Brien "LOST ANGEL"

SOUTH SIDE
ORIENTAL
105 E. MERICAN ST.
Luisa Rainer "HOSTAGES"
Alice Faye "GANG'S ALL HERE"

THE THRIFT
CORNER OF
INDIANAPOLIS

LEADER STORE
WASHINGTON & DELAWARE STS.



**Soft CAPESKIN
DRAWSTRING
POUCHES \$3.98**

Masterfully detailed bags of softest leather capeskins. A quality investment in smartness. All neatly lined and fitted. Black, brown, navy, red and tan.

PLUS 20%
EXCISE TAX

**Ready for
Easter with
VALUES**



STYLE
AT A
PRICE

Be Suited
IN FASHION
AND BUDGET
at only
516.44

• Pastel Shetlands and Flannels
• Houndstooth Checks • Chalk
and Pin Stripes • Plaids

• POWDER • AQUA • NATURAL
• GREY • BROWN • RED
• BLACK • NAVY

SIZES 9 to 44

Hamilton 516
E. Wash. 5000
Bing Crosby "DIXIE"
Dorothy Lamour "DIXIE"

EMERSON 469 5:45
Paul Lukas—Wm. Bendix
Luisa Rainer "HOSTAGES"
R. Terry "PISTOL PACKIN' MAMA"

SHERIDAN 914 E. Wash. 5000
Paul Lukas—Wm. Bendix
Luisa Rainer "HOSTAGES"
R. Terry "PISTOL PACKIN' MAMA"

PARKER 2800 5:45
Jane Wyatt "ARMY SURGEON"
Marge "GANG FOR TOMORROW"

STRAND 25¢
Claudette Colbert—Fred MacMurray
"NO TIME FOR LOVE"
Richard Arlen "MINESWEEPER"

IRVING 22c
5500 E. WASHINGTON
MERLE GEORGE LAIRD
OBERON SANDERS-CREGAR
THE LODGER
MARGARET JAMES MARSH
O'BRIEN-CRAIG-HUNT
LOST ANGEL

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