

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 Economists, and a late report by Mrs. Phillip Crowell, 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 NCRC, "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 skimping. 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.

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, E2 and G2 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 ration 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
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ASPIRIN
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Neighborhood Theater Directory

NORTH SIDE		SOUTH SIDE	
REX 1100 N. Dearborn John Garfield— <i>"FALLEN SPARROW"</i> <i>"RED RIVER ROBINHOOD"</i>	STELLAR 2533 N. Dearborn Claudette Colbert— <i>"NO TIME FOR LOVE"</i> Richard Arlen— <i>"MINESWEEPER"</i>	GRANADA 2533 N. Dearborn Dennis Morgan— <i>"DESSERT SONG"</i> Wally Brown— <i>"ROOKIES IN BURMA"</i>	Fountain Square 2533 N. Dearborn Johnny Downs— <i>"HARVEST MELODY"</i> Wm. Boyd— <i>"FALSE COLORS"</i>
HOLLYWOOD 1202 Roosevelt Dennis Morgan— <i>"DESSERT SONG"</i> Wally Brown— <i>"ROOKIES IN BURMA"</i>	CINEMA 11th and Dearborn Joel McCrea— <i>"BANDIT ON MY KNEE"</i> Fred MacMurray— <i>"PATRIOTIC SERVICE"</i> Rangers of Fortune	GARFIELD 2533 N. Dearborn John Wayne— <i>"LADY TAKES A CHANCE"</i> Gene Autry— <i>"MEXICALI ROSE"</i> Final Chapl. "MARKED MAN"	SANDERS 1108 Prospect Tom Conway— <i>"SEVENTH VICTIM"</i> "BATTLE SCOUTS"
REX 1100 N. Dearborn John Garfield— <i>"FALLEN SPARROW"</i> <i>"RED RIVER ROBINHOOD"</i>	STELLAR 2533 N. Dearborn Claudette Colbert— <i>"NO TIME FOR LOVE"</i> Richard Arlen— <i>"MINESWEEPER"</i>	TACOMA 2540 N. Dearborn Lucky Bicknell— <i>"LADY TAKES A CHANCE"</i> Jean Parker— <i>"DESSERT SONG"</i>	RIVOLI 2533 N. Dearborn Tonight Thru Sunday Dennis Morgan— <i>"DESSERT SONG"</i> Margaret O'Brien— <i>"LOST ANGEL"</i>
VOGUE College at 824 Free Parking Dennis Morgan— <i>"DESSERT SONG"</i> Henry Aldrich— <i>"Hanna's House"</i>	ZARING Central Ave. at Fall Creek Dennis Morgan— <i>"DESSERT SONG"</i> Alan Carney— <i>"ROOKIES IN BURMA"</i>	PARAMOUNT E. Wash. at Adams St. Adults 30¢—Kiddies 15¢ Ann Miller— <i>"WHAT'S NEW, DOCTOR?"</i> Ralph Bellamy— <i>"GREAT IMPERSONATION"</i>	HAMILTON 516 E. 10th Dorothy Lamour— <i>"DIXIE"</i> Wm. Gargan— <i>"HARRIGAN'S KID"</i> CONTINUOUS MATINEE TOMORROW
TALBOTT Talbot at 234 Thru Saturday Claudette Colbert— <i>"NO TIME FOR LOVE"</i> Richard Arlen— <i>"MINESWEEPER"</i>	ESQUIRE 30th and E. 11th LAST TIMES TONITE! Claudette Colbert— <i>"NO TIME FOR LOVE"</i> Richard Arlen— <i>"MINESWEEPER"</i>	EMERSON 4630 E. 10th Paul Lukas— <i>"Wm. Boyd"</i> Luisa Rainer— <i>"HOSTAGES"</i> E. Terry— <i>"PISTOL PACKING MAMA"</i>	SHERIDAN 6110 E. Wash. Paul Lukas— <i>"Wm. Boyd"</i> Luisa Rainer— <i>"HOSTAGES"</i> E. Terry— <i>"PISTOL PACKING MAMA"</i>
STRATFORD 19th & 22c College at 824 "CHEYENNE ROUNDUP" "ISLE OF FORTGOTTEN KINGS"	UPTOWN Claudette Colbert— <i>"NO TIME FOR LOVE"</i> Richard Arlen— <i>"MINESWEEPER"</i>	PARKER E. 10th to E. 15c Jane Wyatt— <i>"ARMY SURGEON"</i> Margo— <i>"GANGWAY FOR TOMORROW"</i>	STRAND 2533 N. Dearborn Claudette Colbert— <i>"NO TIME FOR LOVE"</i> Richard Arlen— <i>"MINESWEEPER"</i>
WEST SIDE BROADWAY 2533 N. Dearborn Claudette Colbert— <i>"NO TIME FOR LOVE"</i> Richard Arlen— <i>"MINESWEEPER"</i>	DAISY 2533 N. Dearborn Red Station— <i>"Whistling in Brooklyn"</i> "FUGITIVE FROM SONORA"	TUXEDO 4020 E. New York Betty Grable— <i>"Robt. Young"</i> SWEET ROSE O'GRADY Otto Kruger— <i>"SECRETS OF A COED"</i>	IRVING 2233 N. Dearborn MERLE GEORGE LAIRD OBERON SANDERS— <i>"CRAIG"</i> THE LODGER MARGARET JAMES MARSHA O'BRIEN— <i>"CRAIG HUNT"</i> LOST ANGEL
OLD TRAIL 6700 W. Wash. Watch for Fyfe Richard Dix— <i>"KARNA"</i> Alan Carney— <i>"ROOKIES IN BURMA"</i>	STATE E. 10th & W. 10th Veda Ann Borg— <i>"FALSE FACES"</i> "ONE STAR TRAIL"	THE LODGER MARGARET JAMES MARSHA O'BRIEN— <i>"CRAIG HUNT"</i> LOST ANGEL	ORIENTAL 105 S. MERIDIAN ST. Luisa Rainer— <i>"HOSTAGES"</i> Alia Fay— <i>"GANG'S ALL HERE"</i>

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SIZES 9 to 44



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NEW BONNETS

All Brand New! Specially Priced!

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- SAILORS
- BONNETS

Smart, gay and colorful hats that you want right now for Spring and Easter wear. Plenty of matron styles and large headpieces. Black, brown, navy, copen, red and green.

We Specialize in Large Headpieces

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Bonnets, berets, brims, and toppers to put the extra sparkle in her Easter outfit. Copen, red, natural, rose.

Ready for Easter with VALUES

Ultra-Feminine Easter Parade FROCKS

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Black or Navy With White!
Gay Prints! Soft Pastels!

Everything that you're looking for in your Easter dress... Rayon alpaca, romanes, jerseys and acetates, superbly styled and detailed. See them tomorrow.

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Soft CAPESKIN DRAWSTRING POUCHES \$3.98

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

PLUS 20%
EXCISE TAX



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MEN'S GENUINE FUR FELT SPRING HATS

They're tops in style and value and pep you up, like a tax refund. The shape, the color, the size—you'll find them all in our complete selection. Sizes 6 1/2 to 7 1/2.

100% Lama Wool Felts\$1.95
Better Quality Fur Felts\$3.45



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Blue! Brown! Tan!

Finely tailored to hold their shape with repeated wearings. Also cotton and wool mixtures in tan or gray novelty weaves.

SIZES 29 TO 42

A WHITE SHIRT

Fills the bill for
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\$1.53

Sanforized
Broadcloths
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Top drawer quality shirts that you save for occasions. They're full cut and tailored to perfection. Better drop in and pick up several.

Sizes 14 to 17 1/2



COLORFUL SPRING TIES 49¢

Hand-made, of quality fabrics in a large choice of patterns and colors. You'll find it hard to just select one tie from this lot. The urge to buy many is great.

2 for 95¢

Full-Fashioned 51-Gauge Rayon CHIFFON HOSE

New
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Sheerness and beauty... what more can you expect? These are extra quality hose and are priced to fit your budget. All new and wanted colors. Sizes 8 1/2 to 10 1/2.



NEW SPRING ANKLETS
Mercedized cottons in whites and pastels. Sizes 7 to 10 1/2.....19¢

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Irregulars of FAMOUS BRAND RAYON GREPE SLIPS and BLOUSES

Nationally Advertised
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Four-gore tailored style that fits smoothly under your every outfit. Extra long and with adjustable shoulder straps. Tea rose only. Sizes 32 to 44.

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Shirtwaist styles that you'll wear with your suits, skirts or slacks. White only. Short sleeve, V-neck style. Easy to launder. Sizes 32 to 40.



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