Civilian Front Prepared for War Economy

Americans to Face Changes Necessary For Final Victory

By CLIFF LANGE
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Uncle Sam says, "There are going to be some changes made!"

Those changes, on a nation-wide scale, are going to affect 132 million Americans. They will reach into every home in the United States and influence the lives and habits of all.

According to the Office for Emergency Management's division of civilian supply, the next few months will see the effects of war economy in the fields of clothing, transportation, housing and food. Some of the slow, but soon to accelerate, changes are already noticeable.

For many months specialists in the Division of Civilian Supply, working in conjunction with other federal departments, have been gauging and charting the needs of this nation's civilian population. Once these needs have been plotted, they will then be fitted in with the nation's war economy.

Civilians Must Sacrifice, Too.

In other words, it all means this: If it is found necessary to use certain food products for armed forces, or certain pieces of equipment for defense plants, or certain material for defense plant workers, then the ordinary civilians of this nation are going to do without to fill that need.

Lack of cargo space for imports also means that many former products purchased abroad for home consumption are not going to be available for Americans.

Officials in Washington commented on the fact that there have been many rumors about rationing of clothing.

Joseph L. Weiner, deputy director of the division of Civilian supply, had this to say about it: "It appears now that the rationing of clothing can be avoided this year."

That doesn't mean though there will be no changes made. Beside the present style modifications (cuffless trousers, for instance) other garments will not be as "glamorous" as they have been. Frills on clothing are out.

The American people are going to dress for war, even though they are on the home front fighting.

The military demand for wool is going to bring about additional minor style changes. To conserve on wool, cloth manufacturers are going to have to blend their allotted supply of that material with other materials. Americans are going to wear more cotton.

Another problem in the clothing field that is pending is leather. As federal rationing officials put it concerning any possible leather shortage, "There is nothing in the leather picture to get excited about now."

But the problem is still there. There are still plenty of shoes in the stores for civilians, but the demands of the armed forces for shoes increase very rapidly.

All in all, Americans working hard on the home front needn't think that they won't be warmly and adequately clothed this coming winter. They will be even though there isn't going to be the former "dressiness" on their attire.

This picture indicates one of the reasons why the American people are going to have less wool in their clothing. Above you see great bolts of woolen cloth being checked before being made into uniforms for Uncle Sam's fighting men.

Transportation difficulties, too, are going to bring about decided changes in the American way of living during the war.

Everyone knows there is a shortage of gasoline. But they should also know there is a growing shortage of fuel oil.

This means a change in the usual "visiting" habits of not only Mr. and Mrs. Fred Jones, but of Little Johnny, Sister Helen, Grandma and Grandpa, and the rest of the family and their relatives.

More Staying at Home.

For instance: With a shortage of gasoline, in fact, a rationing of that fuel, there is going to be more of the "stay at home" attitude. Sister Helen's fellow isn't going to be able to take her out riding. Little Johnny isn't going to be allowed to have the car to drive to the next town to bowl or go sightseeing.

Mom and Pop aren't going to get in the car and drive 40 or 50 miles to the next town to purchase supplies, or go to a show, or visit friends. They are going to do all their purchasing at home, go to shows in their home-town, and visit their friends in town more often than before.

Grandma and Grandpa are going to have to forego their usual Sunday ride or customary visit to old friends over in another section of the county.

All in all, the American family is going to be thrown back on their own more than ever.

It won't take long, though, before they fully realize that the idea of "stay at home" is as enjoyable and beneficial as the "buy at home" plan.

Main Street 'Dim Out.'

It is highly probable, that when more and more electric power is needed, the lights on Main streets—thousands of Main streets throughout the United States—will be dimmed. Many towns will be having "dimouts" instead of the blackouts which cities and towns along the East and West coast are experiencing.

You might think that your tomorrows promise to be dull, what with rationing of many articles, unavailability of others, staying at home, and curtailed railroad and bus travel. You might think so for a short time. But then, when you fully realize what you can do, and what you are doing for the coming victory, it won't be thought of as drab and dull.

You will realize it is in freedom's name that you are doing without many formerly ordinary things of everyday living. You will become conscious of the fact that you aren't standing in breadlines for food, or listening to round after round of propaganda radio programs, or staying indoors after the curfew sounds. Those things are true in a Hitler-dominated nation.

A change in the housing habits of the American people will be noticeable only in those areas where critical victory projects are under way.

Unlike enforced labor in dictator-dominated Europe, American workers are moving voluntarily to those cities where projects are being worked day and night, employing thousands upon thousands of people. Consequently, many towns have found a continually growing housing shortage.

The 'Army' of Cooks

America's women have been drafted, too.

Administrator of the Office of Defense, Health and welfare Services, Paul V. McNutt, and staff, are calling upon the women of America to see to it that the workers and children of this nation get the most wholesome food, prepared appetizingly.

Now watch the Nation's Army of Cooks lead their army to vitality, health, and happiness.

Here are some of their army rules of cooking warfare:

Well balanced meals.

Tasty meals.

Meals with plenty of energy-giving foodstuffs.

Plenty of food without wasting it.

Economical and thoughtful substitution for those foodstuffs not obtainable.

Even trailer-camp towns, laid out on the edge of the towns themselves, are being filled to capacity. **Rather than resort to the plan enforced in England, where compulsory billeting of war workers has been resorted to, U. S. officials are appealing to those who own homes in industrial zones to let out their spare rooms to workers.** Many former "private" homes are now being rented to "outsiders."

Then, too, most war workers—many of whom have left their wives and children at home—are not in a position to buy a home, either because their incomes are not sufficient, or because they may have to be moved at any time.

As a result federal officials are discouraging privately financed home construction and are seeking priority assistance on those projects that will be made available for rental to workers.

Forego Home Building.

Many prospective home owners will have to forego building their own homes this year, or buying one already constructed. Uncle Sam wants his defense area workers housed properly so that they can continue producing the necessary arms and armament.

More noticeable than in the above mentioned instances are the changes in the eating habits of America's consumers.

More rationing in various foodstuffs other than sugar seem highly probable. Increased rationing doesn't mean, however, that this country will lack a sufficient supply of staples, or that the American diet will lack its necessary and vital elements.

The eating habits of the nation will have to change. Look for many of our imported foodstuffs to become more and more scarce, and probably rationed. Many of the food staples produced or grown within the country will become scarce too. Much of the food is going to the U. S. armed forces here in the United States, and wherever they might be stationed in the world.

All in all, Americans today are experiencing in part what their British Allies have experienced for some time. Today the American people are getting their first experience lessons of what is in store for them as the nation moves forward.

That they can take it, there is no doubt. That they can readjust their lives to the conditions of the day is also practically a certainty. That they can carry on as well as—or maybe better than—industry is to be proven. It is going to be interesting to watch America change the world by changing its habits.

Fighting men must eat—eat plenty of good, nourishing food. These new army recruits are getting their first view of what food they'll get while working for world-wide freedom. If civilian America finds that certain of their favorite food isn't to be had, it is being dished out instead, such as here, to American and United Front Allied troops throughout the world. This is an official U. S. army signal corps photo.

'Wardrobe Stretchers' For Fashion-Conscious Women Can Be Had

Look in the accessory department of the store for the little extras called "wardrobe stretchers," is the word which Miss Barbara Borhek, instructor in home economics, University of Illinois college of agriculture, has for fashion-conscious women.

"The new WPB ruling L85 has made it impossible to buy such things as extra little jackets with a dress or little colorful aprons attached to a dress.

"So for a while at least, it will become more and more the fashion to offer these additions at the accessory counter."

This will be the place, she said, to keep one's eyes open for such tricks as patchwork ruffling for the bottom of a gay skirt, a gingham belt with huge pockets attached and a matching color, a separate wool sleeve yoke for winter color to transform an old dress or a printed tie-on peplum.

Star Dust
STAGE SCREEN RADIO

By VIRGINIA VALE
Released by Western Newspaper Union.

JINX FALKENBURG received an urgent request from a group of soldiers at a U. S. military outpost recently; signing themselves as the boys in "Hut #33, Iceland," they begged her to send them a large picture of herself in a bathing suit, as soon as possible. "We want to put it on the wall for two important reasons," they wrote. "1—It will give us something interesting to look at. 2—It will help to keep the captain's eyes busy when he comes around to inspect our quarters." She sent a picture five feet high!

"Once Upon a Honeymoon" unites three of the screen's top figures in the studio where each has previously scored triumphs—RKO Radio. They're Ginger Rogers and Cary Grant, who've both made plenty of hit pictures, and Leo McCarey, producer-director of such delightful films as "Love Affair" and "My Favorite Wife." "Once Upon a Honeymoon" is the kind of thing they all do best.

Thousands of moviegoers, on reading of Elmer Davis' appointment as director of the Office of War Information, recalled seeing him on the screen. To "Information Please" fans he was one of the highlights of the series issued by RKO Pathe.

Bill Stern, NBC director of sports and famous sportscaster, plays himself in Samuel Goldwyn's "The Pride of the Yankees," which stars Gary Cooper and is based on the life of the late Lou Gehrig. Theresa Wright, Walter Brennan and Babe Ruth head the supporting cast. Stern flew from the Coast to participate in the scene showing "Lou Gehrig Memorial day," which marked Gehrig's retirement.

BILL STERN

J. Carroll Naish is going to be seen as an ape-man, no less, in 20th Century-Fox's "Buried Alive." It's this company's first effort in the horror line, and just the title promises well. John Shepperd and Lynne Roberts will have the romantic leads.

Rosalind Russell is booked for another of those pictures in which she's such a clever and handsome young business woman that she makes business women in the audience green with envy. This one will be "Portrait of a Lady," and the plot (which somehow has a familiar ring) deals with the efforts of a husband to win his wife away from a business career.

"Guerrilla Brigade," the Soviet picture which was shown in New York recently, has been booked by the RKO circuit and is scheduled for national release. This is the first time in some years that a Russian picture has been booked by a major theater chain here.

Those bitter little quarrels between actors and motion picture companies no longer mean what they once did, not since radio's here to stay. When Madeleine Carroll and Paramount disagreed not long ago, the beautiful Miss Carroll merely departed for New York and picked up some engagements to broadcast, at $2,500 each. Paul Muni and his studio parted, so he did a stage play, got $5,000 apiece for several radio performances, then signed with another studio. John Garfield and Warner Bros. disagreed, and radio grabbed him.

William L. Shirer talks to his friend, Edward R. Murrow ("This Is London") every Sunday before their respective broadcasts. The conversation is over a private wire, and the first thing Murrow asks is about the baseball teams.

ODDS AND ENDS—Janet Blair, former singer with Hal Kemp's orchestra and now playing the title role in "My Sister Eileen," is rehearsing the songs for a new civic opera to be presented late this summer in Los Angeles . . . Mainbocher, famous dressmaker who's been responsible for many of the Duchess of Windsor's costumes, has been signed to a term contract by Fox . . . Bob Burns has a new bazooka, made from scraps from P-38 bombers by the boys who build the planes . . . Donna Reed's wearing the silver wings of a pilot on the Anti-Submarine Patrol in the Atlantic, Lt. Donald Arlen, whom she's never seen.

PATTERNS
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IT IS a smash success—this quick "button upper" presented in today's easy-to-sew pattern. It is cut in just two pieces—then darts are put in for flattering fit through an easy flare—and it buttons together, across the shoulders and down the side! It is no trouble to cut, no trouble to fit and no trouble to sew! Kimono sleeves make it cool for hottest days.

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Pattern No. 8171 is in sizes 14 to 20; 40, 42, 44. Size 16 takes 3¼ yards 39-inch material.

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THE high waisted style in children's dresses is never failing in its appeal! Here is the high waistline in a pert, cheerful dress for little girls—matched with an adorable sun bonnet and practical panties! You'll use this pattern again and again for your own little girls' frocks—and then your neighbors will borrow it for their children! Your daughter will enjoy wearing this frock with its flouncy, full skirt, puffed sleeves and gay ric rac braid.

* * *

Pattern No. 8175 is designed for sizes 2, 3, 4, 5 and 6 years. Size 3 years dress takes 2⅜ yards 35-inch material, bonnet ½ yard and panties ¾ yard.

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it is wise . . . to read the advertisements in this newspaper before you set out upon a shopping tour.