IMPORTANT NEWS

On The HOME-FRONT

Reminders

MEATS, FATS — Red Stamps Q5 through X5 good indefinitely. No new stamps until January 28.

PROCESSED FOODS—Blue Stamps X5 through Z5; A2 through G2 good indefinitely. No new blue stamps will be validated until February 1.

SUGAR—Sugar Stamp 34 good for five pounds indefinitely. No new stamp until February 1.

FUEL OIL—East and Far West land 2 period coupons good indefinitely. Period 3 coupon in East will become good on January 15. Period 3 coupon in Far West will become good on January 8. Mid-West and South Period 1, 2 and 3 coupons good throughout heating year.

SHOES—Airplane Stamps 1, 2 and 3 in Book Three, good indefinitely.

"Mileage Rationing Records" Needed

All operators of passenger cars with basic "A" ration must have milage rationing records" to be eligible to apply for other gasoline rations, the Office of Price Administration points out. Without this important record no motorist may be issued a "B" or "C" supplemental ration. In the recent re-registration of the nation's 23,000,000 basic "A" ration holders, each registrant was issued one of the mileage record forms. The form replaces the old tire rationing record, on which was kept a list of issued gasoline rations. In cases where a motorist was not issued a mileage rationing record or had his lost or destroyed, he should immeditely apply to his local board for a duplicate, OPA states.

Wool Trouser, Flannel Shirts Set Aside

A substantial number of the output of wool trousers and flannel shirts has been set aside for military contracts during the next 90 days, the War Production Board advises. This action has been brought about by increased and urgent Army needs for trousers and shirts. They affect 75 per cent of the industry's output of wool trousers and 45 per cent of shirts.

Cattle Ceiling Expected To Aid Housewife

The directive of Economic Stabilization Director Fred M. Vinson to place ceiling prices on live cattle should be a boon to housewives and dealers in helping them to get their fair share of all grades of beef at fair prices, Price Administrator Chester Bowles declares. "Live cattle represented the only important food commodity that was not under ceiling prices," he said. As prices of better grade animals rose and beef ceiling prices held stable, a large percentage of good and choice grades of cattle went to a minority of slaughters selling meat above ceiling prices. Legitimate slaughters and ordinary butcher shops got less than their usual share of quality beef. Our entire program of meat price control was in danger of a breakdown. . . . Price controls on meat have now been strengthened at the starting point—live cattle." As a citation of the value of price controls Bowles pointed out that in this war the price of round steak at the meat market has risen only 11½ per cent whereas in the World War in the same length of time the price advanced over 50 per cent.

V-Mail Use Urged By Army And Navy

The Army and Navy are asking all civilians to make greater use of V-Mail in writing to service men this year as a direct help in conserving critically needed transport space and as a means to providing fighting men with more frequent and faster communication from home. Great stress is placed by military officials on the value to soldiers and sailors of frequent letters, which is more possible by the use of V-Mail. The fact that there are more men overseas disallows of the consistent sending of regular mail by airplane and this type of mail is frequently held up for lack of space, the military authorities say. The V-Mail filming process assures correspondents of privacy of contents, military postal officials point out.

Fuel Oil Supply "Touch and Go"

Harold L. Ickes, Petroleum Administrator for War, cautions home-heating oil users that stocks are below last year's level and that consumers should avoid excessive consumption that will deplete stocks too rapidly. "For the remainder of the heating season, meeting home-heating oil demands will be strictly touch-and-go. Fuel oil supplies are tight but adequate to meet current rationed demands," Administrator Ickes said. "However, there is not as much fuel oil available this year as there was 12 months ago. That means that over-consumption will make the problem more critical. Furthermore, military requirements have been steppd up, placing a further burden on American refiners."

Bonds For Electricity

During the first five years of peace the Rural Electrification Administration expects to extend its power lines to 3,500,000 country homes including nearly every farmstead not now electrified. Today approximately 43 per cent of the farm homes are on the high lines.

But to enjoy the profit by the magic of electrictiy to REA estimates that farms and other rural homes must invest $4,500,000,000 in wiring, plumbing, electrical appliances and equipment. That averages more than $1200 per farm. Many farms should spend much more.

So that farmers will have the funds to invest in electricity's "working tools" REA is urging them to buy War Bonds now. They point out that a War Bond investment today will "spend the victory and hurry the time when material and labor will be available to construct rural lines. At the same time War Bonds will assure the farmer's ability to make the necessary investment in electrical equipment when the time comes to do it."

REA says, "farmers who have already experienced the help and comfort of electricity will want to increase their investment in electrical equipment and appliances." It is estimated that added investment in electrical equipment by farms already on the power lines will total $2,500,000,000. "For this purpose", REA adds, "many farmers have been earmarking War Bonds bought from the extra income which electricity is already making possible for them."

—V—

PRODUCE MORE FOOD FOR FREEDOM

the CONSERVATION WAY

In time of war it is more than ever necessary to prevent wastes. This is true of time, steel, oil, rubber, manpower, food, fiber, transportation and, no less than the rest, the land. The land is used wisely when it is made more productive without loss of the fundamental resource — the soil. Waste of land can be prevented by using seed, fertilizer, horsepower, and time, only on those areas that we know will produce high yields. It is inexcusable waste to plow, prepare, seed, fertilize and cultivate badly galled areas or depleted field borders that are inherently unproductive, and to plow into gullies or stream banks where the soil will be washed away with the next heavy rain. It is also unwise to expect most profitable returns from cattle pastured in wet marshes and woodland. To try these things is to build a house upon quicksand—and as unreasonable and unprofitable. Yet there are for these areas profitable uses requiring little time, effort and cost; uses that will render them productive with as great a return upon investment as can be realized on any acre of the farm

These small areas scattered over the farms—a quarter acre here, two acres there, or an occasional vast stretch of marsh, together with the borders of streams and ditch banks —add up to the surprising total of more than 33,000,000 acres of land throughout the United States, an area nearly equal to that of all New England. These lands erode, often more than others do, but they can be made to produce crops—crops of useful wild plant and animal life—the crops which comprise the "Selective Service" for these lands.

Just as it takes more than one skill to make a plane, so it takes more than one technique to manage land. The farmer today must not only be a farmer but also an economist; an agronomist, an engineer, a forester, a range manager, a biologist—all these skills are needed to coax from the yielding land the food, and the fiber needed to fight this war and win the peace and in the end still have the land. Using all these skills together each parcel of land can be classified for the use to which it is most neatly adapted, and accordingly manage it for the highest produuction at the lowest cost in labor, money and materials. And all or this is not along for today's extreme effort, but that the land may be preserved as productive next year, next decade, next century as it is today, so that we may prosper and our Nation endure.

—V—

Washable Wall Paper

Washable papers are cleaned satisfactorily by wiping them with a cloth wrung out of clear lukewarm soft water and drying with a clean cloth. Use water sparingly so that paper will not absorb it. Many washable papers of firm quality may be cleaned with soap jelly and a sponge or cloth. Use light, even strokes. Rinse with sponge wrung out of clear warm soft water.

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