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SUGGESTIONS TO COUNTY CHAIRMEN OF CONSUMER INTERESTS

HEALTH AND WELFARE SECTION

CIVILIAN DEFENSE

March 1942

The following material suggests to you the problem of the consumer in this war, what your consumer interest committees can do to help the consumer carry his share in national defense, and how to set up your county organization. The County Consumer Interests Chairman should set up an advisory council as representative as possible of the various consumer organizations and groups in the county, and a smaller working or executive committee. This organized group through its sub-committees, using every possible means of publicity, should inform every consumer of the great need for change in our individual consumption in order to put all the possible resources into war effort, and should suggest ways this may be done without loss of health or morale.

WHAT IS THE PROBLEM?

In time of war, our ordinary ideas of what we will consume and how we are able to spend our money must be set aside. The usual peace time activities of the country must be subordinated to a single huge job--the carrying on of a war which calls upon us for our utmost in resources and effort. It has become increasingly apparent that the war in which we are engaged cannot be won by halfway measures. The job of every consumer, therefore, in this period of war is to change his consumption and his spending of money in such a way as to help carry on the war in every way possible, and to release productive capacity of every sort for defense effort, and at the same time keep up the health and morale of himself and his family. We cannot expect to consume at the same level as before if we hope to win this war. Every consumer must be made to realize this fact and to keep it in mind every day.

WHAT CAN THE CONSUMER DO TO AID IN NATIONAL DEFENSE?

Following are a number of suggestions indicating lines along which your consumer interest committee may direct its efforts:

1. CHANGED CONSUMPTION IS NECESSARY. The consumer will necessarily have to curtail or stop the use entirely of various goods which he is accustomed to have. Shortages of various goods are occurring and will continue to occur and to increase in intensity as war effort continues. By every possible means of publicity the consumer should be made to realize that these shortages are to be expected and are necessary in order to carry on the war. He should be made acquainted with the precise situation as to these shortages, their causes and effects, and should attempt to cheerfully to develop substitutes for the curtailed goods. It is part of the job of the consumer interest committee to inform the consumer of the situation and to make him feel that he is making a real contribution to national defense by acceptance of necessary changes in his everyday consumption.

(Over)

2. **DISCOURAGE HOARDING.** When shortages are announced, the consumer should confine his purchases to a normal amount such as he would ordinarily buy if no shortage were in evidence. Hoarding must be discouraged in every way possible by all consumer interest committees. Every consumer must be made to realize that he may have to shelve his own personal desires in order to further the welfare of his neighbor who needs the commodity just as badly as himself. Every hoarded article means just that much less for someone else. The more consumers cooperate, the less will be the necessity for government compulsion. Public opinion should be developed in every community against hoarding. If necessary, consumer organizations should help merchants to develop some scheme by means of which it is difficult to buy goods for hoarding.
3. **MORE RATIONING AHEAD.** Rationing of various goods has so far been applied only to tires, tire retreads, and sugar. These are only beginnings and many more commodities will have to be rationed in some way. Urge community spirit in cooperating with the rationing boards. If injustices occur in the process or as a result of rationing, set up a mechanism by means of which complaints can be registered and the facts investigated and reported. Only by such means as this will the government know whether the rationing program really is "working".
4. **DON'T BUY THINGS NOT NEEDED.** Every consumer must be made to feel the necessity of wise and careful choice of whatever goods he buys and their careful use after purchase. While we will not be able to live as before during this war, there are enough goods so that we can keep up health, decency, and morale. Extravagance and purchase of extra things that are not needed must be cut down, however.
5. **STUDY CONSUMER BUYING PROBLEMS.** The proportion of the consumer's income available to purchase the goods he needs will be lessened this year because of the necessity of payment of income tax and by the purchase of defense bonds. The prices of necessities have risen and probably will continue to rise. (Estimates are that the cost of living may be 15 per cent higher by the end of 1942.) Because of these facts, the consumer must do a good job in planning carefully for spending what income is available to him. He must use all his knowledge to be a good buyer. He should plan carefully before spending; he should make comparisons of prices in relation to the quality of the goods he is buying. He must learn to use intelligently the labels he finds on goods and must ask for more information. He should be on the alert for quantity purchases and should check the weights of his goods at the time of purchase and after he has brought them home. Marketing in person has always been a good technique to follow and it will be more important now than ever when every dollar must be carefully used. Get home economics trained homemakers to organize classes on consumer buying in which these and other buying techniques are studied. Use the radio to broadcast specific suggestions for better buymanship. Secure newspaper space and get some informed person to contribute at least a weekly column along these lines. The subject of consumer buying is an excellent topic for study by women's club groups and women's organizations of all sorts.

6. **CHECK WASTE.** The practice of thrift and the checking of all possible wastes in the goods he uses must be a part of the platform of every consumer. Less food must go into garbage cans; fewer half-worn garments must be discarded; less must be burned up or thrown away before all the possible use has been extracted from them. See The Consumer's Pledge for Total Defense, a copy of which is enclosed. Write to the Consumer Division, Office of Price Administration, Washington, D. C., for more of these cards. Every consumer in Wisconsin should sign one of these pledges. Get adequate supplies of these in the hands of all organizations.
7. **STUDY COST OF LIVING.** Set up a committee whose business it is to study the costs of living in your locality. Write to the Consumer Division, Office of Price Administration, Washington, D. C., and ask to be put on the list to receive Consumer Prices, a free publication which reports on price trends over the country and gives valuable suggestions on consumer buying and careful use of goods. This committee should check on rise in rents, prices of foods, and other necessities in the locality. If any increases seem out of line with general trends--
 - a. Find out the facts as to price rise. Do not depend on rumors but get exact information.
 - b. Find out reasons which are back of increase. It may be warranted by local conditions.
 - c. If price rise seems uncalled for, give publicity to the facts. This alone may be enough to clear up the situation.
 - d. If situation continues, transmit complete facts to central office in state.
8. **DEFENSE HOUSING.** If your locality is a defense housing area, special attention must be paid to the housing situation.
 - a. Have a committee watch rents to see that they do not rise to an exorbitant degree. If they rise rapidly, steps should be taken to control them. Publicity may take care of this. If necessary, however, the facts should be reported to the Office of Price Administration so that price control may be applied to the area. Rents will not be fixed by the O.P.A. unless there are reports of difficulty from the locality. Since it is to the advantage of holders of rental property to allow rents to rise, the consumer interests committee must be the group to keep watch of rentals and report if they find uncalled for rent increases.
 - b. Have a committee cooperate to make a survey of vacancies, including rooms as well as houses, flats, and apartments available for taking care of defense workers.
 - c. If overcrowding results from an influx of defense workers, a housing committee should discover the facts and attempt to remedy the difficulty by getting new defense housing for the area and seeing that housing regulations covering the situation are passed and enforced.

(Over)

9. **STUDY THE PRICE CONTROL BILL.** Urge high school classes and study groups of all kinds to study the price control bill and its administration so that its provisions are understood. Material will be sent out on this subject from the central office as soon as possible.
10. **CHECK CREDIT AGENCIES.** Many families will use credit to make income tax payments or to help cover the shortages caused by meeting them. The number, character, and lending terms of agencies offering credit should be checked. Publicity should be given to information which every would-be borrower should have before going into debt. If there is a lack of agencies which offer credit in your locality, information about credit unions should be given publicity and possibly their organization should be arranged. Write to Credit Union National Association, Madison, Wisconsin, for information as to location of credit unions nearby and descriptive literature.
11. **HELP MERCHANTS SAVE TIRES.** Urge consumers and all consumer organizations to cooperate by doing more marketing in person and carrying purchases home, and by marketing less frequently so as to concentrate deliveries. Consumer organizations should cooperate with merchants in making out schedules which eliminate at least some of the duplication of delivery services in the same areas. Merchants will be much more willing to do this at once if they feel that consumers will stand back of them.
12. **OFFER YOUR NEIGHBOR A RIDE.** Help save tires by urging neighborhood use of private cars. Make it popular to pick up a carload when going to work, or the movies, or downtown. Rural families can combine their Saturday trips to town or to community gatherings.
13. **STRESS HOME PRODUCTION OF GARDEN PRODUCE** this season by all families who have access to plots with suitable soil which will not be used otherwise. This does not mean that lawns must be plowed up or flower gardens eliminated. Vacant lots and back yards that do not have fertile soil should not be converted into vegetable gardens since both seeds and fertilizer are not plentiful. Allotment gardens on the outskirts of villages and towns have been found very successful if the soil is good garden soil and the area is near a bus line or close enough for walking. Welfare groups who have tried the plan can give you good suggestions as to how to further the scheme. Get agricultural teachers and the county agricultural agent to organize classes and to select supervisors who can give instruction to those who wish to raise part of their own food but do not know how. Urge hardware stores and seed stores to have educational window displays for the same purpose. Farm families who have always raised much of their food supply are to be encouraged to do even more. Find out what the county nutrition committees are doing about home production and cooperate with them.
14. **HOME PRESERVATION OF FOOD** will ease the strain on transportation facilities and make the shortage of tin less apparent. Announcements will later be made about what will be done to allow sugar, rubber rings, and zinc jar tops for home canning. When this information is available, help organize canning centers where group use of equipment can be secured and where instruction is offered as to proper methods of canning. Other

methods of preservation and storage should also be developed including drying, preparation of sand pits, and other means of winter care of vegetables. Have a group investigate the frozen food locker situation in your locality.

15. HOME PRODUCTION OF OTHER ARTICLES BESIDES FOOD should be encouraged by means of publicity of various types. Get experienced women to offer classes in making over and repair of clothing, breadmaking, or soapmaking. It should also be stressed that keeping all goods in excellent repair will help win the war.

SUGGESTIONS ON ORGANIZATION

In selecting the county consumer interests committee, attempt should be made to secure representation of the different groups of organized consumers appearing in your county. Look over your county carefully to see what groups need to be represented. Be sure that your committee does not come solely from one group. Such organizations as Parent-Teachers Associations, church groups, lodge groups, labor unions, labor auxiliaries, consumers' cooperatives, credit unions, American Legion auxiliaries, mothers' clubs of rural school districts, farm bureaus, farmers' unions, 4-H clubs, homemakers' clubs, women's clubs, business and professional women's clubs, temperance unions, and any others that appear in your county should have representation--if not on your main committee, at least on sub-committees. Do not forget to check on and secure representation from any nationality and racial groups appearing in considerable number in your locality. Do not forget to include someone who represents particularly the homemaker's point of view and who is perhaps without organization affiliations.

Persons from the trained groups in your area should also appear on your committee, though it should not consist exclusively of them. These include teachers of home economics, agriculture and commerce (the latter if teaching consumer economics), home and agricultural agents and supervisors, welfare workers, and homemakers with training in home economics, social work, and sociology or economics with a consumer slant. These people will be able to give very valuable help.

Probably a good means of incorporating in your county organization the various groups which should be represented is to have (a) a small central working committee or executive committee, each person heading a working sub-committee, and (b) a large advisory group with a much larger representation meeting occasionally to present different points of view and to iron out problems.

Whether there should be separate organizations in your various townships, villages, and cities subordinate to the central county organization will depend upon the size and character of your county. If it is large, and particularly if there are wide differences in occupation, income, type of consumer organization, and probable response to suggestions made, it will probably be advisable to have sub-organizations which operate separately. If the people of the different parts of the county are quite similar, this may not be necessary or desirable.

In planning a program of work, your committee should discover what other defense committees in the county are doing, especially the nutrition and welfare groups. Make your program fit in with theirs. The program will be hindered rather than helped if each group works independently. In times like these, when efficiency is so necessary, there must be no duplication of effort.

Since your major aim is to get every consumer to understand the nature of the problem and to feel a responsibility toward helping, every means of publicity available must be used. Get the cooperation of newspapers; have a consumers' column at least each week. Use the radio, with consumers' news notes as fillers, and an occasional consumers' forum or talk discussing some of the topics suggested in the previous section.

Secure the cooperation of the public libraries who might offer a consumers' shelf with reference material on consumer buying, the cost of living and how to meet it, housing problems, and many other topics. Club groups should be urged to take up consumer topics as a study project.

Forums for public discussion of various topics of significance to the consumer may be organized. Adequate coverage of various points of view should be secured. Classes in schools could very well use consumer topics for exercises in English and other subjects. Consumer problems might be made the subject for posters, exhibits, and demonstrations in various class-room exercises. The use of store windows for various exhibits showing the part of the consumer in national defense and on problems of consumer buying would doubtless be donated by merchants. The consumer should be reminded at every turn that what and how much he consumes has an important bearing on the war.

Your central consumer interests committee expects shortly to send out further material to you giving a list of references and other helpful material available at little or no cost.

WISCONSIN COUNCIL OF DEFENSE

By:

May L. Cowles, Chairman
Consumer Interests Committee
Health and Welfare Section
Civilian Defense Board

Approved:

R. S. Kinglsey, Chairman
WISCONSIN COUNCIL OF DEFENSE

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SUGGESTIONS TO COUNTY COMMITTEES
OF CONSUMER INTERESTS

PURPOSE OF COUNTY COMMITTEES

THE JOB TO BE DONE

HOW TO GET THE JOB DONE

CO-ORDINATING THE JOB WITH OTHER GROUPS

EVALUATING THE JOB DONE AND REPORTING

SUGGESTED REFERENCES

SOME SAMPLES OF JOBS DONE

Offered by the State Advisory Committee of Consumer Interests,
Citizen's Service Corps, Wisconsin State Council of Defense
231 West Wisconsin Ave., Milwaukee--May 1943

I. PURPOSE OF COUNTY COMMITTEES

To cooperate, with the County Council of Defense and the Office of Price Administration, in encouraging the kind of consumer behavior which helps the effective prosecution of the war, which does not hinder the war effort; and which gives families the necessities of life, so that they make their best contribution.

There are four major purposes or objectives of county committees:

1. Help families to understand the causes and prevention of inflation.
2. Acquaint families with the need for rationing and the importance of their cooperation.
3. Teach families how to keep themselves efficient workers.
4. Encourage desirable consumer behavior during and after the war.

II. THE JOB TO BE DONE

First: In helping to understand inflation--

Inform families of the dangers, and the responsibility they have in keeping inflation under control.

1. Urge families to spend as little as possible; and to develop financial plans to include retirement of debts, payment of taxes, emergencies, the buying of war bonds, and the making of other sound investments.
2. Urge families to help control prices of goods which have set ceilings.

Second: In cooperating with rationing--

Help families to understand the need for rationing and the importance of their cooperation. Inform them as to what constitutes a black market; and help them to see that patronizing one or taking part in such transaction, defeats the purpose of rationing and price control.

1. Improve attitudes toward rationing.
2. Explain what constitutes a black market transaction.
3. Explain the consequences of these.
4. Urge families not to take part in black market transactions.

Third: In helping families to keep efficient--

Help them to learn how to make best use of their resources--such as clothing, food, tools, machinery, livestock, soil, time, information, and community facilities; so that they have the things necessary to keep them efficient workers without buying any more than is absolutely necessary. It is the duty of every family to contribute in its daily living to the winning of the war. Everyone must realize that any needless demands made upon industry hinder production for the war. It is on that production that we depend for victory. The food, clothing and equipment we do not buy, the fuel, gas and other utilities we do not use, are as much a contribution to victory as ammunition and the implements of war.

1. Teach families how to get adequate food which will maintain health and efficiency, and yet make as few demands as possible on production through:

- (1) Home production of food
- (2) Home preservation of food
- (3) Careful spending of points
- (4) Preventing surpluses from going to waste

2. Encourage the establishment of food preservation centers and help recruit volunteers in their operation.

3. Teach families how to take care of and repair tools, equipment and furnishings, in order to insure their usefulness for the duration.

4. Teach families care, repair and home construction of clothing.

5. Encourage families to support movements which will help to keep the quality of consumer goods, such as informative labeling and standards; and urge them to inform retailers that they want such labels.

6. Encourage families to share scarce equipment such as sewing machines, pressure canners, food driers, garden tools, washing machines, automobiles etc.

Fourth: In encouraging desirable consumer behavior--

Help families to keep informed as to the "machinery" and problems involved in supplying consumers with the necessary goods and services which maintain health and morale on the home front; and in supplying armed forces with the requirements of war.

1. Supply study groups with outlines and reliable sources of information.
2. Urge the study of desirable consumer-retailer relations and cooperation.
3. Urge the study of trade barriers and their effects upon our economic system.

III. HOW TO GET THE JOB DONE1. Steps in Organization

- (1) Organize a good working committee which would represent and enlist organizations and individuals (with a county-wide interest) in an educational program.
- (2) See that a chairman is appointed by the County Civilian Defense Council, if one has not already been appointed; or obtain permission to elect one from the group.
- (3) Elect a secretary to keep minutes of meetings, to act when the chairman is unable to do so; and to file records and information.
- (4) Discuss the purpose of such a committee.
- (5) Survey the county situation
 - a. Learn what is already being done by others.
 - b. Recognize problems yet to be solved.
- (6) Pick out one or two important county needs upon which to base the program.
- (7) Decide on a tentative plan of action, with careful consideration as to seasonal application; and face the problems involved as:

Reaching every family.

Getting volunteer workers.

Training volunteer workers.

Getting enough printed matter to circulate.

Obtaining financial assistance for operating expenses.

Getting stenographic help.

Plan to work on one or two main problems at a time and very gradually expand the program.

- (8) Divide responsibilities, by the appointment of committees and individuals, to take care of certain work as:

Compilation of a list of available speakers, demonstrators and teachers in the county

News releases

Radio talks

Posters

Exhibits

Dramatizations

Setting up and operating consumer information centers

Setting up consumer information tables or bulletin boards in libraries or other public places

Organizing and conducting consumer study courses

Enlisting volunteers

Training volunteers

- (9) Assign certain areas, of the county, to certain individuals who will be in charge of work there.

- (10) Plan calendar of county committee meetings

Composition of the Committee

In selecting or adding to the membership of the county consumer interests committee, an attempt should be made to secure representation from the different

groups of organized consumers or other study and service clubs in the county. The committee should not come solely from one kind of a group; and all income levels should be represented. In addition, educators and other public workers interested in consumer education should be a part of the group.

The committee might include:

Representatives from:

Educational institutions, such as high schools, county extension offices, vocational schools, local colleges and universities.
Municipal and State Departments of Purchasing, Health, Food Inspection, Public Utilities Commission, Weights and Measures Supervision, etc.
Public libraries
Civic and social organizations
Government agencies, such as Farm Security Administration, Agricultural Adjustment Administration

Cooperatives

Retailers

Public Utilities

Labor Unions

The following organizations may be interested in being represented:

American Association of Univ. Women and college women's clubs

Church study Groups

General Federation of Women's Clubs

Homemaker's Clubs (Vocational Schools)

Homemaker's Council (County Extension Service)

Housewives' Leagues

Junior Leagues

Labor Unions and Women's Auxiliaries of Labor Unions

League of Women Voters

Men's and Women's Service Groups

Retailers

Parent Teacher Association

Student Study Groups

Women's Cooperative Guilds and Clubs

2. Methods to use in reaching families

Consumer Information Centers

Block and neighborhood leaders

Public Forums and Discussion Groups

Radio Programs

News articles and regular columns

Exhibits and posters

Dramatizations

Talks

Classes and clinics

Demonstrations

3. Volunteer workers can help do the job

(1) These might include:

Block and neighborhood leaders

Homemakers with home economics training or those with special skills--

(Enrollments for Volunteer Service--State Home Economics Association--are available through its County Service Chairman--whose name will be supplied to County Consumer Interest Chairmen).

Teachers of home economics, economics, mechanics, shop work

Public utilities personnel

Home demonstration agents

Home Management supervisors--Farm Security Administration

Retailers and buyers

Repair men (plumbing, electricity, etc.)

Project leaders of homemakers' clubs (Extension Service)

(2) Training Courses for Volunteer Workers

Volunteers, with special training, skills and abilities listed above, can train the persons who wish to help, and need training such as for:

a. Understanding the Economic Situation

Responsibilities and interests as consumers during war

Our fight against inflation

The problem of scarcity

Scarcity of Civilian goods

Rationing

Black markets or black market transactions

b. Conservation of all Resources

Clothing

Repairing and making over

Care and cleaning

Laundering

Pressing

Storage of woollens

Care and cleaning of leather goods

Care, cleaning and storage of rubber goods

Equipment

Sewing machines

Electrical appliances, cords, etc.

Plumbing

Heating

Furnishings

Care, cleaning and repair of furniture, rugs, bedding, etc.

Cleaning and storage of woolen blankets, etc.

Control of household pests as moths, etc.

Fire prevention

Accident prevention

Time - Planning for its best use

Money - Financial Planning

c. Home Production

Food

Vegetable gardening

Other food production

Food preservation

Clothing construction

d. Wise buying of Real Needs

Food - Selection based on available supplies to
maintain and build health

Clothing

Household supplies, furnishings, furniture, equipment

4. Other problems in Getting the Job Done

(1) Finances

If the committee is made up of representatives of county-wide organizations, it will not be difficult to acquaint groups with the worthiness of the cause; and to get them to pledge financial support, to take care of such items as writing materials, postage, etc. It may also be possible to secure petty cash (for such purposes) from the County Council of Defense. Submitting an occasional financial report to contributing organizations and to the Council is recommended.

(2) Stenographic Help

The County Council of Defense may be able to furnish such assistance; or volunteers may be found who will contribute some time to this purpose.

IV. CO-ORDINATING THE JOB WITH OTHER GROUPS

In order to dove-tail the work of the committee, with that of other related committees and service groups, the program should be set up so that it does not over-lap work planned or being done. The committee should acquaint itself with the work of the county nutrition committee, school lunch committee, vocational and other school programs, block leader organization, County Extension Service, George Dean Homemaking Departments in High Schools, etc.

V. EVALUATING THE JOB DONE AND REPORTING

It is important that the committee evaluate its program periodically, basing its evaluation on the number of people reached, type of emphasis, evidence of changes in practice and attitudes; and the enthusiasm of volunteer workers. The program should be revised, in the light of the results of this evaluation. Reports of work done will not only help in this study, but will help to give a unified picture of accomplishments in the state. They will also help the State Advisory Committee see the problems of the county committees; and thus make its help effective. A sample report form follows. Twelve copies are furnished to each county chairman.

MONTHLY REPORT OF PROGRESS OF COUNTY CONSUMER INTERESTS WORK

Report only activities not previously reported; except as you report their progress

COUNTY _____ MONTH _____ 19 _____

NAME AND ADDRESS OF CHAIRMAN _____

PROGRESS OF WORK:

1. County Committee meetings held (Number) _____

Purpose of meeting? _____

Changes in Committee Personnel _____

(If members have not been previously reported, please give list)

2. Information Centers in County (number and location) _____

Open how often? _____

Activities _____

Chairmen of each center, (name, address) _____

3. Radio Programs - Station _____ Hour _____

How often? _____ What topics? _____

4. Newspaper Articles - Space _____

Name of Papers? _____ How often? _____

About What? _____ SEND CLIPPINGS

5. Exhibits - Where? _____ What? _____6. Consumer Information Training Courses. Number given _____

When and where held? _____ Number in attendance _____

Topics covered _____ SEND PROGRAM

7. Cooperation with other Civilian Defense committees

How? _____ When? _____

8. Other Activities? _____

PROBLEMS YOU ARE ENCOUNTERING: _____

SUGGESTIONS TO STATE CONSUMER INTERESTS COMMITTEE _____

SEND REPORT TO:

Chairman, State Advisory Committee
Room 205 Agricultural Engineering Bldg.,
University of Wisconsin, Madison, Wis.

REPORTED BY:

Signed _____

VI. AUTHORITATIVE SOURCES OF PRINTED INFORMATION CAN HELP

(1) Consumer Division - Office of Price Administration, Milwaukee

(2) State Advisory Committee of Consumer Interests,

Citizens Service Corps--State Council of Defense--Milwaukee

(3) Experiment Station, College of Agriculture, Univ. of Wisconsin

(4) Extension Service

a. County Extension Offices - located at County seat

b. College of Agriculture, University of Wisconsin

(5) Extension Division - University of Wisconsin

(6) United States Department of Agriculture, Washington, D. C.

List of available publications is sent on request to the
Superintendent of Documents

(7) Bureau of Human Nutrition and Home Economics

U. S. Department of Agriculture, Washington, D. C.

(8) Bureau of Labor Statistics, Washington, D. C.

Periodic Releases on "Prices" and the "Cost of Living" will be
sent free to those who justify their request to be placed on
the mailing list.

(9) American Home Economics Association

620 Mills Building, Washington, D. C.

(10) Consumers Service Section, U. S. Department of Agriculture,
Washington, D. C.

(11) Public Affairs Committee, Inc., 30 Rockefeller Plaza, N. Y. City

(12) Better Business Bureaus

(13) American Institute for Economic Research, 54 Dunster Street,
Harvard Square, Cambridge, Massachusetts

VII. SOME SUGGESTED REFERENCES

General

- CONSUMER EDUCATION SERVICE--American Home Economics Association, 620 Mills Bldg., Washington, D. C. Subscription price \$1.00 per year. Periodical news letter giving a valuable summary of current developments in the field.
- CONSUMER KNOWLEDGE BUILDS DEFENSE--Consumer Division, Office of Price Administration, Washington, D. C. A bibliography of available pamphlet material, with brief explanatory notes describing the publications listed. 1941. Free.
- CONSUMER TIPS--Consumer's Counsel, U. S. Department of Agriculture, Washington, D. C. Free on request after each of the "Consumer Time" radio broadcasts on the Red Network (KSTP) every Saturday at 11:15 A. M. Central War Time.
- CONSUMERS' BOOKSHELF--Consumer's Counsel, U. S. Department of Agriculture, Washington, D. C. A selected bibliography of government materials, pamphlets, and other inexpensive or free materials of interest to consumers. 1937. 15¢.
- CONSUMERS' GUIDE--Consumer's Counsel, U. S. Department of Agriculture, Washington, D. C. Issued bi-weekly from October through May, and monthly from June through September. An excellent, popularly written periodical of real assistance in meeting consumer problems. Subscriptions 50¢ per year.
- DIRECTORY OF GOVERNMENTAL CONSUMER SERVICES AND AGENCIES--Consumer Division, Office of Price Administration, Washington, D. C.
- SCIENTIFIC CONSUMER PURCHASING--American Association of University Women, 1634 Eye Street, N. W., Washington, D. C. 1939. 60¢.
- CONSUMERS CAN HELP WIN THE WAR--Jessie V. Cowles, 1943. University of California Press, Berkeley, California. \$1.00.
- WARTIME FAMILY LIVING--Bureau of Human Nutrition and Home Economics, U. S. Department of Agriculture. Available to County Home Demonstration Agents and FSA Home Management Supervisors.

Financial Planning

- YOUR INCOME AND MINE--Public Affairs Committee, Inc., 30 Rockefeller Plaza, New York, New York. 1940. 10¢.
- HOW WE SPEND OUR MONEY--Public Affairs Committee, Inc., 30 Rockefeller Plaza, New York, New York. 1941. 10¢.
- FACTS YOU SHOULD KNOW ABOUT BUDGETING--Boston Better Business Bureau--1938. Free.

Conservation of Resources

Leaflets issued by Superintendent of Documents, Washington, D. C.

All are \$1.00 per 100 copies.

- "How to make your IRONING EQUIPMENT last longer"--AWI-11
- "How to make your REFRIGERATOR last longer"--AWI-4
- "How to make your electric RANGE last longer"--AWI-8
- "Take care of HOUSEHOLD RUBBER"--AWI-7
- "Take care of VACUUM CLEANERS AND CARPET SWEEPERS"--AWI-19
- "Take care of the WOOL you have"--AWI-26

War Production Board--Washington, D. C.

"Take Care of your Automobile"

American Society of Heating and Ventilating Engineers, 51 Madison Avenue,
New York, New York.

"War on Fuel Waste"

Petroleum Industry Committee, Dist. 2, Office of Petroleum Coordination for War,
Washington, D. C.

"How to Save Fuel Oil"

Office of Price Administration, Washington, D. C.

"How to Keep Warm and Save Fuel in Wartime"

"Anthracite Coal Chart"

U. S. Bureau of Mines, Washington, D. C.

"Home Insulation"--Circular 7166

U. S. Bureau of Standards, Washington, D. C.

"Thermostat Setting and Economy in House Heating"--Letter circular 694

"Domestic Heating and Air Conditioning"--Letter circular 649

Bituminous Coal Consumer's Council, Box 483, Washington, D. C.

"Bituminous Coal Chart"

"Buying and Burning Bituminous Coal"

VIII. SOME SAMPLES OF JOBS DONE

1. An outline for Consumer Study - Dane County - Page 14

2. A "fix-it" Course for Household Repair - Ann Arbor Council of Defense -
Page 15-17.

THE CONSUMER AND THE WAR

An outline for study groups, prepared by the Committee on Consumer Interests
Dane County Council of Defense

I. What is the position of the consumer in the war?

Rationing, inflation, price control

II. Consumers can contribute to Victory by buying wisely what must be bought so that no supplies are wasted.

A. Consumer - Retailer relationships

B. Planning before buying to feed the family well and at the same time keep food expenses down.

1. Problems in meal planning
2. Packing lunches

C. Food Buying

1. Market changes - how homemakers can meet them.
2. Packaging, Grading, Labeling

D. Clothing Buying

1. New federal orders
2. Availability of textiles
3. Services available
4. Clothing budgets
5. How, when, where and what to buy

III. Consumers can contribute to Victory by using carefully the things which they have.

Care and repair of goods

Furnishings and equipment
Clothing
Housing

IV. Consumers can contribute to Victory by intelligently using alternative goods, in place of things that are scarce or things that are out of reach of their pocketbooks.

V. Consumers can contribute to Victory by supporting state and local consumer interests groups and by participating in consumer-welfare programs.

Housing Center
Rent Control
Rationing Board

Consumer Study Groups
Consumer Information Centers

DESCRIPTION OF "FIX-IT" COURSE IN HOUSEHOLD REPAIR
offered by Ann Arbor Council of Defense, 1942-43

PURPOSE: To instruct those women, whose men are in war service, in the ordinary "fix-it" tasks which arise in maintaining a running household. Also to instruct anyone who wishes to be ready in case of widespread emergency, such as an air raid, to help restore home activities in his neighborhood; and to help relieve the tire situation and to release men for more important jobs, by reducing the volume of calls for the relatively simple and trivial repairs that can be done by amateurs.

SUBJECTS COVERED, AND TIME DEVOTED TO EACH SUBDIVISION:

PLUMBING: Water supply system. 1 session
Waste system 1 session
Water and vapor heating:--
 also hot-air systems 1 session

ELECTRICITY: Safety, general principles,
 refrigerators, etc. 1 session
Cords, toasters, repairs
 demonstrated 1 session
Electric stoves (taken apart
 and re-assembled) 1 session
Home lighting 1 session

GAS: How to use gas efficiently in
 wartime; appliances 1 session

HOUSE: Window glass, shades, screens,
 locks, etc. 1 session
Painting, varnishing 1 session

FURNITURE: Glueing, re-finishing, tying
 springs; soldering, edge tools, etc. 3 sessions

RADIOS. 1 session

MISCELLANEOUS INFORMATION:

Sessions lasted one and one-half hours each.

Teachers--were selected by invitation.

--they did not receive pay.

One was the owner of the local plumbing business; one, an employee of a hardware store, (expert in installing and operating hot-air furnaces); three were from the repair department of the power company; one was home economics director of the gas company; one was general manager of the gas company; two were partners in a construction company, specializing in houses; one was a teacher of industrial arts in a local high school (furniture); and one was head of a radio wholesale business.

Textbooks were not required, but "Household Mechanics--Industrial Arts for the General Shop" by Bedell and Gardner, published by International Textbook Company at Scranton, Pennsylvania, was recommended. Price--\$1.34.

Also--"Household Mechanics for Girls", by Woodin (McCormick-Mathers Publishing Co., Wichita, Kansas), Price--80 cents. They were placed on sale by local bookstores.

CLASSES MET ONE EVENING PER WEEK. Thirty people were admitted to each class. To prevent over-crowding and complaints, all applicants were required to have their names placed on a waiting list maintained at the CDVO office, from which students were selected in order of application, except that women with men in service were given first consideration.

TEACHING METHODS VARIED from carefully organized lecture (tracing water and waste systems from point to point of possible trouble spots) to wholly informal-question-and-answer. Students were encouraged to ask questions under either system, much emphasis being placed on satisfying the requirements, the actual daily needs, of each person enrolled. The academic and theoretical were avoided as far as possible.

THE COURSE WAS PROJECTED BY A WOMAN VOLUNTEER IN THE CDVO TRAINING PROGRAM. It was executed by a college teacher, who serving as coordinator, saw to it that teachers were kept informed of their duties; that students felt at ease and willing to ask realistic questions; and that hours of beginning and ending were observed. All teachers but one or two were amateurs in this kind of thing, but all enjoyed the experience and seem willing to continue indefinitely as the course is repeated.

SPEECHIFYING WAS DISCOURAGED. Those sessions were most successful, which introduced the maximum of demonstration or illustrative material, permitting the students to take apart and re-assemble a typical faucet, to splice an electric cord, handle tools, etc. Student response was particularly gratifying, insofar as statements can be believed accurate and honest. Attendance fell off progressively over the fourteen-week period, but it should be pointed out that the most vital matters were treated early in the course; and that bad weather and gas rationing interfered in later weeks.

NO FEES OF ANY KIND WERE CHARGED. Gas and electric companies distributed free booklets or pamphlets with war conservation angles. Newspapers were very cooperative, using all publicity materials sent them, also taking and printing a publicity picture. The industrial arts teacher was discovered to be extraordinarily versatile; and his shops superbly equipped. This discovery moved several of the students to ask him to offer a course (all of his own) which would go deeper, take up less common repairs, and provide opportunity for laboratory practice. He has consented and such a course will be sponsored by the University Extension Service. For this a fee will be charged.

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CL
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WISCONSIN
State Council
of Defense
Citizens Service Corps
Dr. Clarence Dykstra
Director

CONSUMER COMMITTEE BULLETIN

BLACK MARKETS

STATE
Advisory Committee
Consumer Interests
Clara E. Jonas
Chairman

BLACK MARKET MANIFESTATIONS ~ TRANSACTIONS ~ OPERATIONS
SABOTEURS AND TRAITORS TO OUR COUNTRY

What they are

How to recognize them

Effects of their Operation

Inflation and Black Markets

Black Markets in Meat

Combating all Black Markets

Suggestions to
Consumer Interests Committees

Sources of Information

This committee bulletin is being sent to all County Defense Council chairmen,
Service Corps directors and Consumer Interests Committee chairmen.

1943.

"Black Markets", originated in Europe where the term meant "illegal sale of goods." The Black Market is as ancient as tyranny in the old world. Its expressions were the methods and transactions of "black rent" levied by native chieftains in Ireland centuries ago; the "black flag" of China after the Taiping Rebellion; and the "black hand" of Italy and Spain.

In the United States the Black Market is as much a transaction as a place. It is any transaction which violates price control or food distribution orders or rationing regulations, whether that transaction takes place in a smart uptown shop, or beside an unmarked truck outside the city limits; or between 2 or more people anywhere. It applies equally to all rationed goods, and to goods covered with price regulations.

HOW TO RECOGNIZE BLACK MARKET OPERATIONS OR TRANSACTIONS

Many upright citizens engage in Black Market transactions unwittingly, because they are thoughtless, misinformed or lack information. Any transaction or action may be classified as "Black Market" if it involves any of the following actions:

1. Giving away or accepting ration points. These are a trust to each person, and are intended solely for his use.
2. Giving away rationed products without receiving ration points in exchange--either because you bought the goods or produced them--unless you eat at the table of the receiver. Points are a trust, given by the government and intended only for the person to whom issued.*
3. Trading rationed goods you produce for other things without taking ration points. (Reason same as for point 2 above)*
4. Selling rationed home produced food without taking points.
5. Paying more or charging more than the ceiling price.
6. Getting more than one's own share of rationed goods.
7. Acquiring ration points illegally.
8. Making false statements to secure additional (supplemental) points.
9. Using all your ration points, when you also frequently eat out, and eat rationed foods in public places. You get more than your share.*
10. Charging a ceiling price set for one grade or quality of goods; for an inferior grade or quality of that product.
11. Not posting ceiling prices; or placing them where they won't be seen.
12. Pooling gasoline coupons. These are usable only with the car for which issued.

All retail stores should be sufficiently well acquainted with price control and rationing, to know that ceiling prices must be posted; and that wholesale cuts of meat must be grade stamped. Retail shops, that do not observe these two simple OPA regulations, are flouting government directives; are subject to suspicion, as they are, in effect, Black Markets.

Points 2, 3 and 9 have been stressed repeatedly in Radio Program "Washington reports on Rationing".

EFFECTS OF BLACK MARKET OPERATIONS

1. Breaks down the fair, democratic system of rationing and price control--leading to inflation.
2. Causes prices to rise by creating unnecessary scarcity that impedes both civilian and military activity.
3. Breaks down law enforcement and encourages criminal activity.
4. Wastes war-vital by-products.
5. Weakens civilian morale of those not participating in Black Market transactions.
6. Endangers health by putting unsafe (un-inspected) meat on the market.
7. Takes necessary materials from our armed forces.

BLACK MARKETS CONTRIBUTE TO INFLATION

The Black Market very definitely contributes to inflation. Consider this fact: Your Government has set up a ration and price control program to fairly distribute scarce commodities at reasonable prices. The Black Market evades this government control and breaks down this program. The ability of some consumers to get more than their fair share of scarce articles evades fair distribution and deprives others of scarce necessities, either because they can't pay the higher price or because they are patriotic. Then, price control is broken down. This destruction, of the government control program, is as definitely treasonable as conveying military information to the Axis; because the operators of these "treason" or "traitor" shops are handling truly "military goods".

Goods whose distribution and price is controlled by the government is essential to the prosecution of the war. Black Markets deal in scarce commodities, because the government is spreading the available supply of such commodities to cover both civilian and military requirements. If the price of these scarce and necessary items is not regulated, an unbearable hardship on people with small fixed incomes will be created. OPA officials point out the following situation as an adequate reason for rationing and price control: "Inequitable distribution of goods and high prices do not help the merchant or farmer; but do make unbearable the burden of the woman who has \$50 a month upon which to live, while her husband is fighting on some far-flung battle front."

BLACK MARKETS IN MEAT HAVE REACHED ALARMING PROPORTIONS

Anyone who has gone to a butcher shop in recent months knows all is far from well in the meat business. Though we hear that livestock production broke all records in 1942, we also know how difficult it is to buy meat today. And, prices are often unreasonably high. These conditions are the result of a huge black market in meats-- a black market so extensive, it has disrupted the normal meat supply and meat distribution machinery of the United States. It has diverted such large amounts of meat from legal trade, that buyers, for our army, have been unable to obtain all the meat they want for our fighting men here and abroad. Unofficial figures place as much as 20 percent of the meat supply going into black markets. Small wonder civilians have had difficulty in obtaining meat supplies!

America's Meat Goes to War

American meat is a fighting food. It's an important part of a military man's diet, giving him the energy to outfight the enemy. When food supplies fail, offensives turn into retreats, victories may change to disaster. Meat helps fight the battle on the home front, too. A poorly fed worker may delay delivery of a tank. One less tank may mean dozens of soldier's lives, may be the missing tank which could have turned the tide of a battle. We have the meat. Not as much as we'd like, but enough to care for all necessary demands. In 1943 there should be 17 billion pounds for civilians as against 16.3 billion pounds average 1935-39 consumption -- at least there should be, if the black market is stamped out.

Recently the Quartermaster Corp has had difficulty in buying meat for the armed forces, because Black Market operators had control of supplies. If this situation is not checked we could have another Bataan, with United Nations fighters again faced with "too little and too late". It is estimated, by a department of the government, that Black Market operators handles about 20% of the nations' meat on March 1, 1943. This same government agency states that, on a recent date, 90% of all beef in the Cleveland area was moving through Black Market channels. As a result of these Black Market operations, legitimate meat packers were unable to supply honest civilian buyers with meat, or to pack anywhere near the amount needed for the Army and United Nations.

When the Black Market moves in, prices spiral! On the military side, the same situation is reflected in Black Market operations as with all other scarce goods. When prices go up civilians spend excessive sums of money that should be invested in War Bonds, and scarcities are created that seriously handicap buying of supplies for military needs. The Black Market disorganizes marketing operations, creating chaos.

Black Marketeers--Saboteurs--Vultures

Unfortunately, there are in this country unscrupulous individuals, who place profits above patriotism, their own financial gain over the lives of our fighting youth. Since our fight for freedom began -- especially since the beginning of restrictions on the use of goods badly needed in that fight, these men have set up and operated black markets. Their operations have expanded as our shortages have grown; sometimes, indeed, their growing stocks have caused the shortages.

Extent of Black Market Operations

These dealings have become a big business. The diversion, of animals from legal slaughter channels, has been so huge as to cause wide variations between the numbers of animals received at terminal markets and the numbers which were estimated should arrive--variations to a degree never before known. In Jan. and Feb. slaughter

of cattle under Federal inspection totaled 9 percent under a year ago. It is obviously impossible to compute just how many animals have been diverted from legal marketing channels, but the lack of meat for both soldiers and civilians provides us with all-too-clear a picture of the enormity of the handiwork of black marketeers.

How to Identify Black Market Meat

One of the most difficult problems, we have so far encountered, has been the inability of the housewife to identify black market meat when she sees it. Up to now, that is. Under past laws, some meat was allowed to move to retail outlets with no identifying markings. Price has been the only guide, and that has been none too certain an indication. High prices could mean that the retailer was patronizing black market suppliers, or merely that he had an abnormally high ceiling for his store. The new controls now inaugurated will help solve each of these difficulties--will make black market meats easier to recognize, by ceiling price, slaughter permit stamp and grade label.

THE GOVERNMENT'S PROGRAM TO STAMP OUT BLACK MARKETS IN MEAT

To correct these conditions, your Government, through the Department of Agriculture and the Office of Price Administration, has launched a national meat-control program.

The controls include:

1. Livestock slaughter and dealer permits--effective midnight, March 31, 1943.
 - (a) All who slaughter livestock (for the sale of meat) must obtain a Federal permit. All major wholesale cuts of meat sold by them must be stamped with the permit number. The slaughter permit and meat restriction orders limit slaughter and sales (to civilians) to certain percentages of 1941 slaughter and sales. They apply to beef, veal, lamb, mutton, and pork.
 - (b) All livestock dealers must obtain Government permits to buy or sell livestock.
2. A "set-aside order" which requires that all meat packers (operating under Federal inspection) must set aside, for war requirements, designated percentages of their production.
3. Wholesale and retail price ceilings which provide the maximum that retailers and consumers can be charged. The wholesale price ceilings require that beef, veal, lamb, and mutton be graded according to the official USDA standards and stamped with the official grades or their equivalents which are specified by the OPA.
4. Consumer rationing of meats--the fair way to assure each civilian his fair share.

Permits for Slaughterers

Under the new permit plan for slaughterers all persons, who slaughter animals for the sale of meat, must obtain permits before the slaughter occurs. All slaughterers must keep complete records of sales and purchases for later Government review.

Permits for Dealers

Under the dealer-permit plan, anyone who buys and sells meat animals and keeps them for less than 30 days, is considered a dealer; and is required to obtain a permit from the County War Board. He also is required to keep a complete record of his livestock purchases and sales, including the date he bought the animals, their weight, prices he paid for them, to whom he sold them, and the price received. The dealer in livestock gets no stamp of any kind. (So far as the permit plan is

concerned, he can sell to anybody he chooses -- but he must keep records.)

Dollar and Cents Ceiling Prices on Pork, Beef, Veal, Lamb, Mutton, Chicken

On and after May 17, 1943, according to a new OPA regulation, every housewife will know at a glance the maximum price, in dollars and cents per pound, that any meat retailer can charge her for any cut of pork, beef, veal, lamb, mutton, and kinds of chicken. An official price list, which every retailer is required to display prominently, gives the ceiling price per pound for cuts, subdivided by grade and other varieties into sub-classifications. In addition, the price per pound must be posted on any cuts in the showcases. These latter prices may be the official ceilings or lower -- but in no event higher. These rules, aided by the cooperation of patriotic citizens, will gradually put the squeeze on the black market. Black markets as a major enterprise will be stamped out. How rapidly depends on how well all of us cooperate.

Rationing Meat to the Consumer

The rationing program is one of the methods used to stamp out black markets. If every one purchases only his ration of meat as represented by red stamps, black markets cannot exist. There is an adequate supply of meat for everyone's ration. Any meat consumed above this ration is actually stealing from our armed forces and our neighbors.

Supply and Demand of Meat

Supply

Look at these figures: In 1942, U.S. farmers raised and marketed for slaughter about 80 million hogs (12 percent more than in 1941), about 28 million cattle and calves (an increase of about 9 percent over last year), and 26 million sheep and lambs (up 17 percent over 1941). We produced enough of the "red" meat in 1942, after taking out all that was bought for our armed forces and our Allies, to supply each man, woman, and child in the United States with an average of 141 pounds. Although this was a little under the amount purchased by civilians in 1941, it exceeded by 15 pounds per person the average consumed in the 1935-39 period. The expected amount for 1943 will be over 124 pounds -- dressed weight basis. This average includes meat produced and consumed on farms, in public eating places and institutions, as well as in the homes. The production goal for meat this year is 25.7 billion pounds, nearly 4 billion pounds above the estimated 1942 production of 22 billion pounds. It calls for a slaughter of 100 million head of hogs, 25 percent more than in 1942; a total output of 19.9 billion pounds of beef and veal, about 9 percent above last year, and 990 million pounds of dressed lamb and mutton, a slight decrease from the 1942 production.

Demand

Balanced against the record-breaking production of last year, and the even larger supplies expected this year, is an extremely heavy demand for meats. There are requirements of our own military forces. Last year (1942) we sent 1-1/3 billion pounds of meat (mostly pork) to our Allies fighting on world-wide battlefields. Although this was a lot of meat, it only added up to 6 percent of our total supply. The biggest factor is the demand for meat on the home front. It is estimated that, were civilians able to buy all the meat they want this year -- at ceiling prices-- they would take over 20 billion pounds -- over 3 billion pounds more than the amount expected to be available for civilians.

Extent and Methods of Black Market Operations

Extent

The enormity of black markets in meat is graphically illustrated in legal marketings of livestock so far this year. The number of livestock slaughtered under Federal inspection, has dropped greatly from the same period in 1942, and still further from the slaughter expected after last year's record-breaking production. In January and February, cattle slaughter totaled 9 percent under the same months last year. This represents a decrease of more than 165,000 head of cattle, equal to more than 80,000 pounds of dressed meats--and even further under slaughter expected this year. Slaughter of calves under Federal inspection during February picked up to a level slightly above the same months last year. It was still nearly 30 percent under the slaughter expected. In January--a big slaughter month for hogs--slaughter under Federal inspection was far under both actual slaughter of hogs in the same month last year and the expected slaughter this year. Only sheep and lamb slaughter has reflected the increased production in livestock last year.

Operations

Black marketeers in meat include several types: the small-town racketeer who exceeds the number of cattle or hogs he can slaughter under Government regulations; and moves the meat to dealers and others willing to pay above market prices; the big operator who sells meats to butchers for prices higher than those permitted by the ceiling of the CPA; unscrupulous wholesalers and retailers who up-grade meats bought in the black market and gouge the increased cost out of consumers; other dealers and farmers, who unknowingly become tools of the black market operator, because they do not know the Government regulations.

Black Markets Waste Vital Materials

The Black Market (in meat) results in the loss of such war necessities as surgical sutures, hides for leather, insulin for civilian and military needs, adrenalin, for military and civilian hospitals, fertilizers and high protein feed necessary for farming, and fats needed for the manufacture of munitions. These tragic losses occur because, in Black Markets, these by-products are thrown away. Ironically, these treasonable Black Market activities, not only deprive our nation of desperately needed materials, but the meat thus secured is unfit for human consumption, while being sold at excessive prices.

What Must Be Done to Stamp out the Black Markets in Meat

They must be stamped out, as we would a grass fire, which has gained alarming headway.

Here is what the farmer--a producer of livestock--must do:

1. Each time a farmer buys or sells any livestock, he should keep accurate records of the deal. Even if he buys or sells only one head, even if he is buying or selling purebred animals to be used only as breeding stock, he should be sure to record each sale.
2. Farmers slaughtering livestock and selling part of the meat, should go first to the County War Board and obtain a slaughter permit.

Here is what the dealer must do:

Obtain a permit to buy and sell live animals, and maintain complete records of purchases and sales. If a dealer operates in a rural area, his County War Board will issue the permit. Butchers, packers, and dealers in larger cities may

obtain their permits from local USDA offices, in most cases from the Federal meat inspection and grading offices of the Food Distribution Administration. If he is an honest dealer, this rule is good news. He can help drive his dishonest competitor out of business.

All Slaughter must be licensed

Here's another rule which will force lawbreakers out of business and still not hamper the operations of legitimate slaughterers and packers. No one may slaughter any livestock for the delivery of meat, unless he first obtains a permit for such a slaughter. The permit number of the slaughterer must be stamped on every wholesale cut of meat sold; and all sales of meat which do not bear this stamp are illegal.

Retailers can't explain away illegal meat

Every piece of meat that comes into a retailer's store must bear the slaughter permit number and a grade stamp. His customers are going to be prompted to demand to be shown those stamps, and if he can't produce, his customers may report him to the law enforcement officers. Prices, too, will become more and more of a headache if he is given to charging higher than ceiling. Standard ceilings are now in effect. He is required by law to issue a complete receipt to a customer on demand.

The Consumer holds the key

There's a simple solution to the whole problem! A consumer should pay no more than ceiling price. In order to protect his health, here's a simple way for the consumer to make sure the meat he buys was not illegally slaughtered. All wholesale cuts of meat offered for sale must show two stamps. One of them is a permit number of the slaughterer, issued only to legitimate operators who conform with sanitary regulations. The other is the grade stamp. The slaughter permit stamp must appear on each wholesale cut of meat, and the butcher should be glad to show it to consumers upon request. If the butcher can't produce it, the consumer should report him to the nearest office of the Department of Agriculture. Consumer should not buy meats from primary cuts that are not stamped.

HOW MAY WE COMBAT ANY KIND OF A BLACK MARKET?

Remember that no exchange of goods takes place unless buyer and seller get together and agree on the terms. To consumers, this means that Black Markets exist only because of the connivance of the Blackmarketeer and his customer. The Black Market would never exist, to threaten the very life of our civilian economy, or endanger the military task of the United Nations, if everyone scrupulously avoided black market transactions.

Four Precautions would wipe out Black Market operations:

1. Never patronize any but legitimate dealers working through regular trade channels.
2. Buy your requirement through use of your ration stamps.
3. When buying articles that require a government brand or stamp (such as meat) ask now and then to see the mark on the wholesale cut.
4. Never, under any circumstances, pay more than the ceiling price.

The minor Black Markets could be stamped out, if consumers would acquaint themselves with, and observe, the provisions of the rationing and price control program.

Death penalty in Europe

In an attempt to eradicate Black Markets in Europe, the death penalty has been imposed on violators.

In this country

With excess of purchasing power in the hands of most of the people, the Black Market, if it becomes general, would assume monstrous proportions, because everyone can participate in such transactions. There may also be a tendency in this country to wink at Black Market operations, because of our experience with prohibition -- which some thought it clever to evade. It becomes increasingly necessary, therefore, to enlist public understanding and sympathy with the drive against the Black Market.

SUGGESTIONS TO CONSUMER INTERESTS COMMITTEES

The most effective method, to combat the Black Market, is to convince consumers that their self-interest, and the interests of the nation, are jeopardized by Black Market operations. It is the responsibility and duty of members of Consumer Interest Committees to acquaint consumers with the provisions of price control and rationing, and to point out ways this program is violated. Members of the committee should be acquainted with the ways and methods of the various Black Market operations. Adequate government information is available, which if properly distributed, will help accomplish this purpose.

The fight to eradicate Black Market transactions should be a major activity of committees right now, and so long as rationing continues. Every possible means can be employed to bring information to every person in every county.

A few tools to do the job are:

Posters--attractive, simple and clear in statement. Schools can be enlisted to prepare these. Such activities will educate children and carry the word home. Only one idea should appear on a poster.

Dramatizations of single idea or a combination of several.

News stories--periodically spaced, and explaining one point at a time.

Radio talks--a series

Talks--to study and service clubs

Block leaders should be trained.

Representatives from all study clubs can be trained to spread the word to their club members

SOURCES OF INFORMATION

U. S. Information Center--1400 Pennsylvania Avenue, N.Y.
Washington, D.C.

UWI Shows Black Market Operations - OWI - 1539

Menace of Inflation Surveyed - OWI - 1456

Battle Stations for All - OWI - 1502

OPA Meat Prosecutions Reach 783 - OPA - 2037

Black Market Penalties Sharp - OPA - 1924

Office of Price Administration - Washington, D.C.

The campaign against Black Markets in Meat--Booklet 7

U. S. Government campaign to promote the production, sharing and proper use of food.

Office of Civilian Defense--Washington, D.C.

Kill the Black Market in Meat

Miscellaneous Sources

"Black Market" Time 40:94-5 D21'42

"American Black Market" Saturday Evening Post 215:22 - J25'42

"Ration Racketeers" Amer. Mag. 134:32-3 & Aug. '42

"How the Consumer is Robbed" New Republic, 1080 246-48, Feb. 22'43

Journal of Home Economics - pp. 292-3, May 1943.

National Consumer-Retailer Council--8 West 40th St., New York City 18 New York

This council has prepared two leaflets on this subject, with the help of consumer leaders.

Prepared by Hanford Olson--Education Department, Central Cooperative Wholesale,--
at the request of the State Advisory Committee on Consumer Interests--June 1943.
Mr. Olson is a member of this committee.

Note: The information on Black Markets in Meat was taken from Booklet No. 7,

"U.S. Government Campaign to Promote Production, Sharing, and Proper Use of Food."

Pages 1-3 and 8-9 checked by Ethel Marsden--Information Officer OPA--Milwaukee, Wis.