



# LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

## Your war note book for point rationing. 1943

United States. Office of Price Administration. Information  
Department

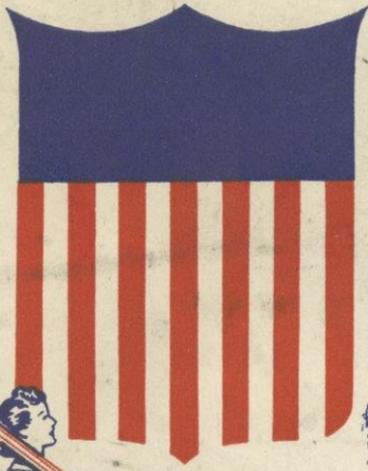
Chicago, Ill.: Office of Price Administration. Information  
Department., 1943

<https://digital.library.wisc.edu/1711.dl/X4CMWE5OOEQE78G>

This image cannot be copied or reproduced without the written permission  
of the Manitowoc County Historical Society

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.



"WE WATCH THE HOME FRONT"



HOW TO KEEP  
THE COST OF  
LIVING DOWN

# YOUR WAR NOTE BOOK

for POINT RATIONING

Contains handy chart to list your point values





# FOR YOU, MRS. HOMEMAKER

The material in this booklet has been officially prepared by  
INFORMATION DEPARTMENT  
OFFICE OF PRICE ADMINISTRATION  
CHICAGO



Publication of this edition sponsored by  
**COBB'S SUNLIT BAKERY**  
Makers of Cobb's Breads  
GREEN BAY, WIS.  
as a patriotic contribution  
to the American Homemaker.



Distribution being made by women's patriotic  
organizations and civilian defense groups.



THE WOMEN OF AMERICA HAVE A JOB TO DO... A FRIENDLY  
ADJUSTMENT BY EVERY HOMEMAKER TO WARTIME ECONOMIC  
REGULATIONS WILL BE A REAL CONTRIBUTION TO VICTORY.

## HOMEMAKERS CONTROL THE PURSE STRINGS

Today we homemakers are faced with the greatest trial since our nation was born. This total war has wrought dislocation in our families, our pocket-books, and our standard of living. What are we going to do about it? Of course, we are going to meet this situation—in our own way, the same good way we know how to do better than anyone else. We are going to keep the cost of living down. We are going to SAVE — SAVE our money, SAVE the things we now have, SAVE for salvage, and SAVE our families and fellow Americans against the grimmest of enemies, INFLATION. Why are we going to do this? Because we know that—We're in this war

### PERSONALLY.

Do you feel that way? If you do, you're on the right track. This war is *not* like a football game where a few men get out in front and carry on a tough battle while the rest of us sit on the sideline watching and cheering, hoping our side will win. It's right to hope, not only to hope but to *know* we'll win. It's right to cheer. God knows our brave men grimly fighting to the death around the world need and want our cheers. Other millions of men and women working valiantly on our transportation and production lines also need our grateful cheers to keep morale on the high notes.

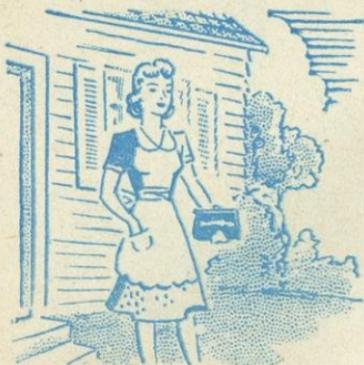
### BUT THAT'S NOT ENOUGH

We, the women, we the homemakers, have a *vital role* in one vastly important phase of the war effort. This is the battle against inflation . . . the grim fight against any exaggerated rise in the cost of living and of waging war

Unfortunately, this is not a war against the evil forces of the Axis alone. Inflation, like an evil spirit, pops up each time we have a war, and too often in the past we failed to understand it as an enemy; we failed to realize its power to wreck our country; we failed to use every weapon at our command to fight it off and free our nation of its blighting effects.

Inflation has a shadow called deflation . . . a dark shadow hovering in its wake ready to swoop down and engulf us if we don't watch out. And that's just what we must do . . . watch and work to kill it off while it is just an infant, before it grows up and becomes strong and menacing.

What does it do? What is it, this enemy within our boundaries? Here is a simple statement that analyzes it fairly well.



Twenty dollars a day are pretty good wages in anyone's language, but it doesn't mean much if your groceries cost you \$30 a day. To catch up with your grocery bill you demand a wage increase of \$10 a day. By the time you get it, your grocery bill has jumped to \$40 a day. So you're still one jump behind. **THAT'S INFLATION!**

To use another example . . .

Inflation is like a runaway horse. Once it takes the bit in its teeth, we'll find it's hard to stop those rapidly rising prices, those sharp decreases in the value of savings, wages and money. We'll find it bears on its back wild speculation, profiteering and acute shortages. Galloping at top speed around the country, we will find it leaves behind thousands of bankruptcies, millions of unemployed, widespread want and misery.

Are these the conditions . . . is this the state of the nation we want when our victorious soldiers, sailors and marines come marching home? Certainly not.

There is a way to bridle this horse, or to cast aside that menacing shadow. It is the homemakers' wholehearted cooperation with the government's program definitely organized to fight inflation. This is your vital job. This is the job to be done while the men and boys who are so dear to us are winning the war against Hitler and Hirohito.

The government's program is best summed up in the 7-Points that President Roosevelt presented to Congress in April of 1942, as follows:

1. Heavy taxation to pay war costs and reduce spending by every person.
2. Price ceilings for food, goods and rents.
3. Stabilization of wages and salaries.
4. Stabilization of agricultural prices.
5. Increased savings through buying of war bonds.
6. Rationing of scarce goods to insure fair distribution.
7. Discouragement of the use of credit or installment buying and the encouragement of the payment of debt.

Homemakers are intimately concerned with nearly all these points. They can see that the family taxes and debts are paid promptly and cheerfully, and that no new debts are contracted. They can purchase more and more war savings stamps and bonds. But most of all it is their patriotism and willingness that will make price control, rent control, and rationing, powerful weapons in the war against rising prices.

*(This article has been written by a homemaker from information furnished by OPA.)*



## BED-ROCK MINIMUMS FOR TOP-NOTCH VICTORY!

Today's total war knows no sex! We're all in it, men and women! We know what the men and many of the women are doing on the fighting and production fronts. We know some of the jobs the women are doing on the home front. We know now that their biggest job is yet to come . . . in fact, it's here! CONSERVATION!

"Come all ye faithful!"

. . . is a clarion call to all women of America to act in unison in this business of conserving the great resources of our great country. We've never been slackers and we're not being suckers when we pitch wholeheartedly into this business of acting as guardians of what we make and grow. The woman who *welcomes* and *understands* rationing is smart . . . not just patriotic. She knows that only by a square deal . . . a dividing up of the national supply will her family get its share. That's not dictatorial but democratic.

To conserve is to save and protect

. . . like top soil is conserved and kept from running away into the streams by terracing the land, or a forest is conserved by being put under authoritative supervision so that anyone and everyone can't go in and chop down a tree when they feel like it. To make it work, conservation of any kind *must be done under supervision*. That is the reason why what we buy today and what we do with our time and individual earnings is a matter of *national* importance. *It's everybody's business!* Life as usual can't go on any more than business as usual . . . not if we want to win the war.

Many billions more money than goods!

. . . that's why we're flirting with inflation . . . skirting the brink of economic ruin individually and collectively. We say, "But my goodness, the United States has never before produced so much either in the factories or on the farms." And, oh, my goodness, never has it had to stretch so far either . . . across the seven seas. Another fact, if you don't mind. In 1942 the great bulk of all durable goods was made for purposes of war . . . you know, ships, guns, planes and tanks. Only about 30% for sale to civilians. That was 1942. Not so much in '43. In 1943 total goods and services available for civilians will be 12% less than the amount in 1942.

The sky would be the limit

. . . if each of us were to take our share of the many billion dollars and rush forth to shop, bidding each other up to get as much as we could of that 30%. So, putting a ceiling on prices is plain horse sense. It's our protection. Again, it's horse sense to make some kind of a *plan under supervision*, just as it is done when forests or soil must be conserved. It's as necessary and important for victory as planning a naval battle in the South Seas or making a landing in North Africa . . . all of which is done in the War Department,



Washington. And our soldiers are mighty glad there's someone to make a plan. We women on the home front, the biggest front of all with its 30,000,000 homes, are mighty glad, too, that there *is* an Office of Price Administration . . . that there *is* a plan . . . ceiling prices and rationing. We WANT bed-rock minimums in living for top-notch victory!

If money burns in our pockets

. . . let's add an asbestos lining. *Let's keep as much there as we can.* It's good business, as we'll discover when the war is over. Those of us who have earned more and spent less . . . those of us who have bought only absolute essentials and War Bonds will find we have been not only patriotic but smart. The factories now madly making things with which to fight will again start rolling out all that we've done without . . . new clothes, house furnishings, automobiles, washers, radios. They can do it, they will do it, because they will know that we have the money to buy. Big factories, little factories, they'll all swing into action . . . and that means there'll be jobs . . . lots of jobs for those fighting sons, husbands and brothers when they come home to us. That's the way to lick post-war depression.

Clothes closet gossip

Said the blue kimona to the pink blouse, "Gee, I'm tired of this useless life. Mrs. Green hasn't worn me for a year." Sighed the pretty blouse, "I haven't seen the light of day since she wore me to the Red Cross meeting last year where the ladies were knitting sweaters for the boys in Iceland. It's stuffy in this closet. I haven't room to wiggle a button. Wish they'd ration-clothes."

Tip to Mrs. Green and others—Take an inventory. Drag out those clothes that are missing in action. Don't buy. Salvage. *Use it up, wear it out, make it do, or do without.* Do more than you thought you could with what you have. When you buy clothes you buy copper, steel, aluminum, wool, silk, cotton, potash, burlap, mercury, tin, kapok, cobalt, hides and skins. Before you buy anything, ask yourself, "Can I get along without it"? A three-year-old dress is a grand uniform. If we must buy some things, it's good business to buy duration fabrics for the duration. We don't need fripperies. We need VICTORY! So, let's leave the factories free to make bombers, tanks and jeeps that move on rayontreaded tires, or parachutes of nylon. Remember the larger share of our cotton goods and wool is going into military needs. WE must conserve.

Piecing and patching for peace

. . . is a victory standard. The pattern for peace time practice is not the pattern for war time. Take housecleaning time! Sure the curtains are a bit frayed from sun and dust. Buy new ones? Never! Dye and darn! Good as new? No, but they'll do. That's conservation of factory time, manpower, and materials as well as money. By now we all know rubber must be made to stretch on tires as well as household items.

*(This article has been written by a homemaker from information furnished by OPA.)*



## WHY RATIONING? — AND HOW?

Even in a land of abundance such as America, wartime brings inevitable scarcities. Enemy action has cut us off from some of our sources of supplies,—particularly all of our rubber, most of our tin, and a considerable part of our sugar. The necessity of diverting ships from peacetime trade to the vital task of carrying troops and supplies to our far-flung battle lines reduces the quantities of other commodities available for civilian use,—such as ships which brought coffee from Brazil and tankers which carried petroleum products to the eastern coastal states. Most of all, however, the shortages result from the necessity of using materials and manpower for war production purposes rather than for the manufacture of consumer goods. We have the choice of using aluminum for the production of either kitchen utensils or fighting planes, and right now we choose to make the latter.

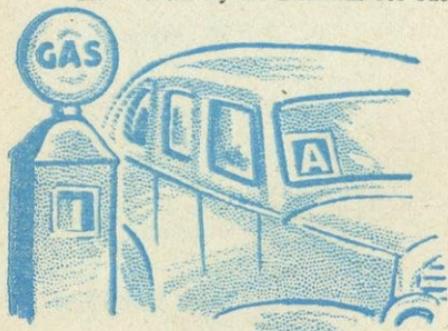
Scarcity makes rationing necessary, but not all scarce goods are rationed. For practical reasons, it is better that such items as new refrigerators, vacuum cleaners, and washing machines be permitted to disappear from the market for the duration than to attempt to ration them. The Office of Price Administration does not decide what goods are to be rationed; it merely carries out the orders of the War Production Board, Food Administrator, and Rubber Administrator. Among the OPA rationing programs are:

*Automobiles, Bicycles, Typewriters* are made largely from steel and other metals which are prime necessities in war production, and therefore, restrictions on their manufacture are imperative. Shortages result and rationing becomes advisable because both cars and bicycles are essential for the transport of war workers, while hundreds of thousands of typewriters are needed by our military establishments.

*Mileage* is rationed by withholding gasoline in order to save rubber (and in the eastern states to save gasoline as well). The rubber shortage resulting from the Japanese occupation of Malaya, where over 95% of our supplies ordinarily originate, is perhaps that most critical of all since tremendous amounts of rubber are needed for many implements of war.

*Fuel Oil Rationing* in 30 eastern and midwestern states results from an acute transportation crisis along the Atlantic seaboard. Practically all the huge tanker ships which ordinarily carried over 95% of the 1 million 500 thousand barrels of petroleum production used daily in the eastern states have now been diverted to the even more urgent task of supplying our troops and our war ships with the gasoline and oil they need. To make up for the loss of these tank ships, the rest of the country has had to share its supply of tank cars with the East. Consequently, in 30 states it is impossible to satisfy all demands for fuel oil and so it is rationed with fair shares to all according to their needs.

*Sugar* is rationed on a share-and-share-alike basis. Not even a millionaire can buy more sugar than can anyone who might barely have the purchase price in her pocketbook. The sugar scarcity is due to the Japanese occupation of the Philippines, one of our main peacetime sources of supply, and also to the tremendous amounts of sugar needed for munitions making.



*Coffee* is imported mainly from South and Central America and, before the war, great ocean liners brought it to our shores. These ships, like the oil tankers are now needed to transport troops and supplies overseas. It is more important that we put an extra armored division into Northern Africa than that we all have a second cup of coffee. Coffee like sugar is distributed on a share-and-share-alike basis, except that children who had not reached 14 years of age at the time of sugar registration are not entitled to any coffee.

*Shoes* are rationed, everyone sharing alike, because leather is needed in great quantity for the army and navy.

*Canned Fruits, Vegetables, Juices* furnished the easiest way to transport and store food for our armed forces. The tin used in canning is vitally needed in war production. For these two reasons it become necessary to restrict civilian consumption of packaged processed foods. "Point Rationing" has been adopted for canned goods.

*Meats, Fats, Canned Fish and Some Cheese* are also rationed according to the point system. The necessity for rationing meat, in face of the greatest meat production in history, arises from the vast quantities needed for our military forces and also from a growing civilian demand resulting from our having more money to spend and fewer things to spend it on.

"Point Rationing" gives everyone a choice among various kinds of food in the same category,—such as meats for one, or canned foods. In other words the homemaker is not rationed to so much beef, so much pork, and so much veal, but to a certain amount of meat, and she can make her choice among the different varieties. Naturally, every choice will be influenced to a considerable extent by the difference in point values. "Point Rationing," in effect, is a new kind of currency,—coupon currency. It is just as necessary as money currency in the purchase of scarce rationed food stuffs. The main difference between the two will be that everyone will have the same amount of coupon currency, and therefore, equal opportunity to make a choice among the rationed goods.

Price control, by retarding price rises, has done away with profiteering. On the other hand, by keeping even scarce goods within reach of nearly everyone's pocketbook, it has a tendency to encourage hoarding among the thoughtless and greedy. Hoarding helps Hitler and must be avoided at all costs. Hoarding of articles under rationing is, of course, impossible. And that is why rationing is invoked when necessities become scarce. Price control and rationing must work together to keep our home front economy on a safe and sound basis.

Here, then, is the one great job for American homemakers. Since they spend by far the greater part of the national income, and since they are the purchasing agent for our homes, it is up to them to make the OPA program work. If they refuse to pay more than ceiling prices or rents, and if they seek no more than their share of rationed goods, they will have contributed enormously toward a complete victory on all fronts and toward enduring prosperity at home. They will keep faith with our boys in service who are fighting and dying to keep our homes free.



**LAST WAR**      **THIS WAR**

20 to 30¢ per LB.      7 or 8¢ per LB.

## CEILING PRICES — GOOD BUSINESS FOR EVERYONE'S POCKETBOOK

To conduct the Office of Price Administration is costing the average American citizen approximately 90c a year.

On the other hand ceiling prices established by the OPA are saving the self-same average citizen approximately 50c a day on his personal living expenses. Moreover, price control has already saved the government (which means all of us, in the form of eventual taxes) 20 billion dollars in its purchase of war supplies, and by the end of 1943 will have saved 74 billion dollars.

These figures are based on the price rises during a comparable period in the first World War as contrasted with the retarded prices due to current price controls. That means that each of us is over a dollar a day better off as a result of ceiling prices.

Here are a few examples to think about. During the first World War the price of sugar rose to 25c and 30c a pound although none of America's sugar lands was in the hands of the enemy. During this war the price of sugar to the consumer has not been allowed to rise, and it can be purchased for 7c or 8c a pound, in spite of the fact that we have been deprived of a large source of supply by the Jap occupation of the Phillipines.

Or consider coffee. When this delicious bean grew scarce on the retailers' shelves during the weeks before rationing, or November 29, 1942, many of us had difficulty finding all we wanted. But what we did find, however, we bought at a normal ceiling price. You can be sure that without price control, grocers could have asked and readily received as high as a dollar a pound for coffee at that time.

Eggs and butter are quite expensive, but probably no more than 60% as costly as they would be without ceiling prices.

Thirty dollar suits are still \$30, and not \$65 as they were in 1920.

These are but a few examples of the way OPA price ceilings operate to keep the cost of living at a normal level. Of course, price control cannot absolutely freeze prices, but it does keep within reasonable bounds any rises that must be permitted.

OPA is now simplifying ceiling prices, particularly on foods, so that they will be easy for the housewife to check and understand, and so that voluntary compliance on the part of retailers will be made easy. Dollar-and-cent ceiling prices have been placed over the principal cuts of pork, beef, veal, lamb and mutton. Official government bulletins are on display at all meat dealers, showing the maximum number of pennies-per-pound that can be charged for these cuts. Dealers may charge less, but shoppers—if patriotic—will in no case pay more. That will stamp out Black Markets, and halt Inflation in its tracks.

Easy-to-understand marginal mark-ups are allowed retailers on many other

food lines, and many of these must be displayed prominently for the information of buyers. If any price asked seems too high, we should ask the merchant to show us his ceiling price. Never pay more. If he persists in charging more than he should, we should report the facts in the case to our Local War Price & Rationing Board.

United we will win the war against inflation just as we will the war against the Axis. **HELP KEEP THE COST OF LIVING DOWN—BE SURE YOU NEVER PAY OVER THE CEILING PRICE. IF YOU DON'T KNOW WHAT IT IS—ASK.**



"AND WHAT IS YOUR CEILING PRICE?"

## POINTERS ON POINT RATIONING

The point rationing system, as it applies today to canned and processed foods and to meat, fats, canned fish and some cheese, is designed to give you a choice among *related foods*. As a homemaker, your chief concern is to budget to your advantage the total number of points permitted you in a given ration period. Points are as valuable as pennies—perhaps even more so. Spend your points wisely, choose carefully among the point rationed foods. For when you have used up all your points in the ration period, all the money you have could not purchase a point rationed item.

### *Remember these facts!*

1. Prices do not set points. Scarcity alone determines the point value of a commodity. The more plentiful a food item, the lower its point value; the scarcer a food item, the higher its point value.
2. The blue stamps in War Ration Book 2 are used for any of the canned or packaged fruits and vegetables, juices and soups, and frozen fruits and vegetables. The red stamps are used to ration meat, fats, canned fish and some cheese.
3. The government has set the points for each kind and size of canned or processed foods to be rationed. Official tables of point values will be on display at your neighborhood grocery stores and meat markets. Changes in point values will be announced and posted in these stores by your government as they are needed.
4. Use your high point stamps first. No change in blue stamps can be given, but the one-point red stamps can be used for change and so are valid even if loose.

### *Your Handy Point Budgeting Charts*

On the next six pages you will find handy charts to help you budget your points as you plan your shopping. The first chart of three pages covers the meats and fats, or red stamp, rationing program and gives you one column in which to keep point values listed,—so many points per pound,—and another column in which to note ceiling prices,—so many pennies per pound! The second chart of three pages is concerned with the processed food, or blue stamp, program, and permits you to keep a record of how many points you must give up for every can or bottle of fruit, vegetables, juices, soups or baby food you buy, according to its-size. You can get all these figures from the list which must be shown in food stores, and which are printed from time to time in the newspapers. Put them down in pencil, so you change them when OPA announces changes in point or penny values.

Now you can plan the expenditure of your points (and, in the case of meats, your money) before you start out shopping, and so save both yourself and the storekeepers valuable time. Shop early in the day and early in the week, and no oftener than possible. That will aid the situation materially. If we all co-operate, we can make rationing work to the benefit and satisfaction of all.



**START NOW TO USE THE CHART**





**MEATS**  
(In tin or glass containers)

Pts. per Lb. Cell- ing Price

- Brains.....
- Bulk Sausage....
- Chili Con Carne..
- Devised Ham.....
- Dried Beef.....
- Ham and Picnics (whole or half).
- Luncheon Meat..
- Meat Loaf.....
- Meat Spreads....
- Pigs Feet, bone in
- Pigs Feet, boned
- Cutlets.....
- Potted and
- Devised Meats..
- Sausage in Oil...
- Tamales.....
- Tongue, Beef....
- Tongue, Lamb...
- Tongue, Pork....
- Tongue, Veal....
- Vienna Sausage..
- All Other.....

**FISH**  
(In any hermetically sealed container)

- Bonito.....
- Caviar.....
- Crabmeat.....
- Fish Roe.....
- Mackerel.....
- Salmon.....
- Sardines.....
- Sea Herring.....
- Tuna.....
- Yellow Tail.....
- All Other.....

**POINT VALUES FOR OUNCES**

Use these figures if your purchase of any item is not in an exact number of pounds. Example: Eight ounces of cheese or three pounds and five ounces of chuck roast.

A fraction of a point is dropped if it is less than one-half (1/2) point; if the fraction is **more** than one-half (1/2) point, a full point is charged. Fractions of exactly one-half (1/2) on two or more items you buy in a single purchase are added together.

If your total purchase results in a fraction of one-half (1/2), a full point is charged.

Zero point values shown below apply only when the weight of the item purchased exceeds one pound. At least one point must be charged for any item, no matter how small the purchase.

WEIGHT	POINT VALUES PER POUND														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1 OUNCE	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1
2 OUNCES	0	0	0	1	1	1	1	1	1	1	1	2	2	2	2
3 OUNCES	0	0	1	1	1	1	1	2	2	2	2	2	2	3	3
4 OUNCES	0	1	1	1	1	2	2	2	2	3	3	3	3	4	4
5 OUNCES	0	1	1	1	2	2	2	3	3	3	3	4	4	4	5
6 OUNCES	0	1	1	2	2	2	3	3	3	4	4	5	5	5	6
7 OUNCES	0	1	1	2	2	3	3	4	4	4	5	5	6	6	7
8 OUNCES	1	1	2	2	3	3	4	4	5	5	6	6	7	7	8
9 OUNCES	1	1	2	2	3	3	4	5	5	6	6	7	7	8	8
10 OUNCES	1	1	2	3	3	4	4	5	6	6	7	8	8	9	9
11 OUNCES	1	1	2	3	3	4	5	6	6	7	8	8	9	10	10
12 OUNCES	1	2	2	3	4	5	5	6	7	8	8	9	10	11	11
13 OUNCES	1	2	2	3	4	5	6	7	7	8	9	10	11	11	12
14 OUNCES	1	2	3	4	4	5	6	7	8	9	10	11	11	12	13
15 OUNCES	1	2	3	4	5	6	7	8	8	9	10	11	12	13	14
16 OUNCES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

**FATS AND OILS**

Pts. per Lb. Cell- ing Price

- Butter\*.....
- Lard\*.....
- Shortening\*.....
- Margarine.....
- Salad and Cook- ing Oils (1 pint equals 1 pound)

**CHEESES\***

Rationed cheeses include natural cheeses and products containing 30 per cent or more by weight of natural cheeses.

Examples of rationed cheeses:

- Cheddar (American)
- Swiss
- Brick
- Munster
- Limburger
- Dehydrated- Grated
- Club
- Gouda
- Edam
- Smoked
- Italian-All hard varieties
- Greek-All hard varieties
- Process Cheese
- Cheese Foods

Some cheeses are not rationed. The important examples are:

Cream Cheese, Neufchatel, Cottage, Camembert, Liederkranz, Brie, Blue. (For a complete list of cheeses not rationed, see the Regulations.)

\*Except purchases in bulk units containing more than five (5) pounds (not subdivided into units of 5 pounds or less). For such purchases see Official Table of Trade Point Values.







# LOVE OF HOME BURNS LIKE A FLAME IN EVERY AMERICAN HEART



## LEADERSHIP

The world is going to look to America for leadership in this business of reconstructing life on a new and stronger foundation. It is America that will cut the pattern—a pattern others will follow.

We, the homemakers, will be on trial, so to speak, for it is up to us to act together and cause the peoples of other countries to wake up and realize that democracy as it is known and practiced in America . . . as it must be known and practiced in other lands . . . begins in the home, depends on the home, and is successful because of the principles on which our homes are founded.

The eyes of the world will be turned our way searchingly. As homemakers we must, we will, give them our best performance, so that they, the people of other lands, may understand more clearly the profound but simple truth that America, the greatest and strongest nation on earth, is free and strong because of the greatness and strength of the women who organize and manage its homes.

Therefore, the American homemakers numbering more than 30,000,000, working together can be the greatest single unit of influence in the world fighting for victory and lasting peace. Thirty million women cannot be defeated, for whatsoever lieth in their hands to do can be done with firmness and without doubt. The "V" so deeply etched in your minds and hearts stands for vim, vigor, vitality, vigilance, valor and ultimate victory. You are at your battle stations, our homes, we know you are ready to do your part.



# America's Fighting Men Are The Best Fed Army That Ever Trod The Earth

And Americans at home are resolved that it shall continue to be that way 'til the boys come home.

Scientific rations, balanced meals of vitamin rich foods are providing our soldiers, sailors, marines with stamina and strong bodies; alert minds and high morale.

ON THE HOME FRONT — Stamina! Resistance! Alert mentalities! and high morale are also vitally important.

Study nutrition. Eat wholesome balanced meals. Make COBB'S BREADS (Vitamin enriched) one of your mainstays. They have a reputation for *freshness* and *quality*. They are obtainable in every neighborhood — at your Dealers

---

**COBB'S BREADS**  
**Vitamin Enriched!**

---

**COBB'S SUNLIT BAKERY**

Green Bay, Wisconsin