

McDonough Elected County Board Head

On motion by Supervisor Oscar Hauge, the board of supervisors elected Gordon L. McDonough of Los Angeles, chairman Tuesday to succeed Roger W. Jessup of Glendale. McDonough was appointed a supervisor in 1933 to succeed Frank L. Shaw who became mayor of Los Angeles. He was elected in 1934, 1936 and 1940.

The Fiji Islands contain 93,000 settlers transplanted from British India.

New Point Rationing System Explained

FAMILY HEADS INFORMED ON WHAT, WHY AND HOW OF WAR RATION BOOK TWO

American armed forces fight on more and more battle fronts in continually increasing numbers. Our fighting forces and our allies must be sent more and more supplies, food and ammunition. To assure our fighters in North Africa, in the Solomons, in the South Pacific a sufficient quantity of everything they need will mean one thing. We must get along on less—if there is not enough for both civilians and the armed forces.

Where there is a shortage of essential commodities for civilians, what we have must be distributed fairly to all. That is why we ration in these United States—to provide those who are fighting and dying for us, with everything they must have to win, and to assure each of us at home his fair share.

Early in 1943, each of us will receive War Ration Book Two which will be used for new rationing programs which may become necessary. Book Two will be used to secure goods that will be rationed under a new system known as the "point system."

What Is Point Rationing? "Point rationing" is a system of rationing a group of related or similar commodities which can be substituted for one another in actual use.

Cereals, for example. Oatmeal, cornflakes, wheat flakes, branflakes and grits are "related" commodities which can be substituted for one another in the daily diet, if necessary. If these were to be rationed, the point system would be used.

Point rationing will not replace straight coupon rationing

of sugar, gasoline and coffee. The point system and War Ration Book Two will be used for certain new rationing programs. The straight coupon system may be used for other new rationing programs where suitable.

Why Is This Necessary? The point system will be used to ration certain commodities for which the straight coupon system is not suitable. It would provide a fairer and better system of rationing certain kinds of goods than straight coupon rationing would in the case of such products.

The simple coupon system was selected for rationing sugar because sugar is something almost everyone uses. It is a standardized article, usually of one grade, and commonly sold in packages of one pound or several pounds.

There is a large enough supply to give everyone a share big enough to be useful. There is no widely-used substitute that could be exhausted by people rushing to buy it in place of sugar, no danger of working a serious hardship on many people who made extensive use of the substitute.

How Hoarding Starts The same conditions are true for gasoline and coffee. But

these conditions do not hold true for certain other kinds of commodities, such as cereals. (The following example is purely hypothetical, rationing of cereals is not contemplated).

Suppose there was shortage of branflakes. Suppose the government were to ration branflakes the way it is rationing sugar—an equal amount for everyone each month. Because of the shortage and because branflakes would thus be allotted to many people who don't eat them regularly or at all, the result of rationing branflakes in this way would be a very small share for each individual—just a few ounces a month—too little to anyone any good.

This might mean a buying rush on cornflakes by those who usually eat branflakes, thus creating a shortage of cornflakes—or a rush for cornmeal, oatmeal or wheatflakes to replace branflakes in the diet of those accustomed to eating them. These cereals might quickly disappear from stores on a "first-come first-served" basis. Many people would not get any of these cereals at all. Obviously, this is an unfair and undemocratic method of sharing the supply.

But under point rationing all these cereals—cornmeal, oatmeal, cornflakes, wheatflakes, branflakes and grits—would be grouped and rationed together. And this would include packages of all sizes, all grades, and all bulk cereals.

Although dividing the supply of any one of them would have given each individual only a small share, dividing the total

READ, STUDY AND SAVE THIS ARTICLE!

Point rationing will begin sometime after the first of the year, after issuance of War Ration Book Two. This article outlines the system as it will work right here at home. Every housewife and head of the family should read it carefully because it is an authoritative report from the Office of War Information.

Cereals are used as an example of a commodity-group for which point rationing would be necessary if a shortage developed. This is entirely illustrative—rationing of cereals is not contemplated. The point system will be used to ration meat. However, meat was not used as an illustration in this report because point values and other factors cannot yet be determined.

It is not possible to announce at this time, says OWI, all the commodities which will be rationed under the point system. Speculation about other commodities to be handled by this system is likely to lead to hoarding.

Share of the commodities in this group is set at 48 points per month, and the Government said the blue stamps in War Ration Book Two were to be used for those commodities.

(War Ration Book Two contains four pages of blue stamps and four pages of red stamps. Each color will be used for a different point rationing program. Each page contains 24 stamps lettered and numbered. The letters run from A to Z. The numbers are either 8, 5, 2 or 1.)

Surrendering Stamps The stamps that would be used when buying the commodities in this group would be the blue stamps, and for the first month you would use the A, B, and C blue stamps.

Adding up the point values of the four A stamps—the 8, 5, 2, and 1—gives a total of 16 points. Similarly, the four B stamps total 16 points and the four C stamps total 16 points. Or, the blue A, B and C stamps together total 48 points, your ration for the first month.

When you buy any of the items, you must surrender to the storekeeper enough point-stamps to cover the point-value of the item or items. If you buy cornflakes, which has a value of 1 point, you give the storekeeper one of the blue stamps which has a denomination of 1 point. To buy oatmeal, which has a point-value of 4,

you give the storekeeper two blue stamps or a 2-point stamp and two 1-point stamps. To buy branflakes, which has a point-value of 11, you give the storekeeper blue stamps totaling 11 points (an 8, a 2, and a 1-point stamp, or two 5-point stamps and a 1-point stamp).

Quantity Important You should use the larger denominations first, where possible. For example, use a 5-point stamp and a 1-point stamp for a 6-point purchase, rather than three 2-point stamps. This will help you keep the smaller denominations for the occasions when you purchase low point items.

Of course, the quantity you buy will determine the number of points you must surrender. If one pound of cornflakes had a point value of 1, then you would have to surrender 2 points when you bought two pounds of cornflakes or 5 points when you bought five pounds.

Similarly, if you bought two pounds of branflakes, which has a point value of 11, you would have to give the storekeeper blue stamps totaling 22 points (two 8-point stamps, a 5-point stamp and a 1-point stamp). That would be 22 points spent on a single purchase, out of your total ration for the month of 48 points. Which brings us to the next important feature of point rationing:

You Decide Yourself Each individual may "spend" his points to buy any of the items in the point-rationed group in any way he likes. But when

he has "spent" all his points for the month, he will not be able to buy any of these items until the next month, or ration period begins. Those who choose to buy commodities having a low-point value will get more for their ration than those who choose to use up their points on high-point-value commodities.

Each individual decides for himself how he wants to "spend" his hoard of points. This also gives everyone an opportunity to get a variety of the goods which are rationed.

The reason the government would put a low-point value on the more plentiful commodities (cornflakes, wheatflakes, oatmeal in our theoretical example) is that there would be little danger that the supply would run out. The government would wish to encourage the use of these commodities rather than the scarcer products (grits and branflakes, in the example).

May Raise Values The point system gives the government a further method of protecting the supply of scarce commodities. Consumer buying can be steered away from scarce items and toward the more plentiful items on a monthly basis, or more often, if necessary. The point-value of any commodity in the group can be lowered or raised to encourage or discourage buying.

Suppose it were found that there was a sudden big demand for oatmeal, that it was disappearing much more rapidly from store shelves than the government had expected, and that at that rate, it looked as if oatmeal might soon disappear entirely before a new supply could be made available by producers. In order to discourage part of the buying of oatmeal, the government would raise its point-value, perhaps from 4 to 6 points. This would discourage consumers from buying oatmeal, steer them toward the commodities with the lower point-values—cornflakes and wheatflakes—and thus prevent the supply of oatmeal from disappearing so fast.

Will Limit Changes Or if it were found that there was practically no buying of branflakes because of its high point-value and if looked as if there would be a lot of it left over, the government would lower the point-value to encourage more people to buy it. Branflakes might be reduced from 11 points to 9 points, or even lower. In this way, any commodity in the group can be made more or less tempting to buy, depending upon the public's demand for the commodity.

By preventing the disappearance of any commodity in the group, the government, in effect, assures everyone of his share of the commodity—if he wants to "spend" his points for it. Point-changes will be made only where really necessary and, as a rule, not more often than once a month. Such changes will

be made on the basis of the government's careful, detailed study of supplies and consumer buying of the rationed commodities.

How To Shop Under Rationing In buying goods rationed under the point system, you must, in effect, learn how to buy with two kinds of currency—money and point-stamps. You must know the money-price and the point-value of the commodity. You must give the storekeeper dollars and cents and point-stamps.

Just as you now budget the money you can spend during each pay period, you must learn to budget your points so that they will last for the entire ration period. In our example, you must plan your "spending" of your 48 points for cereals, so that your points will last you for the entire month.

When your blue A, B and C stamps are gone, you will not be able to buy any of these items for the rest of the month—no matter how much you are willing to pay in money. You will again be able to buy these items in the following month, when the blue D, E, and F stamps become valid. You cannot borrow more points the way you can borrow money.

Plan Your "Spending" If you use up most of your 48 point-allowance on a few items with a high point-value, you will have to get along on less for the rest of the ration period. You must ask yourself not only whether you can afford the dollars-and-cents price of rationed commodities, but also, whether you can afford to "spend" your points in that particular way.

If you shop for your family, you must plan the "spending" of the total number of points allotted to all the members of your family. This will enable you to "spend" your family's points on the items which best fit their needs and will give you a choice of a variety of the items in the group.

But you must not be too rigid in your planning. It is not possible in wartime to guarantee that the storekeeper will have all your favorite stand-bys on hand at all times. There may be a smaller supply than usual or a larger demand than was expected.

Point-Values Posted You may find that some of your favorite items in a rationed group are not "best buys" in terms of their point-value. In that case, in order to get the most of your family's point-allowance, you will find it desirable to buy "second choices" or things which are normally not so desirable, or even unfamiliar things. This will help stretch your ration and help the war effort by relieving the pressure on scarce items.

Point-values of commodities rationed in this way will be posted in the stores for you to see. They will be listed on the counters or bins containing the rationed items, possibly even on packages, where suitable. Most storekeepers will probably keep a list of point-values on hand at the cash-register or wrapping counter.

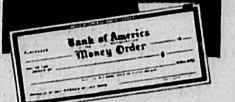
Drivers' Licenses Soon Expiring are Extended to Feb. 1

The State Division of Drivers' Licenses discloses that it is preparing to issue an order extending the life of all drivers' licenses expiring in January until Feb. 1.

This will be done, it was explained, to clear the decks for the annual renewal season and to permit employees of the division to assist in the task of registering vehicles for 1943.

Persons whose drivers' license expire during January may have them renewed during February by presenting applications to the proper authorities.

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A practical method of making instalment payments, mail order purchases, or sending money for any purpose.

The cost is only 10¢ per order. Your name appears on each order and you receive a receipt from the bank.

It is not necessary to be a customer of the bank to use this service.

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GIFT IDEAS . . . for a Real American Christmas

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Remember These Points About Point-Rationing

Point rationing means "share and share alike." The advantage of point rationing for you will be far greater than the inconveniences.

Point rationing gives you all the freedom of choice possible in wartime. You can choose those commodities in the group which you prefer and which you can afford. And you can spend your points in any way you like.

Point rationing will assure you of your fair share of the commodities in the rationed group.

Like other rationing programs, it will prevent you from "chiseling" on your neighbor's fair share and it will prevent him from "chiseling" on yours.

Rationing is necessary in order to supply our fighting forces with the things they need—to assure everyone of his fair share of essential goods which have become scarce because of the war—and to help win the war.

supply of all of them gives each individual enough for his basic cereal needs. This gives everyone a fair and large-enough-to-be-useful share of the total supply. The consumer would use War Ration Book Two for all these cereals and would use his point ration stamps to buy the cereals he prefers.

How Point Rationing Works In a point rationing program, the government will group together a number of similar or related commodities. The same ration coupons will be used to buy any of these commodities.

Everyone in the country will be entitled to use a certain number of points each month out of War Ration Book Two, to buy the commodities in the group. Each consumer may buy in any store he likes. The government will give each commodity in the group a "point-value."

A low point-value will be given to the commodity which is most plentiful as compared with the usual supply and demand for that commodity. A high point-value will be given to a commodity which is much scarcer than usual. A point-value somewhere between the two will be given to a commodity when the supply and demand are expected to be somewhat less than usual.

Colors To Be Used Suppose the government is rationing a group of similar or related commodities, such as cereals, and there are five different commodities in the group—cornflakes, wheatflakes, oatmeal, grits, branflakes. Suppose the supply of cornflakes is about as plentiful as usual. The supply of wheatflakes is a little less than usual, oatmeal quite a bit scarcer than usual, grits much scarcer than usual, and branflakes very scarce, hardly available at all.

The point-values assigned by the government would be somewhat as follows:

- Cornflakes 1 point, Wheatflakes 2 points, Oatmeal 4 points, Grits 8 points, Branflakes 11 points

And suppose each individual's

MEET YOUR FRIENDS HERE AND ENJOY YOUR FAVORITE MIXED DRINK IN DANIELS NEW Cocktail Lounge Adjoining Our Cafe RELAX AND ENJOY THE ELECTRIC ORGAN AS PLAYED BY THE WORLD-FAMOUS EDDIE HORTON PLAYING NIGHTLY EXCEPT MONDAY 904 Gardena Blvd. Gardena, California Also Entrance On Vermont Avenue Behind Bank of America

Give Her Lovely Perfumes . . . Every time she uses them, she'll remember you Perfumes speak the language of love and affection at Christmas . . . the first flacon for the girl in her teens is a memorable gift . . . she's growing up. The aura of her perfume is part of the charm of the mature woman. You'll find HER favorite fragrances in both individual flacons and Gift Sets, at The Beacon. Choose from such celebrated brands as Caro Nome, Elmo, Coty, etc. Perfumes - Body Powders - Colognes Sachets BEACON DRUG CO. LESLIE L. PRINCE, Prop. CABRILLO AT GRAMERCY—TORRANCE PHONE 180 TRAVEL HEADQUARTERS IN TORRANCE