

POINT SYSTEM OF RATIONING AS USED IN ENGLAND
TO BE ADOPTED IN AMERICA

Price Administrator Leon Henderson stated regarding the rationing of commercially processed fruits and vegetables in America that it is expected this food rationing program will begin in February when the mechanics of the system will be ready to roll. Reasons for announcing the program this far in advance may be found in the magnitude of the job to be done before rationing can begin.

A million and a half of volunteers must be recruited and trained to handle registration. Full information on mechanics of the ration plan must be got to every food processor, every food wholesaler and every food retailer in the country. Thousands of trade meetings must be held from coast to coast during the next few weeks. Finally, but most important, the public must be adequately informed on the use of a war ration book.

The point system of rationing, similar to that being used in England, has been adopted as the simplest and most effective method for distributing the wide variety of canned and processed foods.

Rationing will be preceded by a brief suspension of retail sales so that retailers may have an opportunity to prepare for operations under the food program. The issue of new war ration books will take place during this period and upon the effective date of the program retailers should be in a position to honour ration stamps for all consumers.

Very few commercially processed fruits and vegetables will be exempt from rationing regulations whether in retail store or already in cupboard of consumer.

Embraced in the broad categories of rationed items are more than 200 kinds of fruits and vegetables, juices and soups and great variety of brands in grades and sizes and shapes containers.

With few minor exceptions such as individuals living in institutions every member of the civilian population from the new born infant to the oldest inhabitant will have exactly the same number of points to spend during each ration period. Point values will be identical in every store in the country and the housewife may shop for the family in any store she likes.