



EMPLOYEES ONLY

To assist in solving transportation problems for its employees, Douglas Aircraft Co., Santa Monica, Calif.,

has purchased 1,500 new bicycles which will be resold at cost to employees, who must agree not to resell. About that many more employees already own bicycles.

nance machinery, or merely dabbles with it here and there, Thurman Arnold hasn't let down in his attack on fair trade. In Newark, N. J., a grand jury has now indicted 15 retail groups, including the National Assn. of Retail Druggists, on the grounds that retailers conspired to use the laws as a means for fixing profits. Wholesalers had previously been caught in the grand jury net (BW—Feb. 14 '42, p. 7; Feb. 21 '42, p. 50).

Razor Blade Panic

WPB and OPA hasten to inform public that its fears of shortage are unfounded. Advice given on how to conserve.

"This will make available an average of a (razor) blade per week per shaver."

The above sentence in a War Production Board press release of Mar. 25 set off a panic. It stimulated anew the run on razor blades (BW—Mar. 21 '42, p. 19), gave a shot in the arm to sales of Twinplex and other stroppers, appalled the nation with visions of a yeomanry in whiskers.

• **Enough This Year**—As the WPB hastened to point out, there was no reason for alarm. There will be enough razor blades this year. That blade-per-week boner in the press release was just one of those unfortunate things. Apparently it referred to the fact that allowed production would be sufficient to provide each male of shaving age one blade per week. Millions (on farms particularly) don't shave that often, so there will be plenty available for city

dudes who dewhisker themselves daily.

Since blade sales continued heavy, Dan A. West, director of the consumer division, Office of Price Administration, backed up WPB assurances last week. He declared that fears of a shortage were unfounded, that an adequate supply will be manufactured in 1942. Production for the year will be averaged monthly to equal 1940. Mr. West said the total this year would be at least 2,400,000,000 blades. (Spread over the entire 43,183,000 male production beyond 19 years of age, this would mean about one blade a week.)

• **Helpful Hints**—While Mr. West emphasized his confidence in sufficient supplies, he pointed out that shavers could meet even further cuts in production by the simple expedient of getting more shaves per blade.

Helpful hints were provided: (1)

Wash and lather carefully to soften beard; (2) rinse blade in hot water before using, rinse frequently in hot water while shaving to keep cutting edge clean; (3) rinse blade and razor well after shaving; (4) shake blade vigorously and dry carefully to avoid rust; (5) wrap blade in original paper covering, especially near coasts, where salt air corrodes steel; (6) use a good sharpener, if you have one.

• **Restrictions**—The new WPB order prevents manufacturers of razors and blades from accumulating over-size inventories of materials. Use of copper in razors is restricted and it is planned to load additional war orders onto machinery now making safety razors. WPB figures that the control of blade production will save 1,000 tons of high carbon steel and 500 tons of low carbon steel annually.

Nutrition Splurge

New campaign is launched to lift McNutt's food program out of doldrums with full-dress tryout set for South Bend.

The National Nutrition Program is finally gathering momentum. In South Bend next week there is to be an all-out drive. To prepare the way, the official symbol and Nutrition Food Rules (reproduced, page 50) are being distributed throughout the food industry, and the Saturday Evening Post is planning to contribute nine pages in its June issues to promoting the drive.

• **Overcoming Inertia**—All this is typical of the old-fashioned prewar merchandising campaign that has been prepared to pull the program out of its scientific and government bureau doldrums (BW—Mar. 7 '42, p. 50). The idea is to do what scientists and government people have not been able to do—put healthful foods

What's Happening to the Cost of Living

	Food	Clothing	Rent	Fuel, Ice, & Electricity	House Furnishings	Misc.	Total Cost of Living
August, 1939....	93.5	100.3	104.3	97.5	100.6	100.4	98.6
February, 1941...	97.9	100.4	105.1	100.6	100.4	101.9	100.8
March	98.4	102.1	105.1	100.7	101.6	101.9	101.2
April	100.6	102.4	105.4	101.0	102.4	102.2	102.2
May	102.1	102.8	105.7	101.1	103.2	102.5	102.9
June	105.9	103.3	105.8	101.4	105.3	103.3	104.6
July	106.7	104.8	106.1	102.3	107.4	103.7	105.3
August	108.0	106.9	106.3	103.2	108.9	104.0	106.2
September	110.8	110.8	106.8	103.7	112.0	105.0	108.1
October	111.6	112.6	107.5	104.0	114.4	106.9	109.3
November	113.1	113.8	107.8	104.0	115.6	107.4	110.2
December	113.1	114.8	108.2	104.1	116.8	107.7	110.5
January, 1942....	116.2	115.7	108.4	104.2	117.8	108.3	111.9
February	116.8	118.7	108.6	104.2	119.8	108.6	112.6

Data: U. S. Bureau of Labor Statistics; 1935-39=100.