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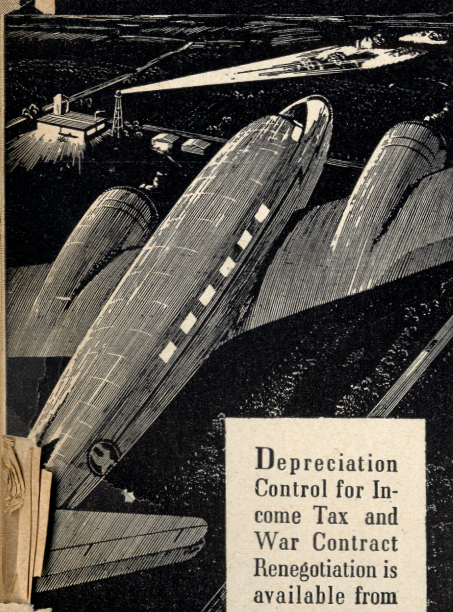
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Nutrition Drive Tightens its Belt

After one year of plodding toward its forlorn goal of selling America a balanced diet through the advertising columns of the nation's press (BW — Apr. 11'42, p50), the National Nutrition Program is about to get one more shot in the arm. Officials in charge of the drive, formerly affiliated with the Office of Defense Health and Welfare Services but now transferred to the Dept. of Agriculture, this week launched a new official symbol as well as a new set of food-for-health rules (right).

Some changes were adopted to put more sales appeal in the drive; others were dictated by the vicissitudes of war with its heavy drain on the U. S. food supply.

• **Eggs Reclassified**—For example, the "basic 7" used to be 8, but eggs which enjoyed a separate berth by themselves have now been lumped with meat, poultry, and fish to help eke out dwindling supplies in that category. Also, under the duress of war, the nutritionists have had to become bolder; Group 7 is now labeled "butter and fortified margarine" (page 44), not just "butter and other spreads."

The Advertising Council, which handled the streamlining job through Benton & Bowles Advertising Agency, expects to have ready for distribution in the next few weeks a rule book that will govern the use of the symbol as well as a stripped-down version of it, consisting only of the center insignia coupled with a shield, assuming the Dept. of Agriculture still backs the drive.

• **Advertising Regulated**—Principal regulations are: (1) No food manu-

are in reduced supply, but there is no shortage as yet. Fabricators of these are having labor difficulties and prices are advancing. Fur prices also are higher, some double or triple 1939 levels. Prices may cause a squeeze since hats are under ceilings. Shellac—used both for stiffening and for leather dyeing—is unobtainable, and substitutes are being used.

Since approximately 75% of all hat fur is obtained from rabbits, conies, and

hares raised in England, Australia, South America, and New Zealand, there is much concern over it. Hat men again are experimenting with American animals but are not too hopeful because their coats are mostly inferior hair.

• **Imports Are Down**—Some manufacturers have good inventories of fur, although imports from England are only about 25% of prewar yearly averages of four million skins.

For Health...eat some food from each group...every day!



IN ADDITION TO THE BASIC 7...
EAT ANY OTHER FOODS YOU WANT

facturer can use the symbol in his advertising in any way that suggests federal indorsement of his product; (2) the insignia can be used only in the advertising of a product that qualifies in one of the seven categories. Thus, a milling company might be permitted to use the symbol in advertising fortified flour but denied its use in promoting a packaged breakfast cereal.

Food advertisers, already plugging five other campaign themes for the Office of War Information—food problems, point rationing, Victory gardens, farm goals, and farm manpower—are being urged by the Advertising Council and the Grocery Manufacturers of America to continue their donations of "millions of dollars worth" of advertising space to the nutrition drive.

• **Plus Any You Want**—But the wistful note which is sounded in the last line of the official symbol can be fairly taken as a tipoff to what the realists in drive headquarters hope to accomplish: "In addition to the basic 7, eat any other foods you want."