

Off the Editor's Chest

(Continued from page 2)

approximating 1940 auto prices.

Household appliances are pretty generally expected to be the 1941-1942 models, although some manufacturers will try to bring out something that will look like and can be advertised as new models. A number of manufacturers of electric ranges are reported to be contemplating adding a built-in pressure cooker which will be a great time-saver and current-saver. The automatic washing machine that washes, rinses, and spins the clothes dry in successive operations with a minimum of personal time and attention is expected to be in great demand. (CR reports previous findings on this type of appliance in the September 1944 Annual Cumulative Bulletin.) Prices will be higher.

The wise consumer will not rush to buy the first expensive models, but will adopt a wait-and-see attitude, whenever his interests do not really require an immediate purchase. The squabbling of the various war agencies over lifting restrictions on materials and production, their reluctance to give the go-ahead signal, except for piece-meal permission to do a little here and a bit there, all cut down on manufacturers' ability to go into mass production in an unfettered, straightforward, efficient way, by which they are able to turn out large quantities at low prices. Labor is making strenuous efforts to retain in normal times the pay envelopes that were filled far beyond normal times by wartime production at time-and-a-half and double-pay for overtime, and such abnormal rates of wages will be reflected in marked rises of prices to consumers.

Some consideration must also be given to the possibility that the first models will often fall considerably short of being as efficient and of as good quality as those of pre-war manufacture. Many changes have taken place in the nature of raw materials

available and customarily used, and the prices at which such materials can be secured. Things that may work well in an airplane engine or military radio set may not be at all suited for use in a passenger automobile or a home radio, however much a manufacturer may be tempted to apply his wartime materials and experience to peacetime production. There will be those consumers, of course, who have no choice but to buy one of the new items as soon as it is available. Those, however, who can wait or who can have their present appliances and other items repaired will be well advised to do so.

Cumulative Index of Previous 1944 Issues Consumers' Research Bulletins

	Month and Page
Annual Cumulative Bulletin 1944-45, announcement of	Apr., 31
Aspirin, extensive use to be avoided	June, 3
Automobile parts, used, price ceilings affect supply	Aug., 3
Baking soda taken for indigestion	May, 20
Batteries, automobile storage	Aug., 13-15
charging, testers	Jan., 8-9
Beans, navy and soy, deficient in essential amino acids	June, 3
Bib, waterproof (Seal Sac)	June, 30
Blankets, part-wool, warmth, shrinkage	July, 4
Broadcasting, frequency modulation, improving	July, 4
Cameras, post-war	June, 8-10
Canners, pressure, pre-war quality available	May, 30
gauges, inaccurate	July, 29
Canning, use of preservatives	June, 4
Cesspools and septic tanks	Aug., 11-12
Cleaners, water softeners	Feb., 3
(Sollax, Dif, Oakite, Phos, etc.)	Feb., 3
Cleaning solvents, household	Aug., 20
Clothes, home pressing of	Apr., 21-24
Coal, estimating weights in bin	June, 7
Cocoa, in milk, adverse effects	Aug., 4
Cooling house in summer	July, 13-15
Curtains, buying and caring for	July, 15-16
Diapers, disposable	May, 7-8
Diet, infants, improvement of	Aug., 3
mothers', effects on infants	Aug., 4
omnivorous, animal proteins essential	Aug., 4, 29
Editorial*	Jan., Feb., Mar., Apr., May, June, July, Aug.
Eggs, home preservation of	Apr., 15-17
refrigerator storage of	Mar., 4
Extractor, lemon juice (Vitec)	Aug., 30
Food, preservation by freezing	June, 4
satisfactory for long storage	June, 4
Food lockers, frozen, post-war use of	Aug., 3
Gardening	Apr., 5-8; May, 9-12
Gasoline dopes (Vitaplus)	Mar., 15-16; June, 25
Hair tints and glints	June, 5-7
Ham, ready-to-eat, thorough cooking necessary	Aug., 4
Hand soaps, protective creams	Jan., 5-8
Headaches, as symptoms	Aug., 3

	Month and Page
Hearing aid (new Zenith)	Feb., 22; Mar., 24-25
Heating plants and equipment	Jan., 16-20; Feb., 20-21; May, 19-20; July, 19
Hose, wartime garden	July, 31
Household cleaning preparations	June, 20-21
Inks, writing	Aug., 16-18
Jar rings, synthetic, disagreeable flavor	July, 3
Jar tops and lids	June, 18
Lamp bulbs, electric, specially colored, and insect-repellent	Aug., 24-25
Lawn mower, keeping sharp	June, 13-14
Lighters, new cigarette	Aug., 25-26
Lightning, safeguards against	July, 28
Lip pomades	Apr., 13-14
Mechanical pencil	Jan., 26
Metal cleaner and polish (Samae)	Feb., 19
Milk, evaporated	May, 8
overconsumption, related to digestive troubles	May, 3
Motion pictures*	Jan., Feb., Mar., Apr., May, June, July, Aug.
Music, books on	Aug., 8-10
Nozzles and attachments, hose	July, 20-21
Observation Post*	Jan., Feb., Mar., Apr., May, June, July, Aug.
Oils, summer motor	June, 10
Paints, "plastic" resin-and-casein type	Apr., 18-19
Panties, baby, waterproof	June, 11-13
Permanent waves, cold	May, 5-6
Photograph records	Jan., Feb., Mar., Apr., May, June, July, Aug.
Photographic items	Mar., 10; May, 26; June, 4
Pliers, parallel-jaw, (Bernard)	July, 30
Poison ivy, exterminating	June, 26
Powder, face	Aug., 18-19
Process cheese	Jan., 10-12
Razor blades, safety	Aug., 5-7
Roaches, getting rid of	Mar., 4
Rubber footwear	Feb., 24-26
Rules or scales, steel	Aug., 29-30
Saw, handy household	July, 30
Screen-door checks, low-priced	Aug., 7
Screens, fly, of plastic, screen repairing	Apr., 30; July, 22
Seed, grass, misrepresentation by salesmen	Aug., 3
Septic tanks and cesspools	Aug., 11-12
Shampoos for hair and scalp	July, 9-12
Shirts, crib, waterproof	June, 11-13
Shine remover (Shyn-O-Way)	Feb., 23
Shoe polishes (Kiwi, etc.)	May, 22
Shoes, home repairing	June, 29
Shorts, men's	Apr., 9-11
Skin irritation, from machine oil	Aug., 29
Soap, substitutes, for laundering and dishwashing (Sudz, Cold-foam)	May, 23-24
toilet	May, 3; Aug., 21-22
Soda in vegetable cookery	Feb., 9
Soups, dried	Mar., 9-10
popularity declining	Aug., 3
Spraying of vegetables with arsenicals, hazardous	June, 26
Springs, steel, for household and farm repair	July, 30
Storing fruits and vegetables	July, 5-9
Suits, men's	Mar., 5-8
Tables, "bedside" or "chairside" (Tillie Table)	Aug., 30
Teeth, extra-good, in North Texas	July, 17-18
Tooth powders	Jan., 13-15
Towels, for drying dishes	June, 23-25
Vitamins and vitamin preparations	Jan., 3, 12, 25, 26; Feb., 3, 9, 5-9; Mar., 11-14, 29; May, 29; June, 18; July, 3; Aug., 15
Walking, hygiene, footwear, accessories	Mar., 17-21
Water softening	May, 13-16
Weatherstripping	Feb., 18-19

† Indicates that brand listings are included.
* Indicates articles that appear each month in the Bulletin.

Rat



This section aims to give a digest of opinion views, ranging from trade press to Pare rates motion pictures not on entertainment but on their aspects for children.

It should be emphasized that ratings which follow do not rate of a single person but are the reviews appearing in serials. (See January 1944 is reviews.)

The figures preceding the indicate the number of critics to rate the film A (recommended) and C (not recommended).

Audience suitability is indicated by "Y" for young people children, at the end of each.

Descriptive abbreviations

adv—adventure	mus—music
biog—biography	mys—mystery
car—cartoon	non—non-fiction
com—comedy	rom—romance
cri—crime and capture of criminals	sci—science fiction
doc—documentary	thr—in thriller
dr—drama	war—war
fan—fantasy	his—historical incident
hist—founded on historical incident	mel—melodrama
mel—melodrama	ves—western

A	B	C	
—	4	—	Abroad With Two
—	6	2	Action in Arabia
1	9	5	Address Unknown
1	4	—	Adventure in Music
5	8	2	Adventures of Mar
13	3	—	Ali Baba and the 4
—	2	5	Allergic to Love
3	1	—	American Romance
9	7	—	And the Angels Sin
8	4	—	Andy Hardy's Blor
1	4	—	Are These Our Par
3	3	—	Arizona Whirlwind
3	5	—	Attack
1	10	1	Bathing Beauty
—	3	4	Beautiful But Bro
—	1	5	Beneath Western
—	2	6	Bermuda Mystery
7	6	—	Between Two Wor
—	1	3	Black Magic
—	3	7	Black Parachute
1	1	1	Bride by Mistake
—	6	7	Bridge of San Luis
—	9	7	Broadway Rhyth
1	11	5	Buffalo Bill
—	4	1	California Joe
—	4	1	Call of the South
—	9	1	Candlelight in Alg
1	7	—	Canterville Ghost
—	4	5	Casanova in Burle
—	4	3	Charlie Chan in tl
—	3	5	Chinese Cat
—	3	5	Charlie Chan in tl
—	11	3	Secret Service
—	4	8	Chip Off the Old l
—	3	—	Christmas Holid
—	3	—	Coastal Commanc
—	4	11	Cobra Woman