

Off the Editor's Chest

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soon as full production gets under way. Widespread strikes have probably been one of the biggest factors responsible for continued shortages and inflated prices, by preventing the filling of pipe-lines of supply. The wise course for informed consumers is obviously to sit tight and refrain from making any but really necessary purchases of good, well-made articles, perhaps for the next six months to a year. If \$5 white shirts go begging, have no doubt that \$4 and even \$3 shirts will begin to make their appearance, and sooner or later the \$2.25 Sanforized shirt that has not been generally obtainable for years will

once again be widely available.

Early models of appliances and other items involving large expenditures often have "bugs" due to sloppy or careless work on the assembly line. In a number of cases of this sort that have come to our attention, the manufacturers have made every effort to correct the defects. Annoyance and inconvenience to the purchaser of having an appliance out of service while it is being put in order, however, can be avoided by waiting, where present equipment will serve, until production lines are once again running at their accustomed efficiency.

The plant capacity of American

industry is tremendous and once the brakes are taken off, the stream of consumers' goods that it is capable of producing can supply not only our own needs but the export requirements for a large part of the commercial world, as our factories did with unbelievable effectiveness with munitions of war. The stiffer and more determined consumers' sales resistance is to high prices, third rate makes and brands, and to inferior quality generally, the shorter will be the interval before an abundance of good-quality products will again be available in shops and stores and in mail-order catalogs.



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†Indicates that listings of names or brands are included.