

Bloomington did its part to support war effort in '42

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take airplane rides for only \$1.50.

Despite the frivolousness of some of the advertising, there were some tangible reminders that America was in a war. One classified ad in the *Bloomington Telephone* indicated that Edna Hayse of R. 1. had lost her A and B gas ration books. The day after Pearl Harbor Day, the newspaper informed its readers that there would be no outdoor Christmas lights that year.

Perhaps some Monroe Countians reacted with frustration to the red

tape of rationing. As a public service, the *Evening World* ran a column headed simply "Ration Information." On Dec. 7 and 8 it contained instructions for obtaining a scarce item. The readers were informed that in order to buy rubber work boots the consumer needed to fill out an application form to be approved by the local ration board. At the time of purchase, it was necessary to have one's sugar ration book number, driver's license or social security card for identification purposes. There was one other essential item. The buyer was obliged to turn in his old boots at the shoe store.