

On the Home Front

Government's rationing plans have taken precedence over all other news on the Home Front the past two weeks, and, as the winter weeks roll by, the consumer will feel more and more the pinch on civilian production.

Uppermost in the people's minds in the Southwest, naturally, is mileage rationing registration which gets into full swing next week. Application blanks are being made readily available in every county and parish this week in preparation for registration which will be held on Nov. 12, 13 and 14 in Texas Louisiana and on Nov. 9, 10 and 11 in Oklahoma. Schoolhouses will serve as registration sites. Motorists who have not disposed of passenger type tires in excess of five are urged to sell them to Uncle Sam now in order to be eligible for the basic "A" book. The Railway Express Agency is the authorized collection agency for excess tires.

Gasoline rationing was not alone in the spotlight—there was coffee, too. OPA officials, in order to sound an early death knell to foolish rumors, announced last week that coffee rationing would begin on November 29. Officials were quick to add that the early announcement should not be any reason for hoarding and they put a hasty ok on plans by stores to puncture cans of coffee to prevent hoarding.

The individual coffee ration will be one pound for five weeks, which is at the rate of 10.4 pounds per year. Adding the amount of coffee consumed by the public through restaurants and other institutions, the average coffee drinker under rationing, will use at the rate of 13 pounds per year, which is about 38 per cent less than the amount he averaged over the five year period from 1937 to 1941. The coffee ration, of course, may be changed from time to time to meet the varying conditions of supply.

The first quota of coffee will be released in exchange for coupons from the sugar rationing book; so all consumers who did not get the sugar book are urged to apply to their local boards immediately. The regulations permit late registration, and local boards will give

consumers information on how to dispose of excess sugar. Local board members have been advised to check late registrants carefully, however, to see that no one person gets two books.

OPA spokesmen, meanwhile, pointed out several ways in which consumers can get greater "mileage" out of their coffee. Here are some of the suggestions: (1) Use fresh coffee, buy less each time, and more frequently. (2) Keep your coffee in a tightly covered container. (3) Keep it in the refrigerator or some other cool place. It deteriorates less rapidly when cool. (4) Keep your coffee pot immaculately clean. (5) Have your coffee ground as fine as possible for the pot you intend to use. (6) Use accurate measurement instead of "heaping tablespoons." (7) Don't boil coffee. (8) Serve the coffee as soon as it is made. (9) Make only the exact amount you want to use.

The nation's "New Year's gift" from Uncle Sam may be America's first all-purpose ration book. OPA officials announce that the printing of 134,000,000 such books is underway. The book contains 192 coupons, equally divided into two color blocks, red and blue, which can be used for either the point system of rationing or straight coupon rationing. It could provide rationing control for two major lines of commodities for a minimum of six months.

After reports reached him from several sources that migratory farm workers in the Southwest were leaving their jobs for fear of being caught away from home without gasoline, Regional OPA Administrator Max McCullough urged such workers to remain on their jobs, because mileage rationing regulations will take care of them. He pointed out that they could register at any local board—not just their own—and apply for supplemental rations just as anyone else. He said that the regulations permit them to apply at local boards for "special" rations, and the boards would allow them enough gasoline to return their automobiles to the place where they normally garaged. He said that it was very important that such workers harvest the crops,

Marvelous New Features With Mighty Circus

The Ringling Bros. and Barnum & Bailey Circus will exhibit in Corpus Christi on Friday Nov. 13 with the most sensational performance in the history of this most sensational organization.

The Big Show offers a magnificent new super-spectacle, "Holidays," created by Norman Bel Geddes. It employs 2000 people and cost over \$100,000.

Other featured productions are: "The Ballet of the Elephants," directed by George Balanchine and scored by Igor Stravinsky; "Fiesta del Torres," a colorful pre-bullfight ceremonial, produced by John Murray Anderson; a new aerial ballet, starring Elly Ardely, and a new Grand Finale, a stirring, patriotic surprise.

Alfred Court will present simultaneously three new mixed groups of performing wild animals, featuring his new revolving treadmill tigers.

There are 800 world renowned artists in the performances, among them the champion high wire Wallendas; Roberto de Vasconcellos, king of horsemen; the Cristiani family of bareback riding stars; the three Flying Concello troups; the De Ocas, aerial thrillers; the three Fernandez troups, aerial marvels; Tuzzi, juggling wonder; La Louisa, flying trapeze star; the Pilades, acrobatic sensationalists and almost countless others.

BUDDIES MEET AFTER 23 YEARS

BOISE, Idaho.—A reunion of the Second Idaho regiment of World War No. 1 brought together Otto Zimmer and Louis Taylor, wartime buddies who had not met in 23 years. In the meantime they had both lived in the same district and Zimmer had often hunted on Taylor's property without their meeting each other.

and ignore rumors and that they would be taken care of. Gasoline is being rationed, he said, on the basis of essential mileage and is aimed solely at saving the nation's rubber supply.

Bonds—or Bombs?

For Liquor Ban



Sen. Josh Lee (D.) of Oklahoma, who asked for a record vote on an amendment to ban sale of liquors near military posts. The amendment was to be attached to the 18-19 year old draft bill. Senate refused, 49 to 25, to act on the measure.

Best Effort Must Be Given By All Kleberg Declares

WASHINGTON, Nov. 4.—The war in which the United States of America today is engaged and "the victory to which we are dedicated" demand our utmost effort and genius, Congressman Richard M. Kleberg declared in the first prepared speech which he has delivered in the U. S. House of Representatives in several years.

The address was given just before Congress went into informal recess and before Kleberg left Washington for California to conduct an investigation for the Select Committee of the House of Representatives, of which he is a member, into the recent American Airline crash in which a number of persons were killed.

The urge for political expediency must be outlawed for the duration of the war, Kleberg declared in his talk which was an admonition to the members of the House to bend their utmost effort in the thought and endeavor to prosecution of the war program and to the preservation of the Constitution.

"The responsibilities which we feel and which are ours in these days are a test as to our competence to retain our God-granted American way of life," the Congressman said.

Kleberg made a plea for unity in thought and action in the House of Representatives and for tolerance by the members of the House in the concluding days of the current session and in the new session opening in January.

"Be even more tolerant than you think you can be," he said "Certainly be more tolerant in the main than you have been in the past. Be more devoted to the proposition of thinking things through."

Fortunately for serious minds, a bias recognized is a bias sterilized.—A. Eustace Haydon

GEMS OF THOUGHT

Prejudice

The prejudices of ignorance are more easily removed than the prejudices of interest; the first are blindly adopted, the second wilfully preferred.—BANCROFT

There is nothing respecting which a man may be so long unconscious, as of the extent and strength of his prejudices.—Jeffrey

None are too wise to be mistaken, but few are so wisely just as to acknowledge and correct their mistakes, and especially the mistakes of prejudice.—Isaac Barrow

The public sentiment is helpful or dangerous only in proportion to its right or wrong concept, and the forward footsteps it impels or the prejudice it instills.—Mary Baker Eddy

The great obstacle to progress is prejudice.—Dovee

Gen. MacArthur Addresses U. S. Officers



This soundphoto shows Gen. Douglas MacArthur addressing the officers of an American division, during a visit to division headquarters "somewhere in Australia." Shortly afterward it was reported that MacArthur was in the field "somewhere in New Guinea," where U. S. bombers were backing up the Australian offensive against the Japs in the Owen Stanley mountains.

PLATE LUNCHES

We Are Now Serving Plate Lunches and Invite You To Come In and Try One Of Our Meals.

Sandwiches - Cold Drinks - Hamburgers

SPARKS' CAFE

(Formerly Hazel's Confectionery)

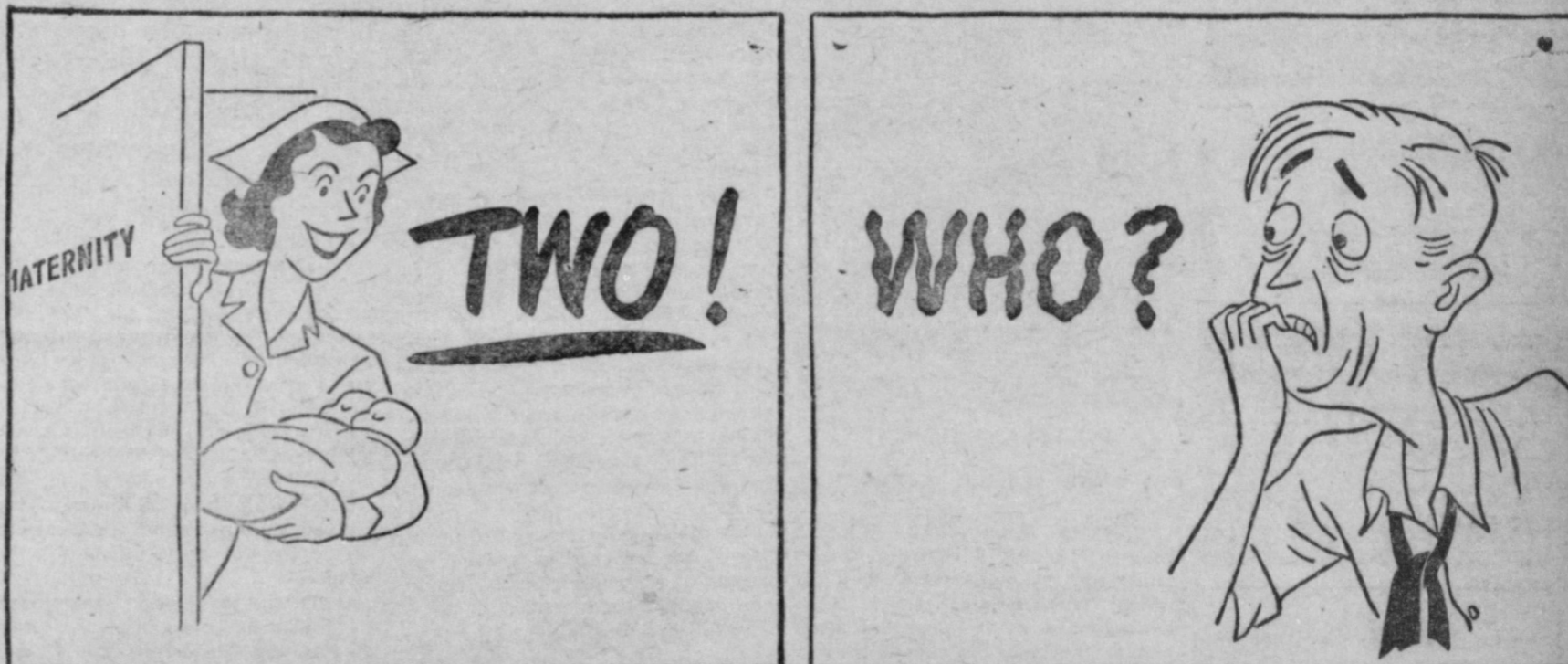
Office Supplies Of All Kinds

PRINTING TO FIT Every Business Need

Prompt Service

The Rockport Pilot

DIAL 3911



Electric Service Gives You Double, Too!

ELMER'S pop-eyed surprise is perfectly natural. Twins! An unexpected double order of happiness from heaven.

A lot of other folks are being pleasantly surprised these days to find they're getting a double order of Electric Service, too.

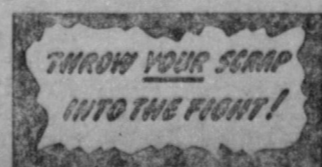
Actually, the average home in South and Southwest Texas enjoys TWICE as much electricity for its money as it did a dozen years ago. Perhaps you haven't realized this in your home because you kept adding more appliances and using more electricity all the time rates were coming down.

But that's the bargain you're getting and it's one of the biggest bargains to be found in this territory today. It is made possible by experienced men and women of CPL—and by practical business management under public regulation.

In electric service, you find the American system of free enterprise at work—a system of living that we're all fighting for today. Free enterprise has lifted power production and munition production to tremendous heights. It will help win the war and enrich the peace.



Most CPL customers get at least two-for-one in electric service, as compared with a dozen years ago. —Reddy Kilowatt.



CENTRAL POWER AND LIGHT COMPANY

Invest in America Buy War Bonds

