

INDEX OF COMMODITY LINES DISCUSSED

- Apparel, 50, 51-63, 65-69, 82-87, 93, 100, 103, 104, 114, 121, 130, 131, 133, 134, 136-139, 142-148, 150-153, 160, 161, 164, 174-178, 180, 182-187, 190, 191; 201, 206, 220, 225-241
See also, Furs, Gloves, Hosiery, Men's ---, Shoes, Women's ---
- China and glassware, 53, 56, 67, 84, 85, 114, 220, 230
- Drugs, 64, 67, 89, 90, 93, 94, 103, 127, 130, 132, 140, 160, 170, 178, 179, 186, 189, 199, 229, 231, 235-238, 240
- Fish, 126
- Floor coverings, 68, 84-86, 127, 230
- Flowers (fresh), 36, 37, 67, 80, 81, 113, 114, 132, 139, 199, 229, 231, 235-237
- Food, 63, 67, 87-89, 92, 130, 134, 136, 142, 145, 151, 160, 161, 166, 167, 177, 179, 187, 219, 220, 231, 234, 235, 239, 240
See also, Fish, Groceries, Meat, Produce, Restaurants
- Furniture, 33, 49, 50, 53-59, 63, 67, 68, 74-76, 78, 79, 81, 82, 86, 93, 94, 114, 120, 126, 127, 130, 133, 136, 142, 147, 153, 160, 161, 170, 174-177, 182, 183, 184, 185, 190, 220, 229, 230, 233-240
- Furs, 38-40, 74-76, 81, 114, 150, 204, 206, 220, 230
- Gloves, 53, 55, 57, 75, 76, 93, 100, 137, 160, 175, 176, 188, 229, 238, 240
- Groceries (dry and canned), 41-44, 63, 79, 87, 88, 92, 93, 100, 103, 104, 106-110, 114, 117-121, 127, 130-132, 139-141, 148, 150, 151, 160, 167, 170, 177, 178, 179, 186, 189, 191-201, 203, 205, 219, 220, 229-232, 235-240.
- Handbags, 39, 53-56, 74-77, 81, 82, 114, 206, 230, 233
- Hardware and kitchenware, 84, 86, 133, 140, 189, 230
- Hosiery, 75, 76, 109, 110, 128, 129, 131, 167, 188, 233
- Housefurnishings, 51-58, 69, 82, 84-87, 93, 94, 100, 104, 114, 127, 130, 131, 133, 136, 139, 147, 150, 153, 160, 161, 164, 178, 180, 182, 183, 187, 191, 194, 201, 204, 220, 225-232, 234, 236
See also, China and glassware, Floor coverings, Furniture, Hardware and kitchenware, Piece goods, linen
- Jewelry, 36, 37, 68, 80, 113, 114, 131, 132, 139, 150, 201, 206, 229, 231, 235-237
- Laundry and cleaners, 33, 63, 67, 80, 93, 100, 103, 109, 111, 112, 132, 133, 135, 136, 160, 170, 179, 189, 193, 194, 200, 229, 231, 236-238, 240, 241
- Liquor, 38-41, 67, 69, 93, 100, 104, 109, 114, 133, 139, 140, 160, 170, 177, 179, 186, 229, 231, 235, 236, 238, 240
- Luggage, 53-56, 74-76, 81, 82, 120, 132, 133, 230
- Meat, 38, 44-48, 63, 87-89, 93, 100, 102, 103, 109, 110, 114, 116-120, 122-124, 127, 130, 131, 133, 134, 138-140, 150, 160, 167, 170, 177-179, 183, 185, 188, 191, 196, 206, 207, 220, 229-231, 235, 238-241
- Men's furnishings, 53, 55, 59, 60, 63, 74-77, 82, 87, 100, 104, 131, 132, 137, 147, 160, 170, 175, 176, 185, 188, 203-206, 210, 229, 230, 234, 236
- Men's hats, 53, 55, 75, 76, 82, 84, 85, 132
- Men's suits and coats, 33, 53-57, 74-76, 78, 79, 81, 82, 84, 85, 87, 93, 94, 103, 104, 109, 114, 127, 130-132, 139, 147, 160, 170, 175, 176, 203, 204, 210, 229, 233-238, 240
- Novelties, 38, 39, 54, 77, 230
- Paper, 32, 64, 100, 103, 186, 229, 231
- Piece goods, linen, 53, 55, 75, 76, 84, 85, 147, 204, 230
- Produce (fresh fruits and vegetables), 48, 49, 63, 92, 93, 109, 110, 114, 120, 126, 128, 132-135, 140, 160, 161, 177, 186, 196, 197, 220, 230, 237, 238, 240
- Restaurants, 34-36, 64, 80, 103, 113, 114, 118, 119, 127, 131, 132, 136, 207, 213, 229, 231, 232, 235, 236
- Shoes, 53, 55, 56, 66, 67, 70, 72, 74-77, 81, 82, 93, 100, 103, 104, 109, 117-121, 127, 131-133, 147, 150, 160, 170, 175, 176, 200, 201, 203, 204, 229, 230, 233-240
- Umbrellas, 53-56, 114

- Women's hats, 38, 39, 41, 74-76, 100, 114, 132, 230, 234
- Women's ready-to-wear, 33, 53-58, 60-63, 70, 74-79, 81, 82, 86, 93, 100, 104, 106, 109, 114, 120, 126, 128, 130, 132, 136, 137, 139-141, 146, 147, 160, 170, 175, 176, 179, 182, 185, 191, 199, 203-206, 220, 229, 230, 233-240
- Women's underwear, 53-55, 57, 63, 75-77, 79, 133, 134, 136, 147, 185, 204, 230, 234-238, 240

COMPARATIVE DISCUSSION OF SEVERAL COMMODITIES

- Attitudes of sellers, 160
- Costs, 135-139
- Markdowns, 65-68
- Market structure, 126-127
- Price regulations, 113-114
 - base-date ceilings, 100-103
 - dollar-and-cent ceilings, 109-111
 - formula ceilings, 104, 106-109
- Prices, 26-29, 53, 55-58, 147.
- Pricing procedures, 91-95
- Profits, 139-141, 238-241
- Quality deterioration, 51-58, 63-64
- Rationing, 25, 117-118
- Sales, 130-133, 204, 233-238
- Sample, 21, 229-232
- Supply-demand conditions, 130-133
- Uptrading, 71-83

GENERAL INDEX

- Advertised prices, 72-76, 81, 82
Allocation of goods, 89, 173-181, 186, 190
American Institute of Public Opinion, 14
American Meat Institute, 122
American Retail Federation, 83
American Statistical Association, 27, 28
Associated Dry Goods Corporation, 57
Atmosphere, 142, 153, 161, 166, 223
Attitudes, 98, 120, 151, 157-171, 217, 219, 221
- Barth, A., 14
Black markets, 47, 48, 50, 123
Blankenship, A. B., 14
Bowles, Chester, 48, 152
Branded goods, 90, 126, 127, 192, 199, 202
Brown, Prentiss M., 150, 153
Bruner, J. S., 14
Business and government, viii, 2, 110, 215, 220, 221, 222
Business initiative, 173, 203-208
Business rigidity and flexibility, 207, 208
Butler Brothers, 184
- Cantril, Hadley, 14, 17
Case studies, 9, 17, 20, 59, 62, 138, 147, 212
Chain stores, 192, 194-199
Chicago area, 3, 4, 15, 47, 48, 159, 218
Chicago, University of, vii, 7, 15
Columbia University, 14
Committee on Price Control and Rationing, vii, 1
Committee on Price Determination, 207, 213
Competition, 66, 70, 123, 125, 126, 139
Compliance, 40, 41, 43, 44, 70, 88, 128, 129, 170, 220-222, 238, 241
Confidence, 154, 155, 210, 221
Consumer expenditures, 23, 24, 142-145, 149, 154-156
Consumers, 2, 68, 79, 109, 121, 155, 179, 195, 197, 198, 202, 220, 222
Cost-of-living index (BLS), 26-29, 35, 36, 44, 56-58, 69, 83, 145, 147, 151
Costs, changes in, 133, 135-137, 141, 193
Cudahy Packing Company, 123
- Darrock, Michael, 26
Davis, William H., 28
Demand, 71, 78, 116, 117, 122, 130-133, 140, 142, 148, 150, 154, 155, 173, 174, 199, 201, 223
Denver, University of, 14
Discontinuation of businesses, 189, 193, 194
- Enforcement, 47, 102, 105, 109, 112, 113, 152, 162, 164
Expectations, 131, 146, 150-156, 166, 167, 171, 213, 216-219, 221, 223
Expensive vs. inexpensive goods, 57, 62, 74, 77, 78, 81
Expensive vs. inexpensive stores, 73, 77, 78, 199-202
- Fortune* magazine, 14
- Galbraith, J. K., 26, 117, 125
Gallup, George, 14, 17
General Maximum Price Regulation (GMPR), 24-27, 32, 33, 38, 39, 59, 86, 87, 100, 101, 103, 104, 146-150, 152
Gettell, R. G., 116
- Harrison, Tom, 13
Haskell, A. Porter, 26
Henderson, Leon, 146, 150, 153, 154
Highest-price-line limitation, 40, 60, 106, 167, 199
Hirsch, Julius, 26, 154
Hoarding, 120, 121, 142, 145, 146, 149-151, 178, 179, 221
Hold-the-Line Order, 25, 150, 151
Humphrey, Don D., 26, 51, 102
- Income, 23, 24, 82, 130, 142-145, 154, 156, 197
Inflation, 153-155, 159, 161-163, 216, 217
Informal rationing, 122, 149, 173-182, 189, 199
Interviewing, 2, 5, 6-18, 209-214, 233
Inventories, 152, 186, 187, 189, 191

- Johnson, D. Gale, 122
- Kalecki, M., 116
- Katona, George, 13, 26, 71, 116, 117, 154, 214
- Keynes, Lord, 156
- Knauth, Oswald W., 57
- Lazarsfeld, P. F., 14, 15
- Leavens, D. H., 71, 74
- Likert, Rensis, 14
- Little Steel Formula, 135, 148
- Livestock and Meat Council, 122
- Local Price and Ration Boards, 25, 109, 153
- Low-end lines, 57, 62, 73, 79-81
- Luxuries, 130, 131, 134, 135, 150, 169, 206
- Madge, Charles, 13
- Manpower, 134, 136, 164, 193
- Manufacturers, 4, 59, 61, 62, 69, 164, 174, 175, 179, 180, 182, 183, 186, 188, 205, 206
- Margins (markup), 35, 36, 40, 60, 61, 68, 106-109, 137-139, 150, 183, 184
- Markdowns (clearance sales), 31, 65-70, 138, 139, 182, 207
- Market structure, 125-129, 219
- Meany, George, 28, 29, 36, 58, 69, 79, 82
- Meat Management Plan, 122-124
- Mills, Frederick C., 28, 57, 144, 218
- Minimum prices, 88, 89, 110
- Mitchell, Wesley C., 28, 29, 36, 57, 58, 69, 82, 83, 167
- Monthly Labor Review*, 24, 27, 57, 147, 156
- Morale, 117, 167, 168, 215-217
- Motivation, 15, 18, 158, 170, 171, 210-212
- Murphy, Gardner, 14
- Murray, Philip, 28, 29, 36, 82, 83
- National Bureau of Economic Research, vii, 57, 144, 167, 207, 213, 218
- National City Bank, 239
- National Opinion Research Center, University of Denver, 14, 155
- National Restaurant Association, 36
- National Retail Dry Goods Association, 68, 150, 239
- Neisser, H. P., 116
- New Products, 39, 50, 59, 102
- New vs. old customers, 174, 175, 179
- Office of Public Opinion Research, Princeton University, 14
- Office of Radio Research, Columbia University, 14
- Osborne, R. L., 198
- Package deals, *see* Tie-in sales
- Patriotism, 152, 154, 167, 170, 222
- Pigou, A. C., 116
- Postwar considerations, 167, 181, 188, 194, 198, 202, 205, 216, 222, 223
- Price ceilings (general), 25, 38-42, 99, 111, 113, 114
- base-date ceilings, (*see also*, GMPR), 33, 45, 99, 100-104, 111-113, 188
- dollar-and-cent ceilings, 46, 49, 87, 99, 100, 108-113, 151, 152, 188, 198
- formula ceilings, 33, 60, 61, 86, 99, 104-109, 111-113, 152, 188
- selling above ceilings, 44-50, 183-185
- selling below ceilings, 32, 48, 101, 110
- Price control, *passim*
- appraisal of, 215-222
- periods of, 142, 144-153
- Price movements, *passim*
- Price regulations, *passim*
- Price stability, 84-91, 93-95, 111, 124, 140, 142, 152, 216, 217, 241
- Pricing procedures, *passim*
- direct price increases, 31, 32, 35, 37, 39, 40, 44, 46, 71, 91, 92, 93, 171, 218
- indirect price increases (*see also* Quality deterioration), 31, 39, 40, 50, 51-64, 71, 91-93, 171, 218
- Princeton University, 14
- Production, 116, 132-134, 140, 215-217, 219, 223, 234
- Profits, 70, 106, 133-138, 139-141, 162-167, 183, 193, 194, 206, 217, 238-241
- Psychological factors, 120, 157-159
- Public Opinion Quarterly*, 14, 15
- Quality deterioration, 31, 51-58, 62-64, 86, 90, 100, 151
- Questionnaire, 7-9, 225-228
- Questions, direct and open, 6, 11, 15, 157
- Rationing, 25, 67, 115-124, 131, 150, 174, 180, 193, 200, 201

- Retail trade, 4, 65, 66, 69, 70, 138, 177-180, 183, 186, 187, 196, 205, 239
- Roosevelt, Franklin D., 25, 146, 148, 149, 169
- Roper, Elmo, 14
- Rostow, W. W., 25, 51, 102
- Sales (of different types of firms), 23, 130, 132, 133, 139-141, 143, 145, 200, 201, 203-205, 233-238
- Sample, 4, 19-22, 229-232
- Saving, 23, 142, 143, 154-156, 216, 220
- Seasonal goods, 102, 110, 126, 137
- Sellers' market, 139, 162, 169, 180, 182, 186, 188, 189
- Shortages, 47, 116, 120, 127, 131-133, 140, 146, 149, 152, 175, 178, 179, 190, 205, 219
- Similar-commodities clause, 59, 60, 102, 149
- Skott, H. E., 14
- Small vs. large firms, 19-21, 125, 128, 129, 188, 189-194, 207, 231
- Squeeze, 101, 102, 105, 110, 113, 162
- Standardization (simplification) of goods, 101, 105, 110, 115, 125, 136-138, 206
- Subsidies, 25, 88, 151, 217, 220, 221
- Supply, 71, 78, 116, 117, 122, 132-134, 140, 149, 150, 152, 154, 173, 199, 201
- Survey of Current Business*, 24, 26, 37, 72, 90, 143, 144, 145, 149, 186, 187, 192, 193, 195, 198, 234, 236, 239
- Taxes, 23, 151, 216, 220, 239
- Teper, Lazare, 69
- Thomas, R. J., 28, 29, 36, 58, 69, 79, 82, 83
- Tie-in sales, 38, 43, 44, 49, 179, 192
- Uncontrolled commodities, 34-37, 39, 80, 113, 114, 139, 237
- United States Government
 - Board of Governors of the Federal Reserve System, 144
 - Bureau of Agricultural Economics, 14, 83
 - Bureau of Foreign and Domestic Commerce, 186, 198, 233, 236
 - Bureau of Labor Statistics (BLS), 3, 25; 26, 27, 28, 29, 35, 36, 44, 56, 57, 58, 69, 73, 79, 82, 83, 145, 147, 151, 218
- Bureau of the Census, 14, 80, 233, 235, 237
- Congress, 2, 3, 24, 25, 148, 221
 - House Committee on Agriculture, 45
 - House Committee on Banking and Currency, 26
- Department of Agriculture, 14, 48
- Department of Commerce, 142, 149, 192
- National War Labor Board (NWLB), 28
- Office of Civilian Requirements (OCR), 14, 66
- Office of Civilian Supply (OCS), 150
- Office of Defense Transportation (ODT), 136
- Office of Economic Stabilization (OES), 88
- Office of Price Administration (OPA), 2-9, 14, 17, 23, 25, 32, 33, 36, 38, 39, 42, 45, 46, 47, 48, 49, 56, 60, 63, 67, 72, 88, 89, 90, 97, 101, 102, 103, 104, 107, 109, 110, 111, 112, 114, 119, 125, 126, 128, 129, 134, 142, 148, 151, 152, 154, 158, 161, 162, 163, 164, 166, 167, 168, 169, 188, 191, 192, 198, 200, 201, 215, 219, 220, 222, 226, 231
- Office of Price Administration and Civilian Supply (OPACS), 23
- Office of War Information (OWI), 44, 48, 149
- Office of War Mobilization (OWM), 151
- War Food Administration (WFA), 151
- War Production Board (WPB), 84, 87, 136, 149, 150, 153, 201
- Upgrading, 38, 47
- Upgrading, 31, 57, 71-83, 100
 - voluntary vs. involuntary, 77, 81-83, 130, 197, 199
- Wallis, W. A., 116, 155
- War economy, 23, 24, 215-217
- Wholesale trade, 4, 50, 60, 69, 177, 178, 182, 188