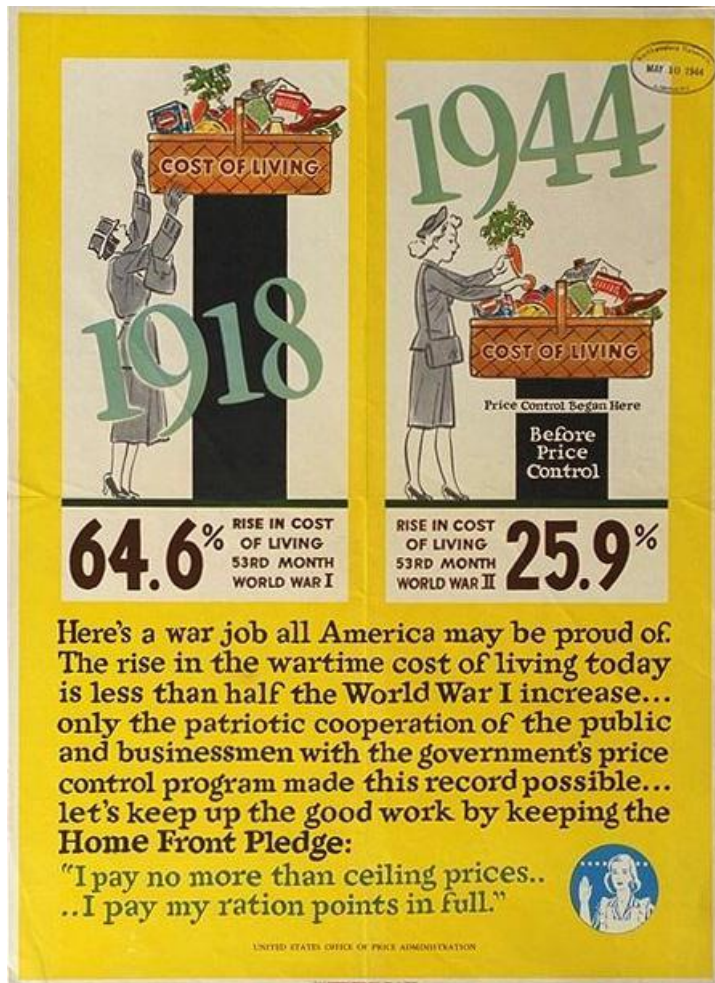


Cost of living 1918, 1944

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During World War I, food shortages had pushed prices up and created hardships for people in the U.S. In World War II, the government combined rationing with price controls -- limits on what people could charge for various goods -- in hopes of keeping the cost of living reasonable. This poster urged people not to undermine price controls by paying premiums for black-market goods outside the rationing system.



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