

## Sears Roebuck and shoe rationing

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Soldiers needed shoes, too, and with rubber for soles in short supply, shoes were rationed beginning in early 1943. This page from the 1943 Sears Roebuck catalog explained how people could buy rationed shoes via mail order.

## Yes, You Can Buy Rationed Shoes from Sears by Mail

Simply detach War Ration Stamp No. 17 from your War Ration Book No. 1 (sugar and coffee book) and pin it to your order.

### **NO RATION COUPON IS NEEDED FOR THESE:**

Soft and hard-soled house slippers, infants' soft-soled shoes, and rubber footwear such as arctics, gaiters, work, dress and toe rubbers.

**Question:** Can I buy Rationed Shoes by mail?

**Answer:** Yes.

**Question:** How?

**Answer:** Tear out War Ration Stamp No. 17 from your War Ration Book No. 1 (sugar and coffee book). Pin it to your order and send order in the regular way.

**Question:** Am I allowed to tear War Ration Stamp No. 17 out of War Ration Book No. 1?

**Answer:** Yes. Even though the War Ration Book states "void if detached." Under the shoe rationing order, the government permits holders of War Rationing Book No. 1 to tear out War Ration Stamp No. 17 in order to attach it to your order when buying rationed shoes by mail.

**Question:** Must I send money as well as War Ration Stamp?

**Answer:** Of course War Ration Stamp No. 17 merely permits you to buy shoes under the Rationing order. Handle all other details of your mail order in the usual way.

**Question:** If you cannot fill my order, will I get back my War Ration Stamp?

**Answer:** Yes, your War Ration Stamp and your money will be returned to you.

**Question:** Do I need to send in a War Ration Stamp on an even exchange?

**Answer:** No.

**Question:** Is War Ration Stamp No. 17 transferable?

**Answer:** Yes, among members of the same household. For example, mothers and fathers can use their War Ration Stamps to provide extra shoes for their children.

**Question:** Should I send in my complete War Ration Book with my mail order?

**Answer:** No. Send in War Ration Stamp No. 17 only when ordering shoes.

**Question:** How long may I use War Ration Stamp No. 17 in ordering shoes?

**Answer:** Until June 15th, 1943

**Question:** What happens after June 15, 1943?

**Answer:** The government will issue instructions as to the proper War Ration Stamp to use after that date. You will be advised through the newspapers and by radio

**Question:** What if I do not have a War Ration Book No. 1?

**Answer:** Apply to your local War Price and Rationing board.

**Question:** What if I have used all my No. 17 War Ration Stamps?

**Answer:** Apply to your local War Price and Rationing board for a shoe purchase certificate. Attach this certificate to your mail order.

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