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CONSUMERS' DIGEST



JUN 27 1939

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CONSUMERS' DIGEST



*The enlightened consumer is a necessary
encouragement to merchandising integrity.*

15c a copy

\$1.50 a year

M. C. Phillips, *Editor*

E. B. Albright, *Director of Circulation*

• ELECTRIC REFRIGERATORS

1939 refrigerators are rated for cost of operation, efficiency, and resistance of enamels to food staining.

• THE AMATEUR'S DARKROOM

Too few amateur photographers are aware that their darkrooms may contain enough poison to wipe out a village.

Coming

All the subjects
above will be dis-

cussed in forthcoming issues of *Consumers' Digest*.

• DEODORANTS

Whether for social or practical reasons, most women use them. Which type may be harmful to use?

Consumers' Digest presents only recommended products in its listings, with the exception of motion pictures. It is to be noted that the absence of any brand from the recommended lists does not imply non-recommendation.

Address all communications to **Editorial Office, Washington, N. J.**

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The New Battery-Operated Radios

By

THOMAS W. ROBERTS

ARE you considering the purchase of a battery-operated portable radio? If you are, take warning from this brief item from the trade magazine, *Radio and Television Retailing*. I quote: "And there are two big advantages in pushing portables while they're *hot*, viz.: Few sales involve trade-ins because they are *extra* sets. Then there is the repeat business of battery renewals at a sweet profit. Need we say more?"

In order to ascertain the quality of the battery type of radio set, three models considered to be representative of the market were purchased and checked by Consumers' Research. In general, the results can be summed up as follows (and these conclusions will almost certainly apply to the majority of this type of set now on the market):

1. Quality of reproduction will be poor.
2. Cost of operation will be high. Batteries at approximately \$3 per set, cut-rate price, will last about two or three months if used three hours a day. Due to the fact that the "B" batteries used in these sets are likely to function longer than the "A" batteries, in some cases it may be possible to restore service for a time by replacing only the "A" battery instead of inserting a complete new set. This practice will, of course, cut operating costs; it will not damage the set. (*Eveready* and *Burgess* batteries are recommended at the present time.) Keep batteries in a cool place, whether they are in the set or out of it.

3. The sets are not satisfactory for use in an automobile and are likely to be especially poor in closed cars. Motor noise is troublesome.

4. At distances greater than 50 to 75 miles from transmitting stations, lack of sensitivity with built-in antenna may make reception unsatisfactory. If the set is to be used at points remote from broadcasting stations, one of the types which provide for the connection of an external antenna should be selected.

5. Portables are not good enough to be considered for permanent home or office installations.

DUE to the fact that the battery sets are of necessity deficient in quality of reproduction, it was not considered essential to carry out as elaborate a test as would be required for the better quality consoles. The sets, however, were given extended use-tests and various practical trials in addition to measurement of several important electrical and physical qualities. Prices given include the cost of batteries. Sets listed had self-contained loop antennas; provision for connecting external antenna; fabric-covered wooden cases; used superheterodyne circuit; and were considered satisfactory with regard to quality of parts, workmanship, wiring, and ease of servicing. Batteries consisted of one 1½-volt "A" battery and two 45-volt "B" batteries. Of the three sets tested only two are listed, in accordance with the policy of *Consumers' Digest* in giving only names of products that are to be recommended.

QUALIFIED RECOMMENDATION

Emerson, Model CE-263 (Emerson Radio and Phonograph Corp., 111 8th Ave., N. Y. C.) \$24.95. 5 tubes. Sensitivity somewhat better than that of other sets tested, perhaps due to extra tube. Tone quality considered only fair. Somewhat greater filament current may necessitate replacement of "A"

battery more frequently than with *Pilot*. Life of "B" batteries, however, should be about the same for both sets.

Pilot, Model TH-11 (Pilot Radio Corp., Long Island City, N. Y.) \$29.95. 4 tubes. Sensitivity lower than *Emerson*. Tone quality considered only fair. Placement of batteries caused poor distribution of weight, making set somewhat awkward to carry.



Fidelity is a characteristic worthy of most serious consideration by all radio interests, and is one which should respond to joint treatment by transmitter and receiver engineers. Unfortunately, the fidelity characteristic has fallen into disrepute, and it is almost universal belief in the radio industry that it is not important, that the public is not interested in better fidelity, and even that it will not sell.

Now it is perfectly true that there are conditions under which high fidelity, or even good fidelity, is less desirable to the listener than some compromise adjustment. However, it is equally true that there are other conditions under which no present receiver and few present transmitters can deliver the degree of fidelity which would be desired if it were available. It is the attempt to use high fidelity under conditions where the signal-noise ratio is not favorable, which results from the market practice of selling all designs to all areas, rather than special designs to special areas, which has caused the general feeling that high fidelity is not worth while.

This feeling will change only when buyers are educated to seek receivers suited to their particular conditions, and do not expect one receiver to serve equally well in the suburbs of New York, the plains of Montana, and the valleys of New Hampshire.

No Raw Salad, Please

THE eating of raw vegetables and salads which is so strongly recommended by dietitians and food cultists is not without disadvantages and even dangers. For those who have the digestion of a horse, there is probably little need for caution in consuming reasonable quantities of various vegetables, such as lettuce, collards, dandelions, turnip and beet greens, kale, onions, carrots, and cauliflower in their raw state. Many human beings, however, have not the intestinal equipment to deal successfully with more than a small quantity of such roughage.

One of the most outstanding critics of raw vegetable-eating enthusiasts in this country is Dr. Walter C. Alvarez of the famous Mayo Clinic. In a trip through the Sierra Mountains one time, Dr. Alvarez stopped at a ranch house and in the course of conversation with his host learned that their lit-

tle boy of three was in great pain. The child had a pot belly like a famine orphan, and when Dr. Alvarez asked the mother what the trouble was, she said the boy had colicky pain, was full of gas and uncomfortable all the time. It appeared that the mother had been advised to give the child lots of spinach and other green stuff. Previously he had lived largely on meat and his new diet obviously did not agree with him at all.

It is interesting to read in this connection the advice given in a book published by Harper & Brothers back in 1857 entitled *Home Advice with Whispers to Epicures*, A Receipt Book by a Lady, with Notes to Dyspeptics by a Physician.

"Note: Salad taken in small quantities may agree very well with some strong persons, but it is a great trial of the strength of the digestive

powers. It should never be given to children, the dressing is too stimulating and the greens too indigestible for them, and there is no nourishment in it to benefit anyone. To some persons of a bilious habit and strong digestive powers, it is of advantage, particularly in Winter and Spring."

Although this comment was written more than eighty years ago, recent experiments, even those on rats and guinea pigs, both in this country and abroad confirm it and tend to show that cooked vegetables are more easily digested than raw. (The word "tend" is used advisedly since some hold that conclusions drawn from animal feeding experiments cannot necessarily be applied to the habits of human beings.) There is, furthermore, abundant clinical evidence to show that roughage is not suited to the digestive systems of many people.

IN addition to their being difficult for some to digest, there are other disadvantages attending the use of raw salads and other foods. Two outstanding dangers pointed

out by F. J. Schlink in *Eat, Drink and Be Wary* are poisoning from spray residues and infection from vegetables that have been grown in or have been washed by contaminated water. As the various insects, moths, worms, and blights grow more numerous, the farmers have resorted to more and more potent poisons to combat them.

One of the most effective of these sprays is arsenate of lead. At one time reserved almost exclusively for fruit trees, this dangerous chemical is now used on many vegetables including cabbage, spinach, lettuce, broccoli, cauliflower, celery, and even tomatoes—all of which are frequently used in raw salads. The hazard to health from excessive amounts of spray residues have been ably set forth in Mr. Schlink's book in which he further points out that the risk of getting these poisonous metals into the system is somewhat lessened with the cooking of fruits and vegetables.

The traveler especially will do well to avoid all raw foods. Everyone who has been to Mexico has learned for him-

self or from warnings of others what an unhappy experience "tourist sickness" is. When one has seen the family wash done and the children bathed in the irrigation ditch, not to mention the fact that the family cow wades freely in the same water from which the Mexican housewife gets her kitchen supply, one understands that the forgoing of salads and all uncooked foods is not only a sensible but a necessary procedure. There is also the danger that various infections such as amebic dysentery may be transmitted to raw food by a food handler who may not have the disease himself but acts as a carrier.

PEOPLE in the United States seem to be particularly susceptible to food fads. Indeed, if dietitians, researchers, manufacturers, or producers with the aid of skillful advertising and publicity men can pin the health-food label on

some particular food whether it be bran, milk, whole-wheat bread, fruit juices, or raw salad, a great many consumers will immediately assume that this single food is a sure cure for what ails them. A little salad now and then may be relished by the best of men but as a steady article of diet, leave it to the rabbits and chickens, steers, and lambs. Let them sort it over and digest it for you and turn it into food your body can use efficiently.

"Originally," said Dr. Alvarez of the Mayo Clinic, "man was a meat eater and I am inclined to think he would be better off today if he ate more meat and fat and made less of an effort to make a rabbit or a cow out of himself. I feel sure that if the good Lord had intended us to live on grasses and herbs, he would have given us the digestive tract of an herbivore and not that of a carnivore."

« « « » » »

Do You Know—

That grape juice is no more effective for reducing weight than are many other common foods? It does not "burn up fat," and its sugar plays the same part in fat metabolism as does any other available carbohydrate.

—Consumers' Institute of Massachusetts

Sunglasses

Do You Really Need Them?

FASHIONS are made in Hollywood. No doubt, the fad of wearing dark colored glasses whenever the sun is bright can be attributed to the fact that motion picture stars frequently use them as a disguise or to protect their eyes against the glare of klieg lights. In older times fair ladies wore masks to protect their beauty from the curious gaze of the idle passerby. Today they put on dark goggles which, goodness knows, can turn the most attractive woman into something quite undistinguished.

Aside from their masquerade value, are there any advantages to health to be derived from wearing dark glasses? It is well known that the eyes need to be protected from the radiation of ultra-violet ray lamps, which are in the direct line of vision. Dr. W. W. Coblentz, the foremost expert in the field of light transmission has pointed out that glare which causes temporary blurring of vision with, in extreme cases, possible permanent injury to the retina of the eye may emanate from sunlight reflected from water or snow or be projected directly into the eye by an automobile headlight as well as from a therapeutic lamp. He further calls attention to the fact that "The federal specifications for the protection of the eyes of industrial workers from injurious radiation specifies that 'shade No. 3 filter lenses are intended for glare of reflected sunlight from snow, water, roadbeds, roofs, sand, etc.'"

The next lighter shade is No. 2 and for some, this shade will answer the purpose. There are, however, tinted lenses of various hues sold by a variety of claims such as "they

eliminate glare," "they do not distort colors," and "they are not habit forming." These may be of value in certain cases of eye trouble such as photophobia (oversensitivity to light) but they should be worn only if prescribed by a competent specialist and should be discarded as soon as the condition for which they were prescribed clears up.

THE wearing of colored glasses for relieving the glare from automobile headlights in night driving has its dangers. The National Bureau of Standards has issued a warning that indiscriminate use of dark glasses in such cases correspondingly darken the driver's entire field of view and his vision of the right-of-way is placed in continuous obscurity. The National Safety Council has reported that various authorities recommend that the use of colored glasses be confined to daytime driving.

Something comparatively new in sunglasses is Polaroid, a substance which looks and feels like dark cellophane. In sunglasses, mounted between thin layers of glass, Polaroid is said to improve vision by eliminating glare. Fishermen, according to one writer, have found such glasses a convenience because they eliminate surface glare and enable the eye to see into the depths of the water better than normally. Polaroid is useful because it cuts down the intensity of the light and particularly of certain kinds of light. Ordinary light will be cut down a great deal more than half.

Polaroid glasses are, as a rule, somewhat high priced. At the other extreme are the 10-and-20-cent varieties. If the latter are pressed glass, they are likely to have various flaws that may be harmful to the vision. There are, however, inexpensive glasses with Crookes' lenses which are to be recommended for limited use in shielding the eyes from overstrong light. Sunglasses with Crookes' lenses, priced as low as 10 cents, are available at several dime

stores. *Faintly* tinted glasses are reported by Dr. Coblenz to offer no protection from the glare of bright light.

The best advice on the use of sunglasses appears to be: You may use them for avoiding glare of sunlight on sand, water, snow, and ice, but don't wear them when they are not needed. Avoid using them indoors, particularly for reading. Don't use tinted or colored glasses at night or on a dark, murky day for driving. Be sure any sunglasses you use fit well and are of good quality ground glass in gray, green, or blue. Glasses bearing the label "Crookes' lenses" are to be recommended for general sun use.



Medical School Tells Dangers of Mineral Oils

The possible dangers that may result from taking mineral oils, or preparations containing mineral oils, as a laxative are outlined in an article by Dr. J. W. Morgan, Department of Surgery, University of California Medical School, appearing in the American Journal of Surgery and the magazine, California and Western Medicine.

The writer calls attention to the fact that mineral oils heretofore thought to be non-absorbable, have now been found by numerous tests sometimes to pass the absorptive surfaces of the small intestine and to reach the liver in small droplets, damaging that organ. The author further states that mineral oil hurries the intestinal food content through the canal, thus preventing complete absorption and creating interference with nutrition. It is also emphasized that certain vitamins, which are soluble in the oil, are not absorbed and are lost in the body. In addition, it is found on inspection, the mucous membranes of the lower part of the intestinal canal are irritated and rendered unhealthy.

Dr. Morgan advises strongly against the general use of mineral oil on the ground that it may be, and often is, deleterious to health. His experience leads him to urge that it should never be taken except as advised by a physician.

Figuring the Cost of Using Electricity

SO you're going to buy an electric range, eh? Do you know how much it will add to your electric bill? If the answer is no, read on and learn how to estimate your electric power costs for the household.

In the first place, electricity isn't sold by the quart, like milk; by the yard, like cloth; nor yet by the dozen, like eggs. It is sold just as a factory pieceworker sells his labor.

A pieceworker may be paid 25 cents for filling a box. The more units of work (boxes filled), the more the worker gets for his labor. One box an hour would make his pay 25 cents an hour; two boxes an hour would bring him 50 cents an hour. The faster the man works, the higher is his rate of pay.

Electricity has a unit of work, called the *kilowatt-hour*, that corresponds to the box filled by our pieceworker. The kilowatt-hour has been nicknamed *kwh* by some lazy scientist or economical printer, and we shall call it by its shorter name in this article. Naturally, if two *kwh* are used, the power company charges more than if only one *kwh* is used, just as the pieceworker we referred to gets twice as much for filling two boxes as he gets for one box. Electricity also has a unit for speed of working, called the *kilowatt* which has been nicknamed *kvw*. If an appliance consumes two kilowatts, the power company collects money twice as fast as when the appliance consumes only one kilowatt, just as the pieceworker makes money more rapidly when he fills the boxes in a hurry.

The kilowatt is divided into 1,000 parts, called watts. Thus a kilowatt consists of 1,000 watts, and similarly a *kwh* consists of 1,000 watt hours. To estimate the electric work units for which you must pay the power company

for any given device, multiply the number of watts at which the device is rated (the rating is usually found on a plate riveted fast to the device, or stamped on the end of a light bulb) by the number of hours of operation, then divide by one thousand. For example: an electric iron rated at 660 watts and used for two hours uses 1,320 watt hours (660×2 equals 1,320) or 1.32 kwh.

Types of Contracts

There are various types of service contracts in use today, some communities having more than one type, and it is necessary to know the contract in use in a given community before an estimation of electric costs can be made. This isn't nearly as hard as it sounds, however, as the contracts are easy to understand, and the local power company will be glad to explain anything that isn't readily understood.

The most common contract offers a sliding scale based on cheaper current as use of electricity increases. There was at one time a preferential rate which was given to owners of high-current-drain devices, such as electric ranges; this type of contract is now seldom used, appearing in few places other than on the West Coast. It is desirable, however, to consult the office of the local power company for the most favorable rates available for your own type of current demand.

Estimating the Monthly Electric Bill

To simplify matters, the method of estimating the total electric bill for the household will be shown. An individual householder using more or fewer electric devices can add or subtract from the list as required.

The first step required is to make a list of all the devices used in the home and the approximate monthly energy consumption of each. A list of devices and their energy con-

sumption follows; these figures¹ are merely an example and are not to be taken as representing any individual household.

Appliance Consumption in kilowatt-hours

Lights	25
Iron	6
Radio	7
Washing machine	3
Refrigerator	50
Range	150

The next step is setting down the rate schedule taken from the contract for electric service. A sample schedule follows:

1st 20 kwh at 10c per kwh
Next 30 kwh at 5c per kwh
Next 50 kwh at 3c per kwh
Next 100 kwh at 2.5c per kwh
All over 200 kwh at 2c per kwh

The last step is the setting up of a table of appliances, rates, and current consumption. Cost of current is calculated in the following table on the basis of the contract given in the preceding table.

Table I

Appliance	current used	20 kwh at 10c	30 kwh at 5c	50 kwh at 3c	100 kwh at 2.5c	over 200 kwh at 2c	unit cost
	kwh	kwh	kwh	kwh	kwh	kwh	
Lights	25	20	5	\$2.25
Radio	7	..	735
Washer	3	..	315
Iron	6	..	630
Refrigerator	50	..	9	41	1.68
Range	150	9	100	41	3.59

The total estimated electric bill for such a household would, then, be \$8.32 a month including an electric range.

¹ Figures and tables are taken from Circular No. 315, University of Kentucky, College of Agriculture, Lexington, Ky.

Without the range it would be \$4.73 a month, therefore, the range adds \$3.59 to the monthly electric bill. The cost of operating an electric storage-type water heater was not included, as many companies allow a special "off peak load" rate for those devices at night, when demand for current for other purposes is small (and hence the load on power house and transmission lines is light). A separate meter is installed for the water heater when that rate is allowed.

General Advice

It is the wise housewife who consults with the local power company before purchasing a new electric device. Electricity was at one time generally supplied to the home at 110 volts; the trend is now toward 120 volts. Appliances are rated variously at 110, 115, and 120 volts; a 110-volt appliance operated off a 120-volt line is apt to have its life greatly shortened, while a 120-volt appliance run off a 110-volt line will not operate as *efficiently* as it should. Your power company will be glad to inform you of the voltage at which it supplies current to your home or locality.

When moving into a new house it is desirable to let the power company know what devices will be brought into the home—a more favorable contract may result.

« « « » » »

Peach Control Not So Peachy

Peach growers and canners thought they had tied the canned peach industry to a price control scheme that would guarantee them a fair profit. . . .

The control program worked all right, but it worked too well. Grocers and consumers bought pineapple instead of peaches—and all the advertising of the peach canners would not overcome the resistance to the high price. As a result there is the largest carryover in history, 5,577,600 cases, and the canners plan to pack the smallest output since 1918. How difficult it is to create artificial scarcity!

—*The Cooperative Consumer*

Ratings of Current Phonograph Records

WITH the kind cooperation of Mr. Walter F. Grueninger, we take pleasure in introducing in *Consumers' Digest* a new monthly section devoted to the rating of current musical recordings. Nearly all of his life Mr. Grueninger has been a student, performer, and collector of good music. Since 1933 he has built a personal library of 2500 records.

The three outstanding factors on which Mr. Grueninger will rate various recordings are: the quality of the music, the quality of the performance, and the acoustical fidelity of the recording.

The rating of music is admittedly an esthetic one, and no doubt there will be critics who disagree with Mr. Grueninger's ratings. Performance will be rated on the skill of the musicians and artists, as well as on the interpretation. The rating on fidelity refers

to the accuracy with which the record is judged to reproduce the original performance.

We believe that collectors who eagerly look for outstanding additions to their library will regard Mr. Grueninger's critical appraisals as a friendly guide and time-saver.

It should be borne in mind that the life of a record under proper care is approximately three hundred playings, and whether a music lover is likely to want to hear it that many times is one factor taken into consideration in judging the quality of the music. An expenditure of \$10 for an album set for many people is a considerable sum, and it is intended that these ratings will help them determine whether or not a particular set will be a worth-while addition to their record library. Comments and criticisms from readers are cordially invited.

CLASSICAL MUSIC

	Quality of Music	Interpretation	Fidelity
Beethoven: <i>Symphony No. 1</i> and Brahms: <i>Tragic Overture</i>. BBC Symphony Orchestra con. by Toscanini. Victor M507. \$10.	AA	A	A
Berlioz: <i>Roman Carnival Overture</i> . Symphony Orchestra con. by Bigot. Victor 12436. \$1.50.	B	B	B
Brahms: <i>Alto Rhapsody, Dein Blaues Auge, Der Schmied, Immer Leiser Wird Mein Schlummer</i> . Marian Anderson (contralto) with Philadelphia Orchestra. Victor M555. \$6.	B	A	AA
Haydn: <i>Symphony No. 94 ("Surprise")</i> . Columbia Broadcasting Symphony Orchestra con. by Howard Barlow. Columbia Set 363. \$5.	B	A	A
Spoehr: <i>Concerto No. 8 in A Minor, Op. 105</i> . (violin) with Philadelphia Orchestra. Victor M544. \$4.50.	C	B	A
Tschaikowsky: <i>Serenade in C Minor, Op. 48</i> . BBC Symphony Orchestra con. by Boult. Victor M556. \$5.	A	A	B
Wagner: <i>Die Walkure, Du Bist Der Lenz and Lohengrin, Euch Lüften Die Mein Klagen</i> . Flagstad (soprano) with Philadelphia Orchestra. Victor 1901. \$1.50.	B	AA	AA
Weber: <i>Invitation to the Waltz</i> . BBC Symphony Orchestra con. by Toscanini. Victor 15192. \$2.	A	A	A
Wieniawski: <i>Legende</i> . Menuhin (violin) with Orchestra des Concerts Colonne. Victor 15423. \$2.	C	A	B
Album of Fantasias. Haydn: <i>Fantasia in C</i> ; Schumann: <i>Fantasiestuck in A</i> ; Beethoven: <i>Fantasia in G Minor</i> ; Brahms: <i>Fantasia in E, Intermezzo</i> ; Scriabin: <i>Fantasia in B Minor</i> ; Shostakovich: <i>3 Fantastic Dances</i> . Grace Castagnetta (piano). Timely Album 5-CF. \$6.50.	A	AA	AA

LIGHT MUSIC

Alec Templeton's improvisations and satires on opera, a music conservatory, Lieder, Gilbert & Sullivan, Alec Templeton (piano and "voice") . \$5. Gramophone Shop Varieties Album 1.	A	AA	A
Victor Herbert Melodies . Sung by Anne Jamison, Jan Peerce, Tom Thomas with chorus and orchestra con. by Shilkret. Victor C33. \$7.50.	A	B	AA

Advertised vs. Non-Advertised Products

THERE are probably few commodities purchased by the consumer for which the spread between the manufacturers' cost of ingredients and the retail price is so great as in patent medicines and cosmetics. Often, if not in most cases, the actual cost of ingredients of a patent medicine or cosmetic is less than one tenth the price paid by the consumer.

This is well illustrated by a statement in an American Medical Association publication: "One wonders to what extent the therapeutic action of Murine is due to the price charged for it. If instead of paying \$1 an ounce—the price charged—the public could buy it for 5 cents a gallon—the estimated cost—would the removal of such a potent psychic influence have any effect on the virtues of the preparation?" This was written in 1912, but is just as true today in the case of some patent medicines and particularly expensive cosmetics.

Would some of the highly advertised skin preparations produce the same "beautifying results" if milady knew that her dollar purchased perfumed water with possibly a cent's worth of chemicals? Would expensive creams produce the same psychological results if, instead of \$2, they could be purchased for 25 cents?

In the case of most nationally advertised cosmetics and patent medicines, by far the largest budget items are, normally, advertising and other "distribution expense." Often it is many times the cost of manufacture. There is no reason why private brands cannot be manufactured

to sell to the consumer at a fraction of the cost of the advertised brand and still be not only just as good, but even superior in some cases. Without the expensive advertising outlay, a manufacturer could employ skilled chemists and pharmacists so as to turn out a real quality product and still sell the product to the consumer at a price far below that of the advertised brand.

How is the consumer to determine the quality of a private-brand preparation? Herein lies the greatest difficulty. Some of them are manufactured with care and proper chemical control by skilled pharmacists using high-grade ingredients. Others may be made entirely from a minimum-cost standpoint with inferior ingredients, mixed by individuals with little knowledge of pharmacy.

To a certain extent the label may be a help, particularly when the new Food, Drug and Cosmetic Act goes into effect this June. While this is far from perfect, it is a vast improvement over the old law of 1906 which had no jurisdiction over cosmetics and lacked many other important points for consumer protection. If the label contains a list of ingredients in the formula or if the ingredients are marked "U.S.P." (United States Pharmacopoeia) or "N.F." (National Formulary), it is probably a better preparation than one which makes no definite label declarations.

The following survey indicates the difference in cost to the consumer of advertised brands *vs.* unadvertised brands of similar products. *A listing is not to be considered as a recommendation for any of the products;* the chart is to be considered merely as a comparison of differences in price of *one* product as compared with a *similar* one (e.g., *Squibb* Sodium Bicarbonate with *Sunnyfield* Baking Soda). Consumers should not be misled by an advertiser's specious argument that his product is superior because so many people buy it. Let him prove it by comparative laboratory analyses which name the products compared.

Price Comparisons

ADVERTISED BRAND	UNIT AND PRICE	UNADVERTISED BRAND	UNIT AND PRICE	PRICE COMPARISON
Squibb Sodium Bicarbonate	1 lb., 35c	Sunnyfield Baking Soda	1 lb., 5c	7 to 1
Squibb Epsom Salt	1 lb., 35c	McKesson's Epsom Salt	1 lb., 19c	1.84 to 1
McKesson's Albolene	1 pt., 69c	American Mineral Oil	1 qt., 69c	2 to 1
Phillips' Milk of Magnesia	12 fl. oz., 39c	McKesson's Milk of Magnesia	1 pt., 29c	1.6 to 1
Phenolax Wafers (Upjohn Co.)	150 wafers, 89c	Phenotab Laxative Wafers	200 wafers (2 boxes), 65c	1.8 to 1
Solution Adrenalin Chloride (Parke, Davis & Co.)	1 fl. oz., \$1.25	Sol. Epinephrine Hydrochloride (C. E. Jamieson & Co.)	1 fl. oz., 69c	1.8 to 1
Bayer Aspirin	100 tablets, 59c	Hobart's Aspirin	100 tablets, 29c	2 to 1
Alphen Pills (Parke, Davis & Co.)	100 pills, 49c	Tonophen Pills (Purity Drug Co., Inc.)	100 pills, 29c	1.7 to 1
Empirin Compound Tablets (Burroughs Wellcome & Co.)	100 tablets, \$1.25	Aspirin Compound Tablets, No. 2 (American Pharmaceutical Co.)	100 tablets, 69c	1.8 to 1

ADVERTISED BRAND	UNIT AND PRICE	UNADVERTISED BRAND	UNIT AND PRICE	PRICE COM-PARISON
Tolysin Tablets 5 gr. (Calco Chemical Co.)	20 tablets, 79c	Neo Cincophen Tablets 5 gr. (A.P.C.)	20 tablets, 49c	1.6 to 1
Hydrogen Peroxide 3% (Parke, Davis & Co.)	16 fl. oz., 39c	Hydrogen Peroxide 3% (Analab Products Co.)	16 fl. oz., 25c	1.56 to 1
Phillips' Milk of Magnesia Tablets	200 tablets, 89c	Milk of Magnesia Tablets (A.P.C.)	250 tablets, 79c	1.4 to 1
Phillips' Milk of Magnesia Tablets	75 tablets, 39c	McKesson's Magnesia Tablets	100 tablets, 39c	1.33 to 1
Patch's Cod-Liver Oil	1 pt., 99c	Norwich High Potency Cod Liver Oil	1 qt., \$1.29	1.5 to 1
Mead's Brewers Yeast Tablets ¹	250 tablets, 89c	Columbia Brewers Yeast ¹	250 tablets, 69c	1.3 to 1
Glostora ²	1½ oz., 45c	Wildroot Brilliantine ²	2½ oz., 10c	7.5 to 1
Sels pour le Bain Coty ²	0.8 lb., \$1	Wrisley's Perfumed Bath Crystals and Water Softener ²	0.72 lb., 10c	9 to 1

¹ Both labels state not less than 25 international units of vitamin B₁ and not less than 42 Sherman units of vitamin B₆.
² Essentially the same ingredients, differing however in perfume.

Little Digests

By

ROBERT S. KNERR

A LITTLE ROCK furniture store has high-pressure selling down to a science. When a customer leaves the collection window after settling a bill the bookkeeper rings a bell—it's a signal to the sales clerks to grab the victim and sell him something else.

✕ ✕

NEW YORK CITY'S Terminal Barber Shops have installed a line of *Schick* shavers. The shops will either give a dry shave for a quarter or sell the customer a shaver—for an extra fifty cents they'll throw in a course of "personal instruction in the Terminal Technique of dry shaving. . . ." Needless to say, *Schick* is tickled to death.

✕ ✕

AN article in the May issue of the *Ladies' Home Journal* claims that 51 per cent of the women queried in a survey believe that advertising on the whole is truthful. Excepting in certain cases, the ladies may well be right. The rub is that the 51 per cent of the ladies who believe that widely advertised products are more expensive than those less publicized are just as much right. This despite the fact that advertising agents have long given publicity to *their* claim that increased sales through advertising reduce costs.

✕ ✕

NEW automobiles destined for Northern California are being turned over to "responsible people" from the Mid-West who wish to go to the Golden Gate Exposi-

tion. Cheap transportation for fair-goers and lower delivery prices for the cars are claimed benefits—but how many prospective buyers of these “new” automobiles are told how delivery was made on their new car?



THE Federal Trade Commission has been mowing down trade schools that offer correspondence courses, mainly those that offer courses in diesel engineering, refrigeration, or air conditioning. The courses may have been very good—the claims weren't. Advertising (much of it in newspaper classified columns) held out too rosy a picture to the students as to the schools' prospects of making highly paid positions available to its students immediately after completing the course. Most correspondence course advertising greatly exaggerates both the quality of the training and the opportunities awaiting the graduate—a fact well to remember in reading the alluring advertising.



A NEW invention should encourage the recent Presidential campaign to popularize the hot dog among visiting royalty. The invention is a dripless mustard pot that squirts the mustard on the dog when a rubber ejector is pressed or tapped. Resting in an airtight bakelite base, the new pot is supposed to be less messy than the old-fashioned bowl and paddle. Its contribution is of course to the problem of *how* to eat hot dogs—not *whether* to eat them at all.



A HIGH-VOLTAGE salesman put pressure on a resident of Newcastle, England, getting her to buy a refrigerator. He also brought legal proceedings when she was unable to meet the payments, but the judge stopped High Gear Homer in his tracks. Said the judge, “The

only way to treat people who badger for sales is to take them by the scruff of the neck and kick them as hard as possible. . . ."—and gave the defendant 2,160 years to pay. A Daniel is come to judgment!



THE Retail Advertising Copy Clinic of the New York *Times* shed tears last month over the masculine lack of style-consciousness. Speaker James Goold said that men react to style appeal on golf clubs and automobiles but insist on keeping last years' pants regardless of style. Goold thinks something should be done about it. Well, mebbe the men *could* be more style-conscious if the women were a little less so.



PRINTERS' INK gets its dander up over the current tendency of advertisers to demand that their products be mentioned by brand name when certain types of goods appear in articles. Food editors are said to have trouble with advertisers who insist that their products be specified in recipes—the implication being that advertising will be switched if the editor is stubborn. *Printers' Ink* believes that this attitude on the part of advertisers will kill reader confidence in magazines, and compliments courageous editors.



SWEET Land of Gadgetry . . . shower curtains inscribed with words and music of popular songs for bathtub singers. . . . *Laundrymaster*, a clothes basket on wheels for the Monday wash. . . . *Extendo-Matic* ironing board with a built-in plug for the iron—but you must plug the board into the wall outlet. . . .

To Avoid Sunburn— Keep Your Shirt On

THE desire to achieve a nice even coffee-with-cream-in-it tan over a week-end or in the customary two weeks vacation period has been the cause of much discomfort and even illness. So far as the sun is concerned, it's not far from the truth to say that there are two kinds of people—those who tan and those who merely sunburn no matter how judiciously they expose themselves.

You don't really need to go to a skin specialist to find out whether or not you are a heliophobe—one of those people who redden and blister but do not tan. A sad experience or two ought to be sufficient to impart the information that a lifeguard's tan is not for you. In order to avoid unpleasant burns, if you are the non-tanning type, you will need to keep your shirt on and wear a hat on the beach or tennis court and sit in the shade or under a beach umbrella.

There are now on the market a number of preparations designed to prevent sunburn under certain conditions. Some of these are effective in mitigating burn, and some afford nearly complete protection in certain cases. Many people, however, particularly men, find them inconvenient and messy to use. Let's consider the case of the person who wants to tan without the benefit of oils, creams, and lotions.

At this stage of the summer it may be too late to warn you that it isn't smart to get yourself cooked to a beautiful lobster red. You have probably been warned to take it easy in five- or ten-minute exposure periods until you have a "basic tan." You probably know too that reflection of the sun on the water or the sand if prolonged may cause

your skin to burn just as painfully as if you had been exposed to the direct rays. Even a cloudy misty day may cause trouble, especially if you are a heliophobe.

A PAINFUL case of sunburn should send you to your doctor without delay. Don't get the idea that you are acquiring a noble character by enduring the suffering philosophically. You may be running the risk of serious infection and even illness. There are many home remedies and, no doubt, each of your friends will recommend his particular favorite as a "sure cure." Vinegar, carron oil (a mixture of equal parts of raw linseed oil and lime water), cocoanut oil, and olive oil, are all believed to be ineffective in treating burn and hastening tanning. In fact, the American Medical Association has gone so far as to advise that "tanning without the discomfort of sunburn or the inconvenience of peeling can be acquired only by careful dosing of sunlight, short exposures at first, gradually lengthened."

Oily substances, such as linseed oil, are frowned on as a treatment for burns since they may favor infection. Tannic acid, which is a popular remedy, should be used only in the case of third-degree burns, according to Dr. Frederic Taylor, and any such severe injury should, of course, be treated by a physician. A first-degree burn which is characterized by bright redness of the skin may be treated by application of a dry powder, such as talcum or bismuth. If there is severe pain, apply a compress moistened with a two to five per cent solution of aluminum subacetate.

Don't smear yourself indiscriminately with whatever ointment the drugstore clerk prescribes as the latest remedy for sunburn. It may only make matters worse. If you have already been painfully sunburned, don't risk another unpleasant experience but keep your shirt on outdoors. There are no benefits to health or beauty to be gained by too much of any good thing.

Shaving—Man's Eternal Problem

THE writer who said that there is nothing so variable as whiskers overlooked something. Safety razor blades, whether they are covered with blue lacquer—as are *Marlin* double-edge blades—or come in trick containers—as do *Schick Injector* blades—show almost as much variation as any collection of whiskers ever seen in an Alaskan mining camp.

Tests have shown that blades of a given manufacturer not only may vary from month to month, they vary from blade to blade in the same package. Cases have been found, in double-edge blades, where one edge of a blade gave excellent results while the opposite edge wouldn't even give one satisfactory shaving stroke!

The jokes about friend wife using Pop's razor to cut out the linoleum sometimes seem to be just defensive propaganda from the blade manufacturers. Some brand new blades literally can't even cut a decent slice in a piece of paper. Wife may be guilty

of some sabotage, however. Using a safety razor to dry-shave the legs will dull the blade quicker'n scat. Improperly softened hair ruins a blade faster than cutting some of the softer metals.

One effort on the part of the blade makers to put out a salable product is the thin blade which has been in general use since 1937. Some thin blades have proved exceptionally satisfactory, but the improvement is not a radical one, for plenty of thick blades have been produced in the past which gave just as satisfactory service.

THE search for an efficient safety razor blade is complicated by the apparent reluctance of the manufacturers to make a blade that need not be discarded after a few shaves. Some years ago this fact was brought into the open in a suit against one of the largest safety razor blade manufacturers in the country, in which the company was charged with ordering a reduction in the quality of the

blades made by a subsidiary company.

Another example of a razor blade manufacturers' failure to maintain quality is that of a well-known New England company, which for some time put out a superior blade at a low price—only to lower quality and raise prices when a market had been established for its blades.

It has been reported that a metallurgist made himself a razor blade of nitrided (specially treated) steel and that he has used this blade without sharpening for two years. In this connection it has been reported that a patent for nitriding razor blades was assigned to one of the large blade manufacturers. The assistant sales manager of this concern, in a letter to a consumer organization about the nitrided blade, wrote "work on this has been abandoned for the time being."

It is possible that the manufacturers may soon awaken to the consumer's need of better razor blades. The magazine, *Printers' Ink*, carries figures that should be alarming to the trade when it says that surveys indicate 19,049 men in Milwaukee using electric shavers in 1937—and in 1938

there were 31,402 users. A surprising number of consumers have indicated their decision to change over to the old-fashioned straight razor; they claim learning to use such a razor is simple and once one gets a good straight razor, blade troubles are ended for good.

THAT good safety razor blades can be made is instanced by the General Blade Corporation whose *Dublekeen* (also sold under the names *Elgin* and *Stetson*) has been quite consistently good for the past few years. The fact that other makes of blades have been of high quality until a market was established also proves that manufacturers *can* make better blades if they wish.

Proper preparation of the face for shaving may be of some help in dealing with the problem of poor blades—or increasing the life of a good blade. A study of shaving technique indicates that the most important factor in pre-shave operation is the time of lathering. Three minutes of lathering, using hot water with soap or cream, was found to be the minimum time

that will allow a satisfactory shave. Such highly advertised factors as "bubble support" were found to be of very minor consequence. Insufficient lathering time was found to have an appreciable effect in dulling blades.

Errors in design of the razor may sometimes cause a good blade to give a poor performance. These defects are frequently so bad that they may be seen with the naked eye. A consumer who is unable to find any blades that will give him a decent shave or a shave in which he does not cut his face will be well advised to try another razor.

What can be done about the blade situation is a puzzle. One wag has suggested that the manufacturers openly turn to the making of hack saw blades while we shave with axes after the manner of Paul Bunyan.

And then, of course, there is the solution to the problem suggested by an Englishman who wrote to the *London Times*. He claimed that storing his blades in a North to South position increased their lives twofold. This practice had the added advantage that the blades eventually became

sufficiently magnetized so that, when placed on a cork in a bowl of water, they could be used as compasses. Nothing further has been heard from this gentleman, nor do we know where he went after learning which way was North.

QUITE accurate tests can be made on razor blades, but the value of the tests in helping the bewhiskered male to select a good one is open to question when the extreme lack of uniformity of the product is considered. Unless a given brand of blades shows uniformity in the tests, about all a report can indicate is the quality of the particular blades tested.

This year Consumers' Research was able to recommend only six brands of blades (counting *Elgin* and *Stetson* as one with *Dubble-keen*) out of some thirty tested. It is interesting to note that none of these six are among the most highly advertised brands. The following listings of recommended brands of razor blades are reproduced by special permission from a Consumers' Research *Bulletin*.

RECOMMENDED

GILLETTE-TYPE BLADES

Dublekeen (General Blade Co., 7 W. 22 St., N.Y.C.) 3 cents.

Also sold as *Elgin* and *Stetson*. Dependably high initial sharpness; durability somewhat variable but usually good.

Thin-Flex (General Blade Co.) 3 to 4 cents. One of the very thin blades. For second year found to have highest initial sharpness of all blades tested; durability excellent.

Wards Super Thin, Cat. No. 45—3522 (Distrib. Montgomery Ward & Co.) 4 cents plus postage. Initial sharpness not quite so high as *Thin-Flex*, but durability was exceptionally good.

Windsor Super-Thin (Windsor Mfg. Co., Inc., Orange, N. J.) 5 cents. Initial sharpness not quite so high as *Thin-Flex*, but durability was exceptionally good.

QUALIFIED RECOMMENDATION

GILLETTE-TYPE BLADES

Iros Keen (Iroskeen Blade Co., N.Y.C.) About 4 cents. Initial sharpness usually good but somewhat variable; durability fair.

BLADES OTHER THAN GILLETTE TYPE

Duro-Edge for *Durham Duplex* Razors, Cat. No. 45-3292 (Distrib. Montgomery Ward & Co.) About 4 cents plus postage. Initial sharpness good. Durability fair.

« « « » » »

Do You Know—

That bottles of carbonated beverages should be kept on their sides because they are sealed by lined metal caps? These caps must be kept moist in order to prevent the loss of gas or carbonation. If the caps dry out their effectiveness as seals is diminished.

Athlete's Foot

AN infection of the foot properly called "athlete's foot" or "ringworm of the feet" very commonly occurs nowadays. It is due to a tiny fungus. There are a number of species of this fungus, the most frequently occurring being known as "Trichophyton" and "Epidermophyton" fungi.

The spores of this fungus are resistant to heat, cold, and drying. While the fungus does not breed out on sound wood or other hard surface floors, it is likely to remain there for some time when once deposited, especially in crevices where slime and debris accumulate. It multiplies readily in any substance derived from animal integument, as hair, wool, silk, leather, horn, and feathers and also has a tendency to increase in decayed wood. While it may remain adherent to cotton and linen fabrics, it does not multiply in them.

The reason why people so often suffer from athlete's foot is because the fungus finds a breeding ground in the skin where the horny layer is heaviest and most accessible to warmth and moisture. From the bare feet of infected individuals the parasite is transferred to floors and is there readily picked up by others.

Symptoms

Minor degrees of athlete's foot are difficult to distinguish from macerated skin. Abnormally desquamating skin in spots, accompanied by itching, is characteristic of the infection. The favorite site is between the toes, although any

part of the foot may be involved. The deeper layers of the skin, made bare by desquamation, may show as reddened areas which may be moist and sodden. The great majority of cases are of the mild desquamating type. In more pronounced forms varied inflammatory conditions prevail, and the affliction may have the appearance of a weeping eczema, or there may be much scaling or cracking of the skin over large areas of the foot.

Prevention

From the foregoing it is apparent that one of the principal ways of prevention is to avoid walking with bare feet on floors similarly used by others. The following measures have been of value to the patrons of gymnasiums and public baths:

1. Floors exposed to infection, such as dressing rooms, should be frequently washed with a germicidal solution, such as some form of cresol solution or with a one per cent solution of sodium hypochlorite in water. This should be allowed to soak into the crevices where wastes gather.

2. The entrance ways to the shower baths or bathing rooms should be provided with a trough containing one per cent of hypochlorite of sodium or calcium solution in water deep enough to immerse the feet up to the ankle. This solution should be changed every day. The patron of the bath should track the feet, still wet with the solution, back to the dressing place. This solution is used solely for prevention and not for the cure of those afflicted.

3. Some form of footwear should be worn while on the gymnasium floor, preferably rubber and canvas shoes and cotton socks.

4. Where practical, even in school gymnasiums and school bathrooms, the feet of the patrons should be examined. Those infected should be excluded, or arrangements should be made for them to follow such precautions

as will prevent contact of the bare feet with the floors.

5. Gymnasium bath towels should be boiled or efficiently laundered after use by an individual. . . .

Treatment

A great variety of medicants have been recommended for the treatment of athlete's foot. In some individuals simple remedies have sufficed, while others are resistant to treatment and subject to recurrence. Dusting powders applied to the feet are usually beneficial, especially to feet which perspire easily. In general, it is well to have a physician prescribe or direct treatment.

Stockings of wool and silk texture should not be worn by those infected because of the multiplication of the parasite in the texture. It takes about 70° Centigrade [158° F.] to destroy the fungus, and sufficient heat to accomplish this is not usually applied to wool, silk, and colored fabric stockings during the laundering process. If such stockings are worn, they should be thoroughly ironed with a hot iron, or better still, soaked in a germicide solution before they are again used.

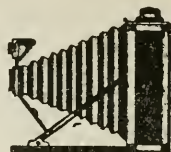
Leather shoes may become infected from the wearer. Such shoes may be disinfected by placing cotton or strips of blotting paper, soaked in formalin, within the shoe and tightly enclosing the shoes in wrapping paper for at least twenty-four hours. Another method is to place the shoes in a small, tight box with a saucer of formalin. Ill fitting shoes are likely to aggravate the trouble.



It has been estimated that half of the people are infected with the fungus condition called athlete's foot.

Hocus Focus

By
PERCIVAL WILDE



More About The Traveling Amateur

THE article on the processing of films and papers by the traveling amateur, which appeared in the June issue of *Consumers' Digest*, has elicited many questions that I shall try to answer in the present installment.

Why is your opinion of professional photo-finishers so low?

It isn't. There are many excellent establishments, not only in the large cities, but scattered throughout the country; but there are still more which habitually overwork their solutions and turn out hit or miss results. Establishments of the latter class handle papers better than films, partly because the badness of a poorly made print is more apparent than that of a sloppily processed negative, but even more so because film developing solutions can be replenished and made to work after a fashion, and paper developing solutions cannot. One European finisher, for example, uses his film and plate developing bath *two years* before discarding it, and is so proud of his system that he has published an article on it.

An overworked developing solution will produce negatives showing loss of shadow detail, and its colloidal sludge may cause pinholing. If the customer complains, it is easy to blame the poor result on the film, the lens, the shutter, or the exposure. Some finishers, moreover, remembering that the average amateur under-exposes, are given to over-

developing, turning out negatives which, unless reduced, yield prints of the "soot and whitewash" variety.

You write of using a "daylight processing" tank for cut film and film-pack. Which make do you use?

I use the Nikor all-metal tank which can be filled through the top. This, and two others, will handle such film with 30 ounces of solution. The remaining makes, except for one which is not fully "daylight processing," require more solution and cannot be so easily agitated.

When using the Nikor tank, it is important to place the loaded cage in the empty tank, affix the lid, and pour in the developer. Filling the tank first and then inserting the loaded cage may cause pinholing. The moment the developer has been poured in, the tank should be capped, and inverted end for end regularly and frequently during the entire development period. It is not necessary to treat it like a cocktail shaker; but with insufficient reversal, the spider used in the cage will cause markings. More than 30 ounces of solution should not be poured into the tank. If filled completely, even reversal will not agitate its contents enough. An air-space must be left so that the solution will be free to move when the tank is inverted.

Do you wash the film before running in the chrome alum short-stop hardener?

In cool weather, yes; in hot, no. In either event, after running in the solution, agitate the tank violently for thirty seconds to one minute. This prevents the formation of a chromium scum which is almost impossible to remove later.

Do you wash the film before running in the hypo?

Always. Note that I suggested a prolonged hardening bath: fifteen minutes. If developer and hardener are at

the same temperature, and if the latter is used for a long period, the temperature of the hypo and that of the wash-water will not matter; and the life of the hypo is lengthened by giving the film a brief wash first.

Do you throw your solutions away after using them once? If not, which do you carry with you, and how?

It would not be extravagant to discard the solutions after one session: developer, 5 cents; short-stop, 1 cent; acid hypo, $2\frac{1}{2}$ cents; total cost, $8\frac{1}{2}$ cents. I do throw them away when traveling; but if remaining in one place a week or two, I buy (if I have not carried them with me) two quart bottles with screw caps, costing 15 cents each. One holds developer; the other, hypo; the short-stop hardener is compounded freshly every time. Using the tank, the loss of solutions is slow, and since an entire quart is never required, several dozen negatives, depending on their size, may be processed. When using Rodinal, six ounces of used developer are consumed at each session of print-making, and since the quart bottle is then refilled with fresh mixture, it remains serviceable a long time.

You write of the desirability of making up the hypo solution the night before. Why not the same with developing and short-stopping solutions?

It is most desirable with the developer, as some of the air dissolved in the water will escape, lessening the danger of pinholing; but it need not be done with the short-stop hardener, which is easily made up in a few minutes.

You evidently do not use distilled water. Why not?

In exact chemical work, as, for instance, the comparative testing of developers, distilled water is necessary; but in ordinary processing it need be used only when dissolving silver nitrate, gold chloride, *small* amounts of potassium

permanganate, or dyes—operations which are not in the field of the traveling amateur. For his purposes any water that has been passed as safe for drinking will serve. The minute amounts of calcium or magnesium salts, or even of copper sulphate, which sometimes occur, will not affect ordinary developers. If the water is hard, para-amidophenol developers may cause a scanty, flocculent precipitate of calcium oxalate or similar salts, which will settle overnight, after which the supernatant liquid may be decanted off. But I have found, in repeated tests, that the precipitate is harmless in developers which are not to be replenished, and I used the solution "as is," agitating the tank.

Sulphur water would cause fog, as would iron, some other metals, and some of their salts; but water containing such impurities in appreciable quantities would not be passed for general drinking purposes. It is interesting to note, in this connection, that one of my friends, operating an X-ray laboratory, was mystified by the fogging of a long series of negatives, a condition which was explained, after a week's sleuthing, by a nail which a careless carpenter had dropped into the developing tank.

A curious contradiction in the directions issued by some makers of developers may be pointed out: they frequently demand the use of distilled water to dissolve their chemicals, but they fail to suggest it for hypo solutions, which penetrate emulsions even more deeply, and in which certain types of foreign matter may cause stains. If, then, the much advertised developer fails to yield "exquisite" negatives which can be enlarged fifty to one hundred diameters, the water is asserted to be at fault. Yet Clerc, in his monumental text on "Photography," states: "As a general rule, distilled water is not necessary for the preparation of photographic baths, in spite of the instructions to the contrary which are given in various formulæ," and

Crabtree and Matthews, in their more recent work, minimize the effect of impurities except in deep-tank solutions which are allowed to stand over long periods, and in which the growth of fungi is a serious problem.



A "Straw" Hat

"Straw" is defined as "the dry stalks, or stems, of grain." In other words, straw is a natural product, not a manufactured one. It is a definite material, not a style or seasonal type of millinery.

Hats made of cellulose substances or other compositions are not straw and, therefore, should not be so described. This material may properly be described as "Braid" or "Cord." Or, a phrase like "Synthetic Straw" may be used by advertisers who feel that "Cord" or "Braid" do not explain the appearance of the hats—provided the word "Synthetic" is given prominence equally with the word "Straw."

Names such as "Panama," which designate a particular type of fibre, should not be used to describe Toyos. Care should be taken to avoid misusing other trade and geographical names, such as "Baku," "Leghorn," "Milan," "Tuscan," "Ballibuntl," etc. These names denote natural straw fibres and cannot be used to describe hats of other substances, woven in imitation thereof.

Misleading trade names of modifications of the word "Straw," such as "Straw-like," should be avoided in the advertising of synthetic materials or imitations of straw.

—Chicago Better Business Bureau

Bathing Caps

TOO often it seems to make little difference whether one pays much or little for a bathing cap; even an expensive one is apt to tear or split during a gay afternoon in the water, and few of them do an effective job of keeping the hair dry if worn by an active swimmer who enjoys diving. They do hold the hair out of the way, however, and keep it at least partially dry.

The heavy caps of a type and thickness of rubber which resist stretching often have a long life but are found uncomfortable to wear by some. Gum rubber caps, usually comfortable to wear, sometimes show remarkable durability. The plain, lightweight, easily stretched Latex caps are comfortable and probably keep the hair as dry as any of the more complicated designs often sold as more effective in protecting the hair. These Latex caps, however, did not give indication of good durability in recent tests.

The chief deteriorating agents in the life of a bathing cap appear to be oxidation, action of sunlight, action of water, puncture by hairpins, snagging, and tearing. The test methods were devised to give accelerated deterioration of the rubber caps under certain controlled conditions related to normal use.

Samples were subjected to oxidation in an oxygen bomb; resistance to action of sunlight was determined by exposure of the samples to the rays from a sunlamp for 48 hours; changes of color and loss of elasticity were evaluated after samples had been submerged in hot water (66 degrees Centigrade) for 48 hours; the force necessary to

Condensed from a Consumers' Research Bulletin

puncture each sample under controlled conditions was measured in each case. Ratings of the various caps were made on the basis of the results obtained in these tests. Color changes due to the action of the sunlamp, though noted, were not included as a factor in the ratings since artificial sunlight is often more active in causing color changes than actual sunlight.

Several of the caps were provided with special sealing devices which were supposed to keep the water out. In attempting to judge the effectiveness of these seals it became clear that so much depended on the care taken in putting the caps on, that no evaluation of their relative water-tightness could be taken into account in the ratings. It was judged, however, that several of the sealing devices might have real merit if the caps were put on properly.

Of thirteen caps tested by Consumers' Research, eight are to be rated as Recommended or with a Qualified Recommendation.

RECOMMENDED

The following caps gave excellent performance in all tests, except in the minor respects noted.

Wards Molded Rubber, Cat. No. 911—4736 (Distrib. Montgomery Ward & Co.) 25c plus postage. A medium-weight cap. Seal judged rather ineffective.

Tank Cap, No. 1257 (Seamless Rubber Co., New Haven, Conn.) 45c. A pure gum unornamented cap for tank and diving use. Did not come down far enough on the neck to make a good seal.

Aviator, No. 7313-5 (Seamless Rubber Co.) 50c. A medium-weight cap. Color (green) faded during the accelerated immersion test. Seal judged moderately effective.

U.S. Howland, No. 1631 (U.S. Rubber Products, Inc., 1792 Broadway, N.Y.C.) 53c. (See the following listing.)

U.S. Howland, No. 1636, Cat. No. 38—602 (Distrib. Sears, Roebuck & Co.) 49c plus postage. Identical with No. 1631 except for pattern of embossing and for unimportant differ-

ences in the sealing devices. Both of the latter were judged satisfactory.

Olympic Sava-Wave, No. 536. (I. B. Kleinert Rubber Co., 485 Fifth Ave., N.Y.C.) \$1.25. Seal judged very effective.

QUALIFIED RECOMMENDATION

The following caps performed satisfactorily in all tests except as noted.

Dri-Lined No. 368 (I. B. Kleinert Rubber Co.) 50c. Resistance to puncture was low. Seal judged fairly satisfactory.

Howland Velvetex, No. 1901 (U.S. Rubber Products, Inc.) \$1. Had rather poor resistance to water action in accelerated immersion test. Seal judged satisfactory.



Consumers and Packaging

Organized consumers are demanding pertinent information about commodities, on labels, in advertisements, and from retail salespeople.

This newly organized consumer movement has attained such momentum that virtually all steps in the economic process are being gauged to meet consumer needs. The average customer wants informative labeling. She looks forward to standards and to grade labeling on foods, fabrics, household equipment, and other articles she frequently purchases. She is attracted by package design, of course, but her actual purchase depends upon whether the product itself justifies the price by its usefulness to her.

The new consumer is wary of the unusually styled package. She wonders whether it is a camouflage.

—The Glass Packer

American and Canadian Waterways

By

FREDRIC E. TYARKS

WITH memories of Mark Twain and the *Show Boat* haunting you, your idea of a pleasant, leisurely vacation may be to lounge in a deck chair while your stern-wheeler river boat carries you down the Mississippi to New Orleans.

Unfortunately, such a trip can be taken only in late winter, when a stern-wheeler makes the run from Cincinnati, tying up off wide, brightly lighted, riotous Canal Street in New Orleans for the Mardi Gras. At other times in the year, you must ask the captain of the river freighter if he'll take you. The most famous of these river freighters is, of course, the new *Tennessee Belle*, which you've probably read about and which will take on a few passengers at times for a trip down the lower Mississippi.

From late spring to early autumn, two passenger stern-wheelers operate on the Mississippi, the Ohio, and other rivers. The Eagle Packet Company has a new stern-wheeler which starts from St. Louis. Fortnightly it heads towards Cairo, Illinois, at the junction of the Mississippi and the Ohio, swings up the latter river for a short while, and then turns south into the Tennessee for a voyage to Muscle Shoals. With many stops en route, you can see scenes of the Civil War and you get a view of the entire TVA development. The round trip takes a week and costs \$47.50.

THIS same ship also sails on numerous special cruises of two, three, or four days at a cost of \$10, \$18, \$20-\$23, respectively. If you're traveling across the

country, you may be able to spare the time to take a unique, seldom-forgotten river trip.

The other stern-wheeler, operated by the Greene Line, starts from Cincinnati. During July and August, it makes weekly voyages up the winding Ohio to Pittsburgh, offering three tranquil days of travel each way for \$25, or a week's cruise for \$45. At the end of the summer, it goes on a grand tour of our major waterways, journeying first into the muddy Mississippi up to St. Louis and then, turning around, it heads back into the Ohio, and at Paducah swings into the Tennessee for a voyage as far as Muscle Shoals. The round trip takes two weeks and costs \$100.

This same ship, like the other stern-wheeler, also operates special three- and four-day cruises throughout the summer. They cost \$20 and \$25 respectively.

ASIDE from excursions, the only other river trips are on the St. Lawrence. (If you don't object to excursion boats, be sure to get on a Hudson River steamer for a trip

that is far more beautiful than the world-famous Rhine; or if you're in Portland, Oregon, take the steamer *America* for its full day's voyage down the forest-lined Columbia River to Astoria. If you're traveling between Seattle and Vancouver, think seriously of taking the local steamers between these points, possibly with a stopover at Victoria.)

SOME of the St. Lawrence services combine a trip on Lake Ontario. These start at Toronto and proceed via Rochester to the Thousand Islands and Prescott. From this point the ship shoots the Lachine Rapids for a drop of 56 feet and continues downstream to Montreal. The journey is fairly short, taking only two days each way. Round trip fare from Toronto is \$28.25; from Rochester, \$24. The Canada Steamship Lines, Ltd., is the operator.

On the Great Lakes, the least expensive trip is on a freighter operating daily except Sundays from Bayfield, Wisconsin, to various ports where it picks up a cargo of fish. The rate is \$1, and the owner is the Booth Fisheries.

Other services are higher in price, but compared to ocean cruises, they seem fairly low. \$60 to \$70 for a week's travel is the usual rate.

The steamers are ungainly looking monsters especially built for travel through a short narrow lock. They accommodate vast numbers of passengers. Ships start from various ports from Buffalo on the east to Duluth-Fort William/Port Arthur on the west. The ships pull into Cleveland, Detroit, and Chicago and go to and from these cities as well as to vacation spots on the Great Lakes like Mackinac Island off Michigan and Manitoulin in Georgian Bay.

A TYPICAL trip offering a nine-day cruise from and to Buffalo takes you to Detroit, Sarnia, Sault Ste. Marie, Port Arthur, Kakebeka Falls, and Duluth. That costs \$79.50. If you start and end the trip at Detroit, the rate is \$67.50 for seven days of travel. The Cleveland & Buffalo Line runs this service as well as another service from Buffalo which goes to Sault Ste. Marie, Mackinac, thence down Lake Michigan

to Chicago, back up around the jutting palm of Michigan to Cleveland and return to Buffalo. That costs \$59.50 for a week's cruise.

Somewhat similar is a week's cruise on the Georgian Bay Line to Cleveland, Detroit, Mackinac Island, Isle Royale (in Lake Superior), Duluth, Detroit, and back to Buffalo. The rate is \$69.50. The same line offers something of the same itinerary on two cruises from Chicago, both taking one week and costing \$69.50.

The Seaway Lines offer 2½- and 3½-day cruises from Detroit to Manitoulin at \$24.50 and \$37.50, respectively. Two lines which, unlike the others, do not furnish meals and berth in the quoted rates are the Detroit & Cleveland Line and the Canadian Pacific. The first goes nightly between Detroit and Cleveland at a one-way rate of \$2.50; the second operates from Port McNicoll in the Province of Ontario to Sault Ste. Marie and Port Arthur and Fort William. The fare is \$24.50.

Most of the Great Lakes trips can be started from any port en route and can be

ended at any port (unless you go on a Canadian ship, in which case you may not travel between two American ports). Long distance rail travelers can use Great Lakes steamers for a part of their journey provided they pay a supplement for their rooms and meals on board the vessel.

Small lake steamers also

operate from Owen Sound, easily reached from Toronto and Detroit. These offer cruises through Georgian Bay to Grand Manitoulin. One vessel carries 100 and another, 50 passengers. They charge \$35 for a five- to six-day cruise. The operators are the Dominion and Owen Sound Lines.



"Pegging" of Prices Found To Be Futile

No single artificial experiment in economics has proved its utter futility more demonstrably than attempted arbitrary price control.

These "stabilization" efforts are usually engineered by national governments, but very occasionally they are attempted by industrial groups. They always meet with ultimate failure, and defeat their own purpose by creating a situation that is worse than the one they were meant to relieve.

Recent efforts by the Japanese Government to establish a "ceiling" for raw silk prices present a case in point, and our own Government's past attempts to "peg" the price of raw cotton further confirm the fact—known to all practical businessmen—that "free" markets in all commodities are essential to common sense progress.

—*Textile Age*

An Open Letter to Mr. Sokolsky

By

George W. Watt

CALL for Mr. Sokolsky! Call for Mr. Sokolsky! Sorry, but Mr. Sokolsky doesn't answer. Why? Perhaps because he hasn't anything to say.

In *Liberty* of November 12, 1938, that gentleman told a pathetic tale about a fine old lady, 102 years of age, in whose day women made soap for the household, knitted socks at night, cooked and cleaned and washed their lives away. She had risked typhoid fever, too, when she drank the local water and used ice out of the pond. But typhoid fever wasn't the only danger. No Sir! The poor lady took a frightful chance every time she ate food from the icehouse because "lots of other unclean things got into the food that was preserved that way."

We were weeping now, but quit very suddenly, for lo and behold, that dear old lady still

takes two-hundred-mile auto trips at forty miles per hour, while the modern flapper is dog-tired after a huddled ride to the nearest roadhouse.

But Mr. Sokolsky is not satisfied with the food and health and stamina of that dear old lady and the people of her day. He declares, "Well, we've changed that picture in the United States." He is delighted that modern women can get their meals out of packages and cans. Sokolsky intimates that all we need do to live happily and energetically is to read the advertisements, turn the crank on the cans, eat, drink, and be merry—never wary.

He assures us that, "You know what you're getting because you have read about it in advertisements. You know the cost; you know the purpose; you know the quality. . . . You know what it is and

why you want it. . . . Butter and cheese come packaged and trademarked. And when you want butter you get just that, because the trademark stands for it. . . . The same is true of flour, of sugar, of dried vegetables like peas and beans. . . . Mother has time to read . . . because factories are turning out thousands of trademarked, advertised, uniformly packaged commodities of known and uniform quality. Mother can trust these goods. She knows all about them." So? Let us see what the Federal Government says about that, and what answers Mr. Sokolsky can make to those Government records.

FOR years I had studied those records. Every month I had read the horrifying reports of the United States Food and Drug Administration, that branch of our Government which attempts to protect our health and lives from those food and medicine men who prey upon us with mislabeled and adulterated products. I knew the valuable service this Administration renders the public against heavy odds, despite the gaps in the laws, lack of funds,

courts often favoring the adulterator, and other handicaps. I had heard the wild enthusiasm of the Press when a gang of criminals was broken by some brilliant and ambitious prosecuting attorney. I had noted also, the hushed tone of that same Press when a great food or drug packer was convicted of selling filth or poison to millions of our "mothers" who "trusted these goods."

Therefore, I immediately wrote to Mr. Sokolsky and told him that some of the greatest packers in America sold food containing parts of mice, rats, roaches, and decayed animal filth. I forgot to include maggots and animal excreta. I told him, too, that he could verify my statements by reading the Federal records, published monthly.

On November 25, 1938, Mr. Sokolsky replied that I had exaggerated the situation, and that he was sure that I had not personally read those records. He suggested that I should state the names of the packers and promised to send a copy of my letter to each of these packers. He promised to request explanations from them, and ended his letter

thus, "I shall be very happy to follow it through."

A WEEK later, I replied that I had not exaggerated, that I had personally read the reports, and that I had not told him the half of it. As Notices of Judgment arrive almost monthly and are full of such material, I had not saved any of them, so I promised to send Mr. Sokolsky the next one that came. I advised him, meanwhile, to get copies from the Department of Agriculture at Washington. The names he asked for would fill a book.

To this Mr. Sokolsky made no reply. Nevertheless, when I received the next report I sent it off to him on January 6, 1939, with a letter advising him to read it in a place where he could most conveniently get sick. I also told him that he should answer very soon and fully, that I proposed to use his reply or refer to the lack of it.

That report contained the details of *two hundred* awful cases against food and drug packers, many of them well-known, reputable firms. The last case described a sale of frozen turkeys, partly rat eat-

en, and containing rat excreta and filthy, decomposed matter. They were sold by one of our greatest food packers, which was fined the *tremendous* sum of \$50.

Mr. Sokolsky failed to answer my letter or to acknowledge the receipt of those reports. On January 23, 1939, I requested a reply. None has come. Perhaps the gentleman has too weak a stomach for such reading.

LATER, I secured a complete set of the reports for the year ending January, 1939. They show in *one year* reports of government action against nearly *two thousand* manufacturers and packers. Some of the violations of the Food and Drugs Act, for example, included falsely labeled packages of known poisonous and dangerous drugs, and foods filled with worms, maggots, insects, rats and mice, hair, excreta, and animal filth or contaminated with *poisonous* chemicals. These less than delectable foods included almost every sort of canned and packaged article sold in America; they ranged from cheese to canned corn, from apple-

butter to blueberries, from canned salmon to crab meat, from olive oil to poultry. The packers, great and small, were spread over the entire United States.

The main burden of protecting our people from filthy foods and dangerous drugs falls upon the Government; it, of course, detects and prosecutes but few of the offenders. No purchaser can find it practicable to do much more than demand another package of

food for any filth sold to him; but most buyers do not even trouble to demand a refund of money or another can of tomatoes. Not only is evidence of adulteration and other wrongs very hard to get, but the rotten goods must be seized where offered for sale; yet the packer must be prosecuted where he lives and the criminal cases must be tried apart from those seeking the right to destroy the filthy stuff.

Call for Mr. Sokolsky!



Cedar Felt—Home for Moths

The U. S. Department of Agriculture have found that cedarised, i.e., impregnated with cedar wood oil or chips, card-board wardrobes and boxes which have been extensively sold to the public during the last few years, do not in themselves safeguard against moths. The cedar odour does not kill either the adults, eggs, or grubs.

When a piece of "Cedar Felt" had a piece of wool cloth pinned to it and moth grubs placed on it, the wool cloth was eaten in exactly the same voracious manner as material without the "protection" of "Cedar Felt." The moth grubs actually bit fibres off the "Cedar Felt" itself to construct their pupal casings.

—C. O. Clark, F.T.I., in *The Journal of the Textile Institute*

Orthopedic and Corrective Footwear

By

WILLIAM A. ROSSI

AMONG adults 85 per cent of women and 60 per cent of men have some form of foot defect, according to reliable studies. Among children 70 per cent of girls and 60 per cent of boys are foot defective.

Because of this situation the manufacture of orthopedic footwear has increased with tremendous strides in recent years. There are now hundreds of "corrective" shoes on the market. The public has become "foot conscious," and the shoe manufacturer has developed an "arch-shoe mania." Unfortunately, a good time isn't being had by all.

The principle underlying all orthopedic shoe manufacture is to construct footwear to the design and function of the human foot. Ironically, it is with this basic principle that the corruption begins. There are innumerable foot designs and many intricate foot functions.

There is no corrective shoe that can successfully be applied to the general run of feet to "correct" the general run of foot defects. Is that statement presumptuous? If so, then why the horde of "corrective" shoes on the market, almost every one making its claim of being the one true corrective shoe? Surely they all cannot be altogether right—or wrong. There is a misunderstanding, a miscomprehension of the problem, somewhere.

Certain vital prerequisites are necessary to the corrective shoe. After these are supplied then each individual make

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of shoe may branch out with its additional specializations. Of these prerequisites the following are basic:

A. Uppers—

1. Leathers—

- a. soft kid—excellent
- b. soft calf—good
- c. kangaroo—good (but not sufficiently porous)
- d. ordinary calfskin, buck, patent, etc.—poor.

2. Fabrics—

- a. most fabrics have yielding texture, but absence of durability and support eliminates their use in orthopedic shoes.

B. Outer Soles—

1. Leathers—

- a. any pliant leather
- b. caution should be used against thick, rigid outsoles. This type of sole *promotes* a weak foot rather than aids it, despite what beneficial mechanical principles the shoe may have. It opposes the foot's normal flexibility in function.

2. Miscellaneous—

- a. rubber and rubber compositions are the most common. These should not be used in the orthopedic shoe. These soles induce excessive foot perspiration. Sweat contains waste poisons. These poisons eat back into the skin, causing various skin disorders.

C. Inner Soles—

1. Leather—

- a. any soft, pliant leather, the more pliant the better.

2. Fabrics—

- a. canvas—fair
- b. felt, wool, cotton—poor (heat and sweat producing).

3. Miscellaneous—

- a. paper or paper compositions—poor
- b. soft texture substances—good (but caution against heat conduction, "bunching," distortion after short wearing, etc.).

D. Linings—

1. Porous and smooth
2. Guard against rough seam and stitching, wrinkling, "bunching," etc. This causes blisters and many other skin irritations—which eliminate a fundamental purpose of the shoe—comfort.

THERE is no one "perfect" last to fit the general run of feet. Hence, the one "perfect" shoe is out of the question. The old conventional and orthodox lasts have no place in modern orthopedic shoe manufacture. Before a last can rightfully earn a place in the orthopedic shoe field it first must be adapted to its purpose—fitting the foot. This is done through thorough studies and tests of the feet for which it is being designed. Thus, to construct proper orthopedic lasts it is vitally important to know something about feet. Despite this apparent rule it is greatly neglected.

No orthopedic shoe should be constructed and manufactured until its mechanical features have been thoroughly analyzed, studied and tested through research by authoritative experts. Orthopedic shoe manufacturers, with the exception of a few have not given orthopedic research one part of the necessary attention it requires. There is a wealth of material yet to be uncovered. But unfortunately the genuine corrective principles are being overshadowed by the sales outlook alone.

The writer has viewed, diagnosed and treated thousands of feet, adults' and children's, in clinics, hospitals, schools and private practice. Most of these individuals were, of course, suffering from some form of foot ailment. And

most of them, before coming for professional advice and treatment, had purchased and worn from one to ten different makes of "corrective" shoes, almost all of which were sold with the claim of being the proper shoe. (It is extremely common for foot sufferers to heed advertising and buy "corrective" shoes before visiting an orthopedic specialist.)

Now if the claims of most of these "corrective" shoes were true these patients would have little need to visit the foot specialist. Not only were the majority of these individuals not given the foot relief promised by the shoe, but many were actually made worse. They come to the foot specialist completely disillusioned with "corrective" shoes. The shoe store loses a customer and good will. And the shoe manufacturer and his "corrective" shoes are condemned.

THESSE are not exceptional cases. They are the majority. Considering the fact that 70 per cent of people are foot defective to some degree, and that this 70 per cent is a potential corrective-shoe-consuming group, it is well for the manufacturer to keep the good will and trust of this large buying element. A few mechanical features cannot be haphazardly placed into a shoe and make that shoe "corrective."

Remember, the orthopedic shoe is a form of mechano-surgical appliance; such appliances are not properly made without technical knowledge and direction.

The shoe manufacturer is a technical expert in general shoe construction. When he dips his hand into the lucrative field of orthopedic shoe manufacturing he must give way to technical knowledge beyond his own. Foot and posture mechanics are vital parts of the corrective shoe. To insert mechanical features into shoes without a practical understanding as to their use and purpose is foolhardy.

The day is not far away when all orthopedic shoe manu-

facturers will see the necessity of having consultant orthopedists on their staff. Research must be a vital part of the shoe manufacturer's equipment if he wishes to make shoes that have any genuine orthopedic value.

The writer personally supervised the foot examination of 3000 children, ranging from the ages of 5 to 18. Most of these feet were well on the way to varying degrees of foot distortion—caused chiefly by shoes, ill-fitted or ill-constructed. Among them was a large number of "corrective" shoes.

The shoe fitter can be blamed in some instances for careless fitting. Usually, however, he fits the shoe he thinks fits best. If that "best" shoe does not fit as it should then the fault usually lies in the construction of the shoe.

There are a number of children's corrective shoes on the market. Some are commendable, most are not. The child's foot, because of its great flexibility and undeveloped structure, is a delicate organ. It does not fully develop until about 20 years of age. Before that time it is susceptible to many influencing factors. Thus the danger of improper "corrective" shoes for children is quite apparent. A wrong shoe can make a permanent foot deformity, as has pitilessly been done in many instances.

Flexibility in the orthopedic shoe for children (up to 12 years of age) is important, also an upper of soft leather and sole of pliable (never thick or rigid) leather. Arch elevations, radical lasts, oddly designed heels and counters used as mechanical features for general corrective application should not be overemphasized. Remember, they are for general application, and overdoing the mechanical features would help some feet but would do great harm to others.

Hints for Removing Food Stains

FOODS causing the most trouble as a result of accidents at table are fresh fruits, especially peaches, pears, and plums; milkshakes and soft drinks including ginger ale and the whole array of popular carbonated beverages, grape juice, iced tea, coffee, and chocolate; ice cream and frozen desserts of all kinds; and salad oil and salad dressings.

Chances of completely removing a stain are at their best if you begin work immediately, before the spot has had time to dry. By all means do the spotting before laundering. Merely smoothing the surface with a hot iron, often sets a stain so it is difficult to budge.

Brush or scrape off as much of the spilled food as possible. Use the simplest methods first. Sponging with clear, cool water often loosens the stain, and it practically never does any harm. Work with patience and care. Often the *way* in which the cleaning is done is as important in final results as the cleaning materials used.

For quick and efficient removal of spots on napery you will need three types of cleaning agents, in addition to the usual laundry supplies. You should have a good bleach, and materials for absorbing and dissolving various stains.

A bleach is the substance which comes nearest to guaranteeing final spotlessness in removing stains from white, washable materials. Sodium perborate is one of the best of

bleaches because it works slowly and gently. It will not injure white cotton, linen, rayon, or even silk. Other good bleaches which are quicker and more vigorous in their action are oxalic acid and Javelle water. Oxalic acid has the disadvantages of being harmful to some materials and poisonous to human beings. Javelle water, and other similar chlorine bleaches commonly sold under trade names, are potent and very rapid in their action, and must be used with caution. Read and follow directions when using bleaches—or your table linen may age before its time.

Good absorbents to use on stains are chalk, white talcum powder, cornstarch, and corn meal. Absorbents act like blotting paper in taking up much of the staining material, and are especially useful for stains of a fatty nature.

A solvent of some kind, to dissolve the staining material, is almost indispensable in cleaning. Plain water will do the trick with sugars and starches. Carbon tetrachloride is invaluable for taking out grease and oil stains. It's the only common grease solvent which is non-inflammable. (Use it with care, however, because it's poisonous.) Glycerin is best for dissolving tannin, which causes so much of the trouble with fruit stains.

To use a solvent, place the cloth, stain side down, against folds of soft, clean cloth or clean white blotting paper. Apply the solvent with a piece of cheesecloth or a sponge. Thus the soil is forced down from the surface instead of being drawn up through the material.

Removing Particular Stains

Peach, Pear, or Plum stains. These stains are tricky because of the high tannin content of these fruits. Tannin seems to develop color where no color was and to darken and change if hot, soapy water or a hot iron strikes it. Heat and alkali change the colorless tannin to a rusty brown substance which clings tenaciously to the fabric.

Once thoroughly set it is almost impossible to eradicate the rusty brown of a tannin stain.

Soak the peach, pear, or plum stain in warm glycerin. Alcohol may be used, but it is inflammable. Rinse out the glycerin, and if some of the stain still remains, follow the schoolboy motto of "try again" with a second application of glycerin. If traces still persist, use a sodium perborate bleach. Dissolve two or three teaspoonsful of the bleach in a cup of water, and soak the stained spot in the solution. With sodium perborate it's not in the least dangerous to allow plenty of time for the brown to dissolve. Rinse again, before laundering, in plenty of hot water and soapsuds.

Ginger Ale and Beer, Tea and Coffee stains (if without cream) can be removed in the same manner as peach stain.

Grape Juice and Fresh Berry stains. Stretch the stained area over a bowl and hold in place with a rubber band. Pour boiling water onto the spot from a height of three or four feet. If any of the stain remains, try rubbing the spot and pouring on boiling water alternately. If there are still traces, use sodium perborate or Javelle water.

Raspberry or Fresh Berry Ice. Follow the same steps as for fresh berry juice stains.

Tea and Coffee stains, if *very fresh* and without cream, may be removed like berry stains. This method should be applied only while the stain is still moist.

Coffee or Tea with Cream. Sponge with carbon tetrachloride in a well-ventilated room or—much better—out of doors, and use a minimum amount to reduce the hazard from breathing the vapor. Dry completely. (Carbon "tet" dries very quickly.) Sponge lightly with cold water. Then pour boiling water from a height as for grape or berry stains.

Chocolate Milkshakes and Cocoa; Chocolate Ice Cream. Milk contains albumin, which is dissolved by cool water and set by heat. In addition both chocolate and ice cream

contain fat. First sponge with carbon tetrachloride. Dry completely, and apply a little cool water. Then use a generous dose of soapsuds over the stained area before laundering.

French Salad Dressing. Soak up as much oil as possible with white talcum, powder, cornstarch, or corn meal. It may be helpful to loosen the stain with carbon tetrachloride or some other fat solvent. Take care, if you're using one that's inflammable.

For very small grease spots on very large, otherwise spotless tablecloths, try applying a paste made of carbon tetrachloride and cornstarch or some other absorbent. Allow paste to stand on the grease spot several hours or overnight in an unused, closed room or out of doors. The carbon "tet" will dissolve the fat and the cornstarch will soak it up. When the paste has dried the cornstarch can be brushed off easily and the spot will have disappeared as if by magic. Better still, laundering of this tablecloth can be postponed until it has seen more service—or until some cooler day.

For very large oil stains, such as an upset jug of French dressing, dampen the stained area with carbon tetrachloride and dry completely before laundering. Rub plenty of soapsuds into the spot before it goes into the tub.

Mayonnaise. For mayonnaise and cooked salad dressings containing egg, first sponge out the protein or albumin of the egg in cold water. Dry. Apply carbon tetrachloride. Dry completely, and sponge again with cold water.

Egg. Scrape off as much as possible and rub between the hands to loosen and shake out more particles. Sponge with cold water before laundering. For a fried egg, it may be necessary to use carbon tetrachloride also.

A Few Don'ts For Removing Spots

Don't delay action. Start now. See the job through. Don't press tablecloths that may have food stains. Re-

move spots before laundering.

Don't start with a strong, concentrated bleach.

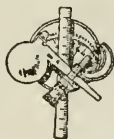
Don't tackle egg, milk, meat, gravy, or other albumin stains with hot water.

Don't forget to use glycerin to remove tannin.

Don't give up too soon. Impatience never took out a spot.

Warning

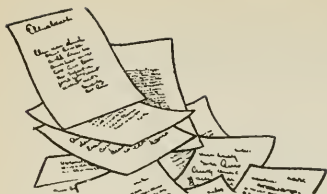
Use carbon tetrachloride and petroleum base fat-solvents, such as benzine and naphtha, carefully. Breathe the vapors as little as possible.



Ice Cream and Lobster

It is the part of wisdom to realize that not only ice water and ice cream, but any excessively cold food, is unsafe for most people to take with any proteins, such as lobster, which require considerable digestive effort. As a matter of fact, iced tea and iced coffee are greater offenders than ice cream. The habit of drinking ice water with meals gives rise to trouble in any number of instances. One must not lose sight of the fact that lobster and sea food are not the only protein foods which are hard to digest in the presence of iced drinks or cold desserts. It merely happens to be the one which observation has singled out as being dangerous, and hence a tradition has grown up about it.

—How to Conquer Constipation,
Dr. J. F. Montague, J. B. Lippincott,
N. Y. C.



LETTERS TO THE EDITOR

Installment Buying

I am enormously obliged for the article on installment buying in the [June] issue, which I immediately handed to my wife. While I have never bought except for cash, my wife has been worked on by a clever salesman during the month that elapsed between her going North and my following her, and had actually planned to buy a car on tick, paying so much a month out of her allowance. A sample contract was here, and I was able to calculate that the financing charge amounted to $20\frac{1}{2}\%$ a year—at a time when I am content to invest money at 4%! I told her that if she carefully digested the article in CD, I would buy her the car—but for cash.

JOHN ABERCROMBIE
Miami, Florida.

Since reading the enlightening article in your May *Consumers' Digest* in re installment-buying contracts, I looked up several contracts I had on file of such deals, and was amazed to see that one of them far exceeded even the sur-

prising feature that you listed. . . .

It looks to me as though the seller could do almost anything he wanted to, or collect any amount he chose to.

The other contract I have has much fewer words, but contains some statements that I cannot understand the legal terminology of. I bought some furniture under this contract some time ago. The most pertinent section states:

"The undersigned and each of them hereby authorize irrevocably any Attorney of any Court of Record to appear for the undersigned and/or any of them in such Court in term time or vacation after any installment of this note becomes due and confess a judgment without process in favor of the holder hereof, for the amount then due hereon, together with costs of suit and reasonable attorney's fees and to release and waive all errors that may intervene and consent to immediate execution thereon. Also with collection charges at current rates whether or not suit is instituted.

"The endorsers and guarantors hereon hereby severally waive presentment for payment, notice of non-payment, protest, and dili-

gence in bringing suit against any party hereto, and consent that time of payment may be extended after maturity from time to time without notice thereof."

My guess is that the essential meaning of it is that the signer of the note agrees that it may be collected by judgment without a court trial, and that any co-signers of the note agree that in event of failure of the debtor immediate collection may be made from them without notice (even of the fact that the debtor has failed to pay). I have a rather broad general education, but when it comes to deducing legal terms, it is pretty dubious. And others I talk to are even less aware of these things.

WM. C. REBMANN
Zion, Ill.

A Menu Collector

As suggested in your May issue, enclosed find some copies of our menus from Tulsa and Oklahoma City.

We [Bishop's] have the reputation of serving the best food in the Southwest for which I can vouch, having been an employee for the past seven years, and still a fan after two meals a day for that time.

A guide to good eating on thin pocketbooks is an excellent idea, as I have found it almost impossible to locate a place to eat in some cities, serving the right kind of food at a moderate price.

Incidentally I am a menu collector, and would like to receive some menus from far away places of an unusual type.

CORINNE TERRY
510-12 S. Main St.,
Tulsa, Oklahoma.

Note on Graduated Filters

A recent article in my series on photography [Hocus Focus] referred to the use of graduated filters.

It is important to note that such a filter, in contact with a lens, would produce only the average effect of the colored and uncolored portions.

The effect of the filter depends on the thickness of the glass in which it is mounted, if relatively near the lens, since rays from the sky entering the colored part will be refracted into, and those entering the uncolored part out of, the lens; but it depends even more on the distance between the filter and the lens. The makers of one popular camera, for example, supply a graduated filter which is slipped over the open end of the sunshade, a moderate gradation at that point being the equivalent of a steeper gradation nearer the lens, while the makers of another camera have recently steepened the gradations of "sky" filters turned out by them.

PERCIVAL WILDE
New York City.

Ratings of 185 Motion Pictures

THE motion picture ratings which follow are based upon an analysis of the reviews which have appeared in 33 different periodicals (see December, 1938, *Consumers' Digest* for names).

The figures preceding the title of a picture indicate the number of critics who have rated the film AA (highly recommended), A (recommended), B (intermediate), and C (not recommended). Thus "Wuthering Heights" is highly recommended by 11 critics, recommended by 5, and rated intermediate by 1.

Ratings are revised monthly by recording the opinions of additional reviewers.

Audience suitability is indicated by "A" for adults, "Y" for young people (14-18), and "C" for children, at the end of each line.

Descriptive abbreviations are as follows:

<i>adv</i> —adventure <i>biog</i> —biography <i>com</i> —comedy <i>cr</i> —crime and capture of criminals <i>hist</i> —founded on historical incident <i>mel</i> —melodrama	<i>mus-com</i> —musical comedy <i>mys</i> —mystery <i>nov</i> —dramatization of a novel <i>rom</i> —romance <i>soc</i> —social-problem drama <i>trav</i> —travelogues
--	--

AA	A	B	C	
—	1	9	3	Adventures of Jane Arden <i>mel AYC</i>
—	—	1	2	Almost a Gentleman <i>mel AYC</i>
1	13	3	1	Ambush <i>mel A</i>
9	9	3	3	Angels with Dirty Faces <i>mel A</i>
—	7	4	4	Back Door to Heaven <i>mel A</i>
8	16	1	1	Beachcomber, The <i>rom A</i>
—	3	5	5	Beauty for the Asking <i>rom AY</i>
—	1	4	11	Big Town Czar <i>cr A</i>

AA	A	B	C	
—	3	4	3	Blackwell's Islandmel A
—	7	1	1	Blind Alleymel A
—	4	3	1	Blondie Meets the Bosscom AYC
—	1	1	1	Boy Friendcom AY
—	—	2	1	Boys' Reformatorymel A
—	4	5	3	Boy Troublecom AYC
—	—	—	5	Bridal Suiterom A
—	2	4	2	Broadway Serenademus AYC
—	—	3	2	Bulldog Drummond's Secret Policemys AYC
1	10	5	3	Cafe Societycom AY
—	7	3	2	Calling Dr. Kildaremel AY
—	3	3	—	Captain Furymel AY
—	—	1	2	Chasing Dangercom AY
14	7	2	—	Citadelnov AY
—	—	5	1	Code of the Streetsmel A
—	2	3	4	Comet Over Broadwaymel AY
8	5	2	—	Confessions of a Nazi Spymel AY
—	—	—	3	Convicts at Largecom AY
—	—	2	3	Convicts' Codemel AY
2	11	6	2	Cowboy and the Ladycom AYC
18	6	—	—	Dark Victorymel A
11	10	1	—	Dawn Patrolmel AY
—	2	2	—	Devil's Islandmel A
8	9	7	1	Dodge Citywes mel AY
2	4	—	—	East Side of Heavencom AYC
—	3	1	—	Exile Expressmel AY
1	10	4	1	Fast and Loosemys AY
—	2	—	2	Father O'Flynnrom AYC
—	3	2	—	Federal Man Huntcr AYC
—	—	—	3	First Offendersmel A
—	7	4	3	Fisherman's Wharfcom AYC
—	2	3	2	Fixer Dugancom AY
—	10	3	1	Flying Irishmanadv AYC
—	—	2	3	Forbidden Musiccom AYC
—	—	2	4	Forged Passportmel AY
—	3	2	—	For Love or Moneycom A
—	4	6	4	Four Girls in Whiterom AY
—	2	—	1	Gang's All Heremys AY
—	2	12	3	Girl Downstairscom AYC
—	7	6	1	Going Placescom AY
2	1	—	—	Goodbye, Mr. Chipsnov AY
—	—	2	3	Gorillacom A
6	14	3	—	Great Man Votescom AYC
16	6	1	1	Gunga Dinadv AY

AA	A	B	C	
1	4	—	—	Hardys Ride Highcom AY
—	7	3	—	Heart of the Northmel AY
—	—	2	1	Hidden Powermel A
—	1	3	5	His Exciting Nightcom AY
—	—	3	2	Homicide Bureaumel A
2	9	6	2	Honolulucom AY
—	—	7	5	Hotel Imperialrom AY
2	9	7	2	Hound of the Baskervillesmys AY
—	1	2	3	Housemastercom AY
3	6	5	2	Huckleberry Finnmel AY
—	—	5	1	I Am Not Afraidmel AY
6	6	3	—	Ice Follies of 1939rom AY
—	—	—	4	I Demand Paymentmel A
9	13	3	—	Idiot's Delightcom AY
—	3	5	7	Illegal Trafficmel A
1	5	9	7	I'm from Missouricom AY
—	—	6	4	Inside Storymel AY
—	2	2	2	Inspector Hornleighmys AY
2	4	—	—	Invitation to Happinessrom A
—	2	—	—	It's a Wonderful Worldcom AY
—	—	4	6	I Was a Convictmel AY
7	10	4	—	Jesse Jamesmel A
—	7	2	—	Jones Family in Hollywoodcom AY
18	5	—	—	Juarezhist AY
4	11	3	2	Just Around the Cornercom AY
11	13	3	—	Kentuckyrom AY
—	1	3	1	Kid from Kokomocom A
—	—	2	4	Kid from Texascom AY
—	—	4	5	King of Chinatownmel A
—	9	2	1	King of the Turfmel AY
—	1	11	8	Lady's from Kentuckymel AY
—	4	1	—	Lady and the Mobcom AY
3	6	4	3	Let Freedom Ringmel AY
—	6	3	4	Let Us Livemel A
1	10	3	3	Listen Darlingcom AY
15	9	—	1	Little Princesscom AY
14	8	—	—	Love Affairrom AY
—	2	2	5	Lucky Nightcom A
11	8	1	—	Made for Each Othercom AY
11	13	1	—	Man of Conquesthist AY
10	11	3	—	Man to Remembermel AY
6	14	2	—	Midnightcom AY
1	4	1	—	Mikadomus AY
—	—	3	—	Mutiny of the Elsinoremel AY
—	3	8	4	Mr. Moto in Danger Islandmys AY

AA	A	B	C	
—	2	1	2	Mr Moto Takes a Vacation <i>mys AY</i>
—	2	2	1	Mystery of Mr. Wong <i>mel AY</i>
—	—	2	2	Mystery of the White Room <i>mys AY</i>
—	5	2	—	Mystery plane <i>mel AYC</i>
—	1	3	1	My Wife's Relatives <i>com AYC</i>
—	6	4	1	Nancy Drew, Detective <i>mys AYC</i>
—	1	3	—	Nancy Drew, Reporter <i>com AYC</i>
—	—	2	4	Navy Secrets <i>mys AY</i>
—	2	7	8	Never Say Die <i>com AY</i>
—	3	2	2	Next Time I Marry <i>com AY</i>
—	—	—	3	North of Shanghai <i>mel AL</i>
2	11	2	2	Oklahoma Kid <i>mel AY</i>
1	2	5	8	One Third of a Nation <i>soc A</i>
1	3	1	—	Only Angels Have Wings <i>adv A</i>
—	2	3	3	On Trial <i>mel AY</i>
—	1	1	2	Orphans of the Street <i>mel AYC</i>
—	—	2	—	Outside These Walls <i>mel A</i>
5	13	1	—	Out West with the Hardys <i>com AYC</i>
—	—	—	5	Panama Lady <i>mel A</i>
1	4	7	6	Pacific Liner <i>mel A</i>
—	—	3	—	Panama Patrol <i>mel AY</i>
—	2	4	1	Pardon Our Nerve <i>com AYC</i>
1	6	10	3	Paris Honeymoon <i>com AYC</i>
—	6	4	3	Peck's Bad Boy with the Circus <i>com AYC</i>
—	8	7	3	Persons in Hiding <i>cr AY</i>
—	1	5	—	Pride of the Navy <i>mel AYC</i>
2	5	4	5	Prisons Without Bars <i>mel A</i>
20	4	1	—	Pygmalion <i>com AY</i>
—	2	2	—	Reform School <i>soc A</i>
—	6	4	5	Ride a Crooked Mile <i>mel A</i>
—	—	7	5	Risky Business <i>mel AY</i>
—	—	2	3	Romance of the Redwoods <i>rom AYC</i>
—	8	5	—	Rose of Washington Square <i>mus-tom A</i>
—	9	3	4	Saint Strikes Back <i>mys A</i>
—	7	7	10	Say It in French <i>com A</i>
—	1	5	2	School for Husbands <i>com A</i>
—	3	5	1	Secret Service of the Air <i>mel AY</i>
—	7	6	4	Sergeant Madden <i>mel AY</i>
1	5	3	1	Smiling Along <i>com AY</i>
—	6	4	2	Society Lawyer <i>mys A</i>
—	2	2	—	Society Smugglers <i>mel AYC</i>
—	1	2	4	Some Like It Hot <i>com A</i>
—	9	7	2	Son of Frankenstein <i>mel AY</i>
—	2	4	—	Sorority House <i>com AYC</i>
2	7	4	5	Spirit of Culver <i>mel AYC</i>

AA	A	B	C	
16	5	1	—	Stage Coach <i>wes AY</i>
—	14	2	—	Stand Up and Fight <i>mel AYC</i>
5	8	3	—	Story of Alexander Graham Bell <i>biog AYC</i>
13	9	2	1	Story of Vernon and Irene Castle <i>biog AYC</i>
—	4	2	—	Strange Case of Dr. Meade <i>mel AYC</i>
—	2	3	1	Streets of Missing Men <i>mel AY</i>
—	5	2	1	Streets of New York <i>mel AYC</i>
—	1	—	3	Sudden Money <i>com AYC</i>
14	9	1	1	Sweethearts <i>mus-rom AYC</i>
—	6	7	6	Tailspin <i>mel AY</i>
—	2	1	—	Tell No Tales <i>mel AY</i>
1	15	2	—	Thanks for Everything <i>com AY</i>
13	9	1	—	That Certain Age <i>com AYC</i>
—	4	6	5	There's That Woman Again <i>mys AY</i>
2	13	3	2	They Made Me a Criminal <i>mel A</i>
—	—	3	2	They Made Her a Spy <i>mel AY</i>
—	8	6	2	Three Musketeers <i>com AY</i>
12	13	—	—	Three Smart Girls Grow Up <i>com AYC</i>
2	4	3	1	Tom Sawyer, Detective <i>nov AYC</i>
3	8	5	—	Topper Takes a Trip <i>com A</i>
—	—	2	1	Torchy Runs for Mayor <i>mel AY</i>
—	3	2	2	Tough Kid <i>mel AYC</i>
2	12	5	3	Trade Winds <i>rom AY</i>
—	1	5	7	Twelve Crowded Hours <i>cr AY</i>
7	3	—	—	Union Pacific <i>hist AYC</i>
—	—	4	—	Unmarried <i>rom A</i>
—	4	—	—	Whispering Enemies <i>mel AY</i>
—	8	6	1	Wife, Husband and Friend <i>com AY</i>
4	8	4	3	Wings of the Navy <i>adv AYC</i>
—	—	7	4	Winner Take All <i>com AYC</i>
—	4	6	5	Within the Law <i>mel A</i>
—	1	2	3	Woman Doctor <i>mel AY</i>
—	1	3	—	Women in the Wind <i>mel A</i>
11	5	1	—	Wuthering Heights <i>nov A</i>
3	11	1	—	Yes, My Darling Daughter <i>com A</i>
3	8	4	1	You Can't Cheat an Honest Man <i>com AYC</i>
1	2	4	7	You Can't Get Away with Murder <i>cr AY</i>
17	3	1	2	You Can't Take It with You <i>com AY</i>
13	9	1	—	Young in Heart, The <i>com AYC</i>
1	3	11	1	Zaza <i>rom A</i>
—	2	3	4	Zenobia <i>com AYC</i>
—	—	3	—	Zero Hour <i>rom A</i>

Thrift

I WENT to a country sale the other Saturday. It's not such a bad way to have a good time, when your purse is a bit flat. One extravagant woman paid a quarter for a trunk, with contents. This week my wife saw her on the street with a nifty-looking hat. It turned out that the trimming had been in the trunk. You've got to hand it to the person who can look like a million on two bits. Not even liberal doses of consumer education could do that much for most of us.

Some of us A.E.F. alumni (American Expeditionary Force, in case you've forgotten) remember how the French used to hunt around among our leavings and make out pretty well. There were those little youngsters who used to beg for a hand-out of emergency rations, calling the near-iron crackers "cake." In the pine forests of France, many a doughboy has seen grandma and the children busily sweeping up the pine needles and small branches with brooms of twigs, glean-ing fuel for their tiny fires.

On this side of the water, saving and careful spending have become so unfashionable that they could scarcely be mentioned in polite, and political, circles. But perhaps, like some women's dress styles, they may be in again.

WHEN you folks first started talking about looking before spending and planning before using, I suppose it was a bit lonesome out there in front. But it looks as if the tide is turning.

One big department store has been advertising, "It's smart to be thrifty" (I don't think it was in Washington, D. C., either). But during the last six or seven years that word, thrift, has been made a reproach instead of a virtue. Maybe that attitude is changing and your big job is now to teach folks how to be thrifty without being parsimonious.

—FRED RAY.

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CONSUMERS' DIGEST



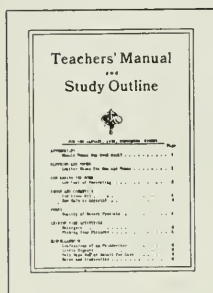
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Consumers' Digest presents only recommended products in its ratings with the exception of motion pictures. It is to be noted that the absence of any brand from the recommended list does not necessarily imply non-recommendation.

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Mechanical Refrigerators

THIS year's tests of mechanical refrigerators by Consumers' Research show a difference in operating costs, between the most and least efficient 1939 electric refrigerators tested, of approximately \$1 per month at average rates charged for electricity.

The findings nicely illustrate the relative unimportance of first costs on many items purchased by consumers, for the most efficient refrigerator costs initially \$50 more than the least efficient one, yet after four years of operation, it would become the least expensive of the group even if it did not offer the likelihood of a greater total number of years of service life. At high electric rates, the difference in operating costs will still more favor the higher-priced refrigerator, and it is only at exceptionally low electric rates, say two or two and one-half cents per kilowatt-hour, that the less efficient refrigerator would, assuming an equal service life, be as economical a purchase as the most efficient and more costly one.

Even the consumer who has a good refrigerator is going to be urged more and more to get a new, and supposedly better, one. "The refrigeration industry will attempt to persuade owners to accelerate their replacement," as one business magazine put it, "just as the automobile industry has been doing successfully for years."

As a matter of fact, you may be justified in exchanging your old refrigerator for a new one, as the salesman would have you do, if you are sure that the new one has been found by test to consume a comparatively small amount of electricity. (A simple test with a kilowatt-hour meter will suffice to determine, if you have any doubt, whether the refrigerator you now have consumes an unusual amount of current.) If you live in a region where electric rates are not unusually low, purchase of the new refrigerator, if it is very efficient, may save something like \$1 to \$1.50 a month on the electric bill, a sum sufficient to balance the

cost of depreciation of the new refrigerator figured at ten per cent per year.

The choice between a good electric refrigerator and a gas refrigerator depends for one thing upon local rates for electricity and gas. In any community where electric rates are rather high, or gas rates exceptionally low, the problem will bear careful looking into by any consumer wanting to make an economical selection. The gas refrigerator will be more expensive to buy, and, in most localities, it will also be more expensive to operate by a factor of possibly two to one. It has definite disadvantages, too, for any family likely to move from one apartment or house to another.

ONE who wishes to compute for his own particular circumstances the comparative cost of operation of the 1939 refrigerators tested by Consumers' Research can do so easily from the data given in the accompanying table. It must, of course, be remembered that operating costs will vary in different homes, depending upon how a refrigerator is used. For instance, keeping the inside tem-

perature at 40°F instead of the more reasonable figure of 44°F may increase the cost of operation as much as 35 per cent. Operating cost also depends upon the amount of ice made—ten pounds of ice consuming about two and one-half to five cents' worth of electricity.

In the table given, the first figure for monthly cost is the experimentally determined cost under carefully controlled laboratory conditions for operating a refrigerator without opening its door in a room maintained at the constant temperature of 70°F; the second figure is the cost for a month when the room temperature is raised to 80°F, and the third figure is the cost for a month when the room temperature is raised to 90°F. The temperature inside each refrigerator was 38°F at 70°F room temperature, and rose to 43°F at 90°F room temperature.

It has been learned by experience that the cost of operating a refrigerator loaded with food and used under average conditions in a home will often be close to the figures in the second column shown in the table and usual-

ly will not exceed the figures in the third column (assuming a cost of five cents per kilowatt-hour for electric current). The refrigerators tested in 1939 were six-cubic-foot models (now the most popular size).

TABLE OF OPERATING COSTS

A comparison of operating costs per month, under carefully controlled laboratory conditions, of 1939, 6-cubic-foot refrigerators. The electric rate is assumed to be 5 cents per kilowatt-hour.¹

	Room Temperature in Degrees Fahrenheit		
	70°	80°	90°
<i>General Electric Thrifty Six</i>	\$.80	\$1.10	\$1.45
<i>Frigidaire Super-Value 6-39</i>95	1.30	1.70
<i>Crosley LA9-60</i>	1.25	1.65	2.05
<i>Montgomery Ward Model 60</i>	1.35	1.75	2.20
<i>Electrolux Gas Refrigerator</i>			
<i>The Duchess, K-600</i> (at 6.82c per therm, a common natural gas rate, equivalent to a gas of 1100 Btu per cu. ft. at 75c per 1000 cu. ft.)55	.75	.95
(at 23.2c per therm, a low rate for city gas [manufactured, not natural] equivalent to a manufactured gas of 540 Btu per cu. ft. at \$1.25 per 1000 cu. ft.).....	1.90	2.55	3.20
(at 40c per therm, a low rate for bottled gas, equivalent to 8.6c per pound of propane)	3.30	4.40	5.50
(One therm is 100,000 British thermal units.)			

¹ Approximate operating costs at other rates may be computed by simple proportion. For example, if you pay on the average of 6 cents per kilowatt-hour for electricity the operating cost per month of the *General Electric Thrifty Six* becomes at 80°F: $6/5 \times \$1.10 = \1.32 . Similarly, if you buy gas at the rate of 15 cents per therm, the operating cost per month of the *Electrolux Duchess* becomes at 80°F: $15/6.82 \times \$.75 = \1.65 .

The tests conducted were according to the standard procedure described in *Household Electric Refrigerator Standards* of the National Electric Manufacturers Association. The room temperatures ranged from 70°F to 110°F. Dimensions

were determined in accordance with the NEMA recommended standard method for computing dimensions, revised 1938. In addition, the refrigerators were given an endurance test under severe conditions of temperature and relative humidity for a period of sixty days, and the interior porcelain enamel was tested for resistance to staining by food acids. Efficiency was well maintained by the refrigerators during the endurance test, and there was no staining of the porcelain enamel. Refrigerating capacity (cold-maintaining ability under severe conditions) was judged adequate with the possible exception of the *Electrolux*. Thermostatic controls were judged satisfactory in all cases.

RECOMMENDED

Frigidaire Super-Value 6-39 (Frigidaire Corp., Dayton, Ohio) \$149.75. 6 cu ft capacity, 11.4 sq ft shelf area. Sealed compressor, rotary type. Second lowest in cost of operation of electric refrigerators tested. Quiet in operation except for a hum when starting up. Refrigerant was dichlorotetrafluoroethane. ¶ The new, widely advertised *Frigidaire Cold-Wall Dulux 6-39* has two food compartments, an upper and a lower one, separated by a glass plate. The lower compartment is cooled by coils in the wall and bottom of the refrigerator through which a fluid circulates; its design is such as to cause less drying out of the foods stored in it. A brief check test was conducted to arrive at an estimate of the comparative operating costs; in this limited test, costs for current were found to run fairly close to the figures for *Frigidaire Super-Value 6-39*. ¶ The *Cold-Wall* model was not subjected to a full series of tests, hence no indication can be afforded at this time of *Cold-Wall's* continued good performance in service.

Frigidaire Special 6-39 (Frigidaire Corp.) \$179.75. Had slightly larger storage space and shelf area, more elaborate cabinet, but the same mechanism as the *Super-Value 6-39* tested. Had four ice trays instead of three; froze eight pounds of ice instead of six; had one covered vegetable pan, a thermometer, and automatic interior light.

General Electric Thrifty Six LB6-39-A (General Electric Co., Cleveland) \$149.50. 6.4 cu ft capacity (0.3 cu ft larger than advertised), 11.8 sq ft shelf area. Sealed compressor, reciprocating type. Lowest in cost of operation of the electric refrigerators tested. Quiet in operation. Refrigerant was sulphur dioxide.

Hotpoint 120-EA-63 (General Electric Co.) \$149.50. Had the same dimensions and was similar in most respects, including mechanical elements, to the *General Electric Thrifty Six* tested. The *Hotpoint*, however, has a fan-cooled tube and fin condenser; the *General Electric Thrifty Six* has a natural-draft-cooled plate condenser. The General Electric Co. will possibly give information on the relative current-use efficiency of the two brands, upon written inquiry.

General Electric JB6 (General Electric Co.) \$189.50. Had same volume of storage space and the same mechanism as the *General Electric Thrifty Six* tested, a more elaborate cabinet, and somewhat greater shelf area; four ice trays instead of three; froze eight pounds of ice instead of six; had one covered vegetable pan, a thermometer, and automatic interior light.

QUALIFIED RECOMMENDATION

Crosley Shelvador LA9-60 (The Crosley Corp., Cincinnati) \$137.50. 6.6 cu ft capacity (0.6 cu ft larger than advertised), 14.9 sq ft shelf area (including the shelf area of the racks in the recessed door). Sealed compressor, reciprocating type. Cost of operation about 50% higher than for *General Electric Thrifty Six*. Quiet in operation. Refrigerant was dichlorodifluoromethane. Equipped with wire rack in door for holding small articles.

Montgomery Ward & Co., Model 60, De Luxe. \$149.95 retail store. 6.6 cu ft capacity, 14.7 sq ft shelf area (0.7 sq ft larger than advertised). Open compressor, reciprocating type. Cost of operation about 60% greater than for *General*

QUALIFIED RECOMMENDATION (CONT'D.)

Electric Thrifty Six. Slight noise, but judged not objectionable. Considerable vibration of mechanism while running—about 3/16 in. Refrigerant was dichlorodifluoromethane. Equipment included a thermometer, a water jug, and a covered, enamelware drawer in bottom of food compartment. Molded plastic handle of drawer in food compartment broke the first time the drawer was pulled open because one of the attaching screws lacked threads. ¶ Models 640, 622, and 760, carried in retail stores, and models 1640, 1622, listed in the mail-order catalogs, are claimed by the company to have operating cost comparable to *Model 60*. They differ in equipment and style of cabinet. Note that retail store models average about \$10 to \$17 (without considering cost of freight on mail-order models) higher in price than corresponding mail-order models.

Servel Electrolux, The Duchess, K-600 (Servel Inc., Evansville, Ind.) \$259.50. 5.7 cu ft capacity (0.3 cu ft less than advertised), 11.8 sq ft shelf area (0.6 sq ft less than advertised). Absorption machine driven by the heat of a gas flame. Cost of operation using natural city gas, 6.8c per therm—about 30% less than for *General Electric Thrifty Six* at 5c per kilowatt-hour; using manufactured city gas, 23.2c per therm—over twice that for *General Electric Thrifty Six*; using bottled gas, 40c per therm—about four times that for *General Electric Thrifty Six*. (Price of gas, in order for *The Duchess* to be equal in economy to the *General Electric Thrifty Six* with electricity at 5c per kilowatt-hour, should be approximately 10c per therm, which is equivalent to 540 Btu manufactured city gas at 55c per 1000 cu ft and 1100 Btu natural city gas at \$1.10 per 1000 cu ft.) Quiet in operation. Refrigerant was ammonia. Refrigerating capacity at high room temperatures was inadequate. Temperature in cabinet rose to 49°F with the coldest setting of the dial when the room temperature was 110°F. Equipment included a thermometer and two covered metal drawers at bottom of food compartment.

Servel Electrolux, The Baroness, K-600A. (Servel, Inc.) \$219.50. Had same mechanism, same storage space, shelf area, and number of ice trays as *The Duchess* model tested. Lacked quick release grids in ice trays, metal drawers in food compartment, interior light, semi-automatic defrosting, and a few less important refinements.



Wiring the House

THE home builder who is having an electrical contractor wire the new house should insist on a written contract for the job. House wiring usually must pass inspection under a wiring code; in that case the contract should contain a clause withholding a specified percentage of the contract price until the contractor produces a certificate of approval for the work. Many power companies refuse to connect up service lines until the house wiring has been approved under the local code. Fire insurance, too, may be unobtainable unless the wiring is approved.

The contract should also include a definite agreement concerning the installation of the service entrance and fixtures, the number and type of outlets and switches, and the size of wire used in the house. Number 14 wire was once used almost exclusively for residence wiring, but the increased variety of electrical devices in the home has caused the larger Number 12 to come into more extensive use. Wire that is too small may result in blown fuses or improper operation of electrical devices because of the inability of the wire to carry the load without dangerous overheating and excessive drop in voltage.

Summer—Time for Deodorants

BROKEN romance is a favorite theme with deodorant advertisers. He was so attentive but suddenly his ardor cooled, and he never telephoned again because she was not quite dainty. This line must sell the stuff because it is used so often, but maybe some day the sociologists will get around to doing a study of a hundred or so selected cases of broken hearts and give us the statistics on the probable causes. This should definitely fix once and for all what the probabilities are respecting inadequate use of deodorants.

It is true, of course, that the practice of using a deodorant or perspiration-suppressor has advantages from the social point of view—especially in the hot months—whether it be for the purpose of making yourself just generally pleasant to have around or holding your man. Gone are the days when a faint perspiration odor was held to be a mild aphrodisiac. Did you know that what you eat affects the odor of perspiration? It is reliably reported that alcohol, coffee, garlic, sulphur, benzoic acid, iodine and certain other foods and drugs may give perspiration a peculiar odor.

Deodorants may be divided into two classes. One type neutralizes the odor of perspiration but does not interfere with the process of perspiring. The other type, which is more properly called a perspiration-suppressor, inhibits the moisture in areas to which it is applied for a certain period after application.

The deodorants prepared commercially and sold under a variety of brand names customarily consist of a cream or powder which may contain zinc oxide, benzoic acid, boric acid, or a combination of two or more of these. These

chemicals are effective to some extent in overcoming the odor-producing compounds formed by perspiration. *Amolin*, for example, was found on analysis to be essentially boric acid powder. The essential ingredients of *Eversweet* and *Mum* of the cream type were found to be zinc oxide and benzoic acid. *Hush Cream Deodorant* was essentially zinc oxide. Another well-known deodorant, styled like a lipstick, is *Perstik*. Examination of this product indicated that its essential ingredients were lanolin, zinc sulphocarbolate, and a perspiration inhibitor like aluminum palmitate. *Perstik* is really a combination of the deodorant type and the perspiration-suppressor type of product. All of the preparations so far described are believed to be harmless to clothing.

It is a very simple task to make up your own deodorants at home. Boric acid, U.S.P., is a powder readily available at most drugstores. It may be applied "straight" or mixed with your favorite talcum powder to give it a pleasant perfume. For a paste or cream deodorant add one teaspoonful of zinc oxide and one teaspoonful of precipitated chalk to two teaspoonfuls of vanishing cream. (Cornstarch may be used in place of precipitated chalk.) This gives a stiff paste which will become hard if left exposed to the air too long. If you prefer a softer consistency, reduce the amount of precipitated chalk used. Washing the armpits with a solution of one tablespoonful of bicarbonate of soda to a glass of water is also recommended as a simple deodorant.

The use of the perspiration-suppressor type of deodorant has a number of disadvantages, perhaps even hazards. The essential ingredient is usually aluminum chloride. When an aluminum chloride perspiration-suppressor is applied to skin which has just been washed with soap and water, an insoluble alumina soap may be precipitated and an eczema may result, according to a reliable trade journal. Irritation may also be caused if too strong a solution of alumi-

num chloride is used. It is unwise to use a solution stronger than 25 per cent, yet several well-known preparations on the market were found when tested to contain more than this amount. Several brands which were tested at the same time were found to contain 25 per cent or less of aluminum chloride, and these include *Hush Instant Deodorant*, *Instant Dew*, *Instant Odorono*, *Non-Spi*, and *Perstop*.

Laundrymen and dry cleaners tear their hair over the effect of these aluminum chloride preparations on clothes. Fabrics, such as cotton, rayon, linen, and weighted silk, are particularly susceptible to deterioration when they come in contact with a skin still wet with a deodorant of this type. The fabric becomes tenderized and gives way in the laundering or cleaning process with the result that the laundryman or the dry cleaner gets blamed for damage for which he is in no wise responsible.

If you use a perspiration-suppressor, use it as infrequently as possible and discard it promptly at the first sign of irritation. Never apply it where there is a cut, pimple, abrasion, or other irritation. Do not use it after washing with soap. Be sure the area to which a perspiration-suppressor is applied is thoroughly dry before allowing garments to come into contact with it.



Small Loan Business

This small loan business has grown fast in recent years. In the telephone book of a city of a million people we found 93 different offices listed.

One company advertised that its average monthly charge for a \$50 loan, payable in 25 monthly installments, was 78 cents. That makes the total cost \$19.50. Inasmuch as the lender has half his principal back in twelve and a half months, he does pretty well.

—Baldwin's Business Brevities

Looking at New Cars? Don't Mention It

By

KENNETH F. GILBERT

AS a careful man, you may have always hesitated to give your name and address to a salesman at the automobile show, but this year you weakened. To your surprise, no salesman has called, and you have begun to suspect that automobile salesmen are a strange breed of cats. You are right.

Automobile salesmen as a class make little money and waste no time on "lookers." That's how they catalogued you at the show. In automobile selling, a "prospect" is a person who has the price of a down payment and who has made up his mind to buy an automobile regardless. All others are "lookers" or "dead ones."

You advertised yourself as a "looker" by not taking along your wife or children. Automobile salesmen rely on your family. Women and children, as a rule, do not ask embarrassing questions, so salesmen would rather see you at home than at the office. They can talk about lines and comfort and pride of ownership—their euphemism for snob appeal, and before you know it you are trying to stand off two or more "salesmen" in your own family. And at the show you did not ask the right questions. Salesmen like people to talk trade-in.

Eluding automobile salesmen does not call for absolute genius. Only one in a thousand will canvass from house to house, and that one will not do it openly.

The phone rings and a voice says, "Mr. Simpson, your new Squeamish Six is ready for delivery." You are flattered, because that is a pretty expensive car, so you talk. That is what the salesman intended; he is making a clever

telephone canvass. Or a "market research" man calls on you with a questionnaire headed impressively "Automobile Research—New Car Potential." You ask him whom he is working for, and he whispers the name of a manufacturer, as if he were giving the whole game away. You like what he wishes you to think is his frankness, so you answer his twenty questions. Only three answers really interest him—the make of your car, when you bought it, and when you are going to trade it in. The rest are window dressing. He will put the three in his tickler file; you will hear from him later.

IF you are really serious about avoiding automobile salesmen, there are several things you must never do. Never tell a stranger casually you are going to buy a new car. He may be a "bird dog," the trade term for scouts who pick up the scent of a prospect and pass it along to salesmen. One Baltimore salesman gets tips from his barber, the masseur at an athletic club, gas-station attendants, and a city-hall clerk, paying them a percentage of his commission. In Washington, D. C., a fine-car dealer used to employ a woman whose name was worth far more in the Blue Book than when signed to a check. He made repeated sales to socialites who had revealed too much of their plans over an afternoon cup of tea or at a hunt meet.

You may find yourself sought after as the result of coming into a sum of money. This makes you a tentative prospect. The worst thing you can do, of course, is to win the sweepstakes. It is dangerous also to receive a legacy, payment on a life-insurance policy, or to win a big promotion. Not every automobile salesman will pitch his tent on your lawn, because some find it arduous work competing with the sellers of refrigerators, real estate, blue-sky stock, and other luxuries to the suddenly or accidentally affluent. But there will be enough.

Should an automobile salesman get your ear, you still have a chance if you sidestep two or three common pitfalls. One of the riskiest is to let a salesman tarry too long. Naturally his car will be parked at your curb, and other salesmen, happening by, will identify it from the registration plates as a dealer's car and make the obvious deduction. Not long after you speed the first salesman on his way, a second, likely as not, will ring.

It is necessary, too, to steel yourself against what you may assume to be courtesy. When a salesman offers to bring the demonstrator around tomorrow for your wife or husband to drive and the next day for your grandmother's cousin, you will be getting in pretty deep if you accept. It is fatal to let him lend you the demonstrator over the week end or long enough to run up to your place in the mountains.

Innocently, you credit him with unbounded generosity, flattering confidence in your honesty and driving ability, and a desire to let the car prove itself. The truth is he is coldly plotting to get you so deep in his debt you will not have the effrontery to try to wriggle out. After you have driven the new car 200 or 300 miles on his gasoline, you would be inhuman if you could say "No" when he brings out the contract and fountain pen. And he will tell you so, emphatically and bitterly, if you ever have the temerity to attempt it.

UNEXPECTED bargains may make you a prospect. You see "new" cars advertised at alluring savings. The firm offering them will rarely be a "franchised" dealer, that is, one with a factory contract. Investigating, you find the "new" cars are any of several things. Sometimes they may actually be unused, current models. Most of these the trade knows as bootleg cars. The factory overproduced and, being unable to cram any more down the throats of its

regular dealers, it bootlegs them, usually to firms dealing mainly in used cars. Occasionally, the cars have been bought from bankrupt dealers out of town. In either case, the vendor has no shop, and you can whistle for service when you need it.

Again, the "new" cars may be offered through regular wholesalers, or distributors. This was done by one maker of medium-priced cars a few years ago, and buyers, anxious to save nearly forty per cent of the list price, thronged salesrooms in various cities and saw cars that looked suspiciously like those of the year before. Investigation disclosed that the cars had just been assembled, but from year-old parts. Sellers proved their contention that the cars were new by showing buyers a theretofore reputable car-pricing book in which the cars were listed as current models. Buyers were losing nothing, but they were not saving anything, for their "new" cars would depreciate two years in one.

At worst, the "new" cars offered by a dealer with no factory affiliations may be a used one, scrubbed and polished, or it may be a skillfully unscrambled wreck.

If you are determined to buy a new car, you will. You would do better if you knew how salesmen and dealers and finance companies operate, but, if your purpose is to discourage salesmen and all other efforts fail, there is one that is sure fire. Tell the salesman you have just lost your job. He will give you a hurt look and go out of your life forever. If you ever hear of him again, it will be because another prospect has tried to pull the same trick on him and has been shot.

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It is not unusual for an automobile to use 60 pounds of rubber products, excluding tires.

A spare tire benefits when stored inside a car, away from the sun.

—Science Service

Tennis Rackets

A FIRST-CLASS tennis racket is likely to be expensive, and its owner should give it proper care. Avoid getting it wet, and do not needlessly expose it to extremes of humidity and temperature. This means that you should not play in the rain and should not use a high-grade racket on a wet court. Neither should it be used as an aid to finding a lost ball in damp or dew-covered grass and leaves.

When the court is damp, or the balls likely to be wet from moist grass, the use of an old racket is advisable. Many players have a habit of scraping the end of the racket on the court in picking up a ball. This is hard on the frame and very hard on the sections of gut protruding through the stringing holes, often causing premature failure of the strings at this point. Bits of sand which adhere to the gut or lodge in the stringing holes or at the intersection of the strings shorten the life of stringing considerably. It is a good plan, especially when the court is damp, to brush

out any such particles at the end of each playing period. Keeping an unused racket in a press is a good practice, as is the habit of covering the stringing with a moisture-resistant cover.

It is probably advisable (though it may be more expensive initially) to purchase a frame without stringing and then have it strung to suit your needs. In this way it is possible to avoid getting inferior strings or strings which may have been in the racket for several seasons. For the ordinary player, 15-gauge gut, strung moderately tight, is probably the best choice, since it will give good playing quality and fairly long life. Sixteen-gauge is faster, but will not last as long. Since 16-gauge stringing is short lived and is also rather hard on the frame, this size, strung very tightly, is advisable only for players of champion caliber. A good frame, strung moderately tight with 15-gauge gut, should last the average player a good many years if it is given reasonable care and attention.

Silk stringing has much less resiliency than gut. It depends, in fact, for a large part of its resiliency upon the elastic properties of the racket frame. Silk is not necessarily more durable than gut, but on the other hand is considered to be somewhat less susceptible to humid conditions.

For the player who does not need the greater elasticity of gut strings, the top grades of silk are to be preferred, from an economic standpoint, to the lower grades of gut. The person who plays only a few times during the season will probably find silk stringing the logical choice.

Methods of Test

The rackets listed hereafter were subjected to various tests intended to simulate in an exaggerated fashion the stresses and strains imposed upon the racket in play. These stresses, together with the effect of atmospheric conditions, are the most common causes of loss of desirable playing properties. Extra-tight stringing aids in hastening the deterioration. For the first test each racket in turn was mounted solidly in a horizontal position by fastening the handle in a specially designed vise. Increasing amounts of weight were then applied to the free end of the racket and the deflection measured at several points on the frame. This test measured the flexibility of the racket in its condition "as received," and thus permitted

inferences as to the breaking strength of the racket. Flexibility is desirable provided the racket returns to its original shape after being loaded, or in other words, does not acquire a "set."

A second test consisted in mounting the racket as described and then applying a load of about 40 pounds to the center of both sides of the frame at the head. This load was applied 36 times per minute for 5000 applications. The rackets were then examined for visual defects and the first test repeated in order to note the changes in flexibility or strength which took place.

A third test was made on the rackets to determine the degree of resistance to the action of very humid atmospheres. The test consist-

ed of placing the rackets (with the strings removed) in an atmosphere of 100 per cent relative humidity at a temperature of 24 degrees Centigrade for several days. Frames were then examined for warp and again put through the first test. This test should also give some indication of the tendency of the frames to warp with age.

A final test was intended to indicate stability of the frames, quality of construction, and resistance to severe conditions of use such as might occur through a sudden transition from a humid at-

mosphere to hot direct sun and dry air. The test consisted of a severe exposure to 100 per cent relative humidity at a high temperature for 1½ hours.

Prices given in the following listings are those actually paid. Some variation in prices is to be expected, depending upon the place of purchase and the season of the year.

Although ten rackets were tested by *Consumers' Research*, only six rackets are listed here, in accordance with *Consumers' Digest's* policy of presenting only recommended listings.

RECOMMENDED

Special Club (Hedley's Ltd., Australia; distrib. Pacific Coast Racket Distributing Co., 1811 N. Berendo St., Los Angeles) \$7.50 (not strung). Second most resilient racket, as received. Hollow handle, almost circular in cross section above the grip. Wood might possibly be overstressed in play, but resisted "set" very well. Only slightly affected by humid conditions. Resisted high-temperature—high-humidity test better than average.

The Bat (Harry C. Lee & Co., 10 Warren St., N.Y.C.) \$7.95 (not strung). Most flexible racket tested. Likely to "soften" slightly in play. Softened greatly under humid atmosphere, but did not warp. Tendency to "set" under load, greater than average. Resisted high-temperature—high-humidity test remarkably well.

Vines' Personal (Wilson Sporting Goods Co., 2037 N. Campbell Ave., Chicago) \$7.45 (not strung). Playing properties

(as indicated by tests of resiliency) considered good. Showed best results under load test, indicating good playing life. Slightly affected by humid atmospheres. Resisted extremes (as indicated by high-temperature—high-humidity test) well.

QUALIFIED RECOMMENDATION

Seabright (Wilson Sporting Goods Co.) \$3.95 (silk-strung). Very stiff (small amount of bending under load) as received. Resisted load well, though throat was weakened somewhat during this test. Resistance to humidity and high-temperature—high-humidity tests average (some warping during humidity test). May be suitable for beginners or the occasional player.

Domino (A. G. Spalding & Bros., 105 Nassau St., N.Y.C.) \$5.95 (silk-strung). A good frame. Resisted load test well, but was affected by high humidities. Judged to be identical with Wright & Ditson *Columbia* (not included in this test).

Super-Arrow (N. J. Magnan Corp., North Attleboro, Mass.) \$8.50 (not strung). Flexibility as received about average. Resistance to load test poorest of all rackets tested. Less sensitive than most to humid atmospheres. Tendency to "set" under load greater than average. Resisted high-temperature—high-humidity test well.



Radio Antennas

Radio antennas should be not less than 10 feet above the roof level and should be hung from posts or other objects that are strong enough to withstand the weight and tension of the wires, and that are firmly guyed so that they will not topple over in any direction. Antennas should never be attached to public-utility poles of any kind, nor should they pass under or over electric power or light wires or telephone or telegraph wires. Contact between antenna wires and electric current conductors has brought about numerous fatalities.

—National Safety Council News Letter

After the County Fair

By

FLORINE STANYON

FROM the kitchen window I saw a car, highly polished and shining brightly, as it stood in the driveway. A neatly attired man hurried briskly toward the front door and knocked with determination.

I hastily jerked off my apron, tossed it behind the stove, took a quick look in the mirror, and ran a smoothing hand over my hair on the way to the door.

Agents are my pet aversion and are rarely allowed to enter the house. This man, however, had a distinguished air and wasn't carrying a vacuum cleaner or any other household appliance. Instead, he carried an expensive, impressive-looking brief case under his arm.

After knocking, he stood facing the screen door opening off the porch. He stepped energetically closer to the door and said with a pleasant smile: "I believe your name is on this card. You signed it at the county fair, and I'm very happy to tell you that it is the prize winner."

Visions of some grand prize, money perhaps, raced through my mind. I couldn't for the life of me remember what cards I had signed at the fair. I knew, however, that I had made the rounds several times to get as many in the box as possible. This promised to be a new experience, for I had never won a prize.

The man had stepped closer to the door and was scraping his feet. Without a moment of hesitation, I graciously opened the door and led the way into the living room. I

selected the most comfortable chair in the room and fluffed up the cushion for him.

"Have you the duplicate card with the corresponding number?" he inquired casually.

"I'm sure I have," I told him, smiling with assurance.

After tumbling out the contents of the pigeonholes in the desk and searching frantically through my bag, I looked at him with regret and consternation. "I can't seem to find it, but I remember signing the card."

HE cheerfully assured me that the card was of no particular importance, for he knew my name.

"You are to be congratulated for being so fortunate and lucky in this contest." He leaned forward and rubbed his hands together while I sat on the edge of my chair in breathless expectancy. "You have won the equivalent of \$250 in a life membership in the Boost-It Land Company and will be permitted to enjoy all the privileges offered by the company. You can own a lot on the shore of beautiful Lake Far-A-Way where you can spend your vacations."

A lot on the shore of an unknown lake. My balloon of hopeful anticipation gradually deflated. "A lot?" I questioned, settling back in my chair.

The agent opened his brief case and drew out a beautifully colored, legal-looking document. It appeared very impressive with big letters in gold and blue printing. An official-looking seal with raised letters perched down in the corner, and a picture of Lake Far-A-Way adorned the center.

His soft, persuasive voice warmed enthusiastically. "The members of our company have a marvelous opportunity to double their money in a very short time with the increase of land values. We hold the exclusive rights on all land bordering the lake. It is destined to become the most popular resort in the country. Movie stars and all the impor-

tant people from all over the world will frequent the place. Golf, boating, aviation field—everything strictly modern.”

“What is the price of the lot?” I inquired in a cool, businesslike tone.

“A mere trifle—a mere trifle, to our members.” He played for time. “In fact a sum so small that you would never miss it—just a little sum, now and then.” He gently caressed the flashy document.

“I asked the price,” I reminded him looking him squarely in the eyes.

“A very special price to you as a member of the company,” his voice was low and vibrant; his smile friendly and encouraging. “The lot to you will be half of its real value; in small, easy installments each month. Only \$400. Such a bargain with a definite profit in a short time.”

“\$400,” I exclaimed in amazement. “You might as well say \$4,000 as far as I’m concerned for every dollar looks as big as a cartwheel now. There are too many necessities to buy.”

“I fear I have failed to make myself clear,” purred the well-modulated voice.

“Oh, yes, you have,” I interrupted. “You have made it very clear. You want \$400 for a lot I don’t care to buy. As for my wonderful prize; it is the bait to catch \$400. That amount would go a long way toward the car we need so badly.”

My tone held finality and indignation. I arose from my chair and looked meaningfully toward the door.

“You’re missing the opportunity of a lifetime. But since you choose to turn it down, I hope you’ll ride in a *Rolls Royce* some day.” His scornful words were punctuated by the slamming of the screen door.

“How kind of you,” I called sarcastically. “I wonder if all undertakers drive that make of car?”

Sandwich Spreads

ALLURING advertisements, which portray gay picnickers merrily munching potted meats, never so much as give a hint as to what portion of cereal and water the "gay picnickers" are consuming along with the potted meat in their sandwiches.

Of course that would never do.

Can you imagine, for instance, Jane saying to Mary:

"My dear! Where did you get this luscious potted meat! It's just too, too delicious!" and Mary saying to Jane:

"Ah, that's my secret! But, to tell you the truth, I found it right at my favorite grocer's. And you'll never believe, would you, that it is half cereal and water? And so reasonable, too!!!!"

No, that sort of an advertisement would never move any potted meats.

"Don't sell the steak, sell the sizzle!" says a famous ad, to which we might well reply:

"Don't sell the potted meat, sell the picnic!"

The North Dakota Regulatory Department, however, is more interested in potted

meats than picnics, and for that reason, the State Food Commissioner and Chemist took it upon himself to analyze 32 samples of canned meats and to report on them in April, 1939.

For canning, the principal meat used is beef trimmings, North Dakota found, that is, pieces of lean meat which are left after the carcass has been subdivided into wholesale cuts.

For potted meat and deviled meat, both beef and pork trimmings are used.

Tongues and hams are often canned whole.

Before canning, many meat materials are subjected to a preliminary curing with salt or the meat may be parboiled in large pieces then trimmed free of gristle and fat, then packed in cans.

Some Had Little Meat

"Of the types of products examined, potted meats show the greatest variation in composition," stated the North Dakota report. "Protein (meat) content ranges from 6.6 per cent in products containing cereal to 20.1 per cent

Reprinted from *Behind the Label* in the Bridgeport (Conn.) Herald

in those without such fillers or binders as starch or cereal. The average protein for products without fillers was 16.8 per cent.

Some Had Much Water

"Water content ranged from the high figure of 81.7 per cent to 66.3 per cent. It is apparent that water has been added to those products in which the moisture is much over 70 per cent. None of the products are labeled to indicate that any water is added in the manufacturing process.

"Sandwich spreads and similar spreads have a more uniform protein content, varying from 13.2 to 17.8 per cent with an average of 15.0 per cent. The water does not run as high in those products as in the potted meats. They range from 57.9 to 71.3 per cent with an average of 65.7 per cent water.

"Deviled hams and ham spreads varied from 13.3 to 16.1 per cent in protein with the average being 15.0 per cent. However, the fat in hams varies widely from 16.9 to 32.1 per cent and averages 24.5 per cent. The quantity of water is also much lower in these products, being on the

average only 53.7 per cent. Figures from the literature give a value of about 50.0 per cent for water in ham.

The North Dakota Regulatory Department defined the various meats and meat products analyzed:

"Meat" was taken to mean the properly dressed flesh of cattle, swine, sheep, or goats, restricted to the striated muscle on the skeleton and that found in the tongue, diaphragm, heart, or food pipe.

"Potted meat" or "deviled meat" included pulverized cooked fresh or prepared meat, with or without spice.

"Meat Food Products" were defined as articles of food derived or prepared from cattle, swine, sheep or goats, provided "that such manufactured portion be all or a considerable and definite portion of the article."

"Brawn" or "Braunschweiger" was defined as the product made from chopped or ground and cooked, edible parts of swine, chiefly the feet, head, or legs, with or without the chopped or ground tongue.

The analyses on the pages following were taken from the North Dakota report.

Sandwich Spreads

Product Manufacturer or Jobber	Net Weight Claim	Found	Cost Per Can	Per Lb.	Water %	Pro- tein %	Fat %	Comment	
									oz.
Armours Star Sandwich Spread Armour & Company, Chicago	6	6	1-16	14	37	64.1	15.5	16.6	Spices present. Taste salty. Muscle tissue predominates.
Libby's Meat-wich Spread Libby, McNeill, Libby, Chicago	4	4	1/4	10	40	68.4	17.8	12.1	Spices present. Taste salty. Fat and muscle tissue present. Odor suggestive of vegetable.
Broadcast Sandwich Spread Illinois Meat Co., Chicago	3	3	3-16	8	42	62.1	15.4	19.1	Can sprung. Metallic odor present. Product sterile. Muscle and connective tissue present.
Morrell Buffet Spread John Morrell & Co., Iowa	6	6	1/4	10	27	63.9	13.8	11.9	Muscle fibers present. Prepared with spices and salt.
Wilson's Apitas Wilson & Company, Chicago	3	3	1/8	13	69	69.5	13.2	11.7	Muscle and connective tissue present. Small pieces of epidermis found. Undeclared starch present.
Red & White Luncheon Spread Red & White Corp., Chicago	3	3	3	7	38	57.9	13.2	24.7	Finely ground. Odor and taste suggestive of vegetable (tomato). Plant material present.
Armours Star "Quick Serve" Potted Meat Food Product, Armour	5 1/2	5 1/2	5 1/2	10	29	73.7	16.9	6.8	Dark red colored product. Highly spiced.
Morrell Potted Meat Food Prod. John Morrell & Co., Iowa	5	5	7/8	10	32	75.3	8.5	1.6	Light pink semi-solid product. Small amount of muscle fiber. Undeclared starch present.
Morrell Potted Meat Food Prod. John Morrell & Co., Iowa	Not given	—	—	—	—	76.2	15.3	6.2	Prepared with spices and salt. No starch found.

Red & White Potted Meat Food Red & White Corp., Chicago	5½	5 ¾	10	29	66.3	18.9	12.2	Muscle fibers present and spices.
Underwood Deviled Ham Wm. Underwood Co., Boston	4	4	12	48	47.3	15.3	32.1	Finely ground muscle. Salt and spice present.
Libby's Ham Spread Libby, McNeill, Libby, Chicago	3	3 1-16	10	53	58.0	16.1	21.7	Can badly etched on cover. Muscle fibers and fat predominate.
Morrell Deviled Ham John Morrell & Co., Iowa	3	3	10	53	64.6	15.3	16.9	Fat and muscle fibers present. Taste and odor of pork on heating.
Monarch Deviled Ham Reid, Murdock and Co., Chicago	2¾	2 13-16	13	75	54.9	13.3	27.2	Fat and muscle fibers very distinct on heating. Odor and taste of ham.
Derby Deviled Ham and Tongue Derby Foods Inc., Chicago	2	2 1-16	15	120	59.5	17.5	18.6	Finely ground. Fat and muscle tissue. Latter predominate. Taste salty.
Libby's Tongue Spread Libby, McNeill, Libby, Chicago	3¼	3 ¾	10	43	57.5	17.3	20.2	Taste salty and granular. Muscle fiber and cellular structures present.
Derby Lunch Tongue E. K. Pond Company, Chicago	6	6 ¾	19	50	63.0	18.7	14.7	Entire tongue, unground, in can.
Armours Deviled Tongue Armour & Co., Chicago	3	3	9	47	67.9	15.4	14.4	Finely ground pink product. Taste salty. Mostly muscle fiber.
Derby Tongue Sandwich Spread Derby Foods Inc., Chicago	3	2 7/8	10	53	60.0	19.3	17.0	Taste salty. Muscle tissue predominate. Short weight.
Wilson's Certified Braunschweiger Spread. Wilson & Co., Chicago	5	3 1-16	16	51	56.3	10.8	27.2	Light gray color. Pork product. Starch present. Muscle fibers and fat present.

Little Digests

By

ROBERT S. KNERR

NOXZEMA was thrown for a loss when the federal government classified the product as a cosmetic instead of a drug—making a gloomy difference of \$500,000 a year in federal taxes. The maker of this product, which has been sold as sunburn and skin salve, for a time considered dropping plans to sponsor Professor Quiz on the radio, according to *The Billboard*, and branching out into other sales appeals for the product. If the government insists it's a cosmetic, a cosmetic it'll be—a rose by any other name does pay different taxes.

✕ ✕

S TALIN is attempting to wean Russians away from vodka, their traditional wee nip, by plugging native beer and wine. Native champagne at 12 rubles a bottle is called a "cultural drink" (Marxian for ritzy), and higher paid Soviet workers may go for it—a never-ending shortage of consumer goods leaves little else on which to spend surplus money.

✕ ✕

TWO-PRICE cleaning is being tried by dry cleaners in a number of localities in an effort to scare off price-war wagers by holding a flexible price, second-grade service club over their heads. The second-grade service may be 25 to 50 cents per unit cheaper than the "de luxe" cleaning—although the garments are usually given the same kind of immersion cleanings, according to a business journal. The difference is in the finishing, packaging, and delivery.

The plan works, too, as price wars are kept in check *and the public, thinking higher price indicates quality, goes for the more expensive service.*

✕ ✕

*A*N editorial in *The Rural New Yorker* waxes wroth because "Milk dealers pour \$2.50 worth of fish oil extract into 5,000 quarts of milk, call it vitamin D, and sell the milk at one cent a quart extra, resulting in \$47.50 profit on 125 cans of milk." The editor angrily mutters, "Quack, quack." That old farmer *New Yorker* sees through many a profitable racket.

✕ ✕

*D*EAR ME! The newest "money-maker for the radio-man" is a radio built in a miniature Perisphere and Trylon, complete with fountain and lights. In *Radio-Craft* it is claimed that "Unlike the usual radio set, which serves for little purpose when not in operation, this set may be used as a disseminator of perfumes, a lamp, or as an ornament." The sound of water striking the glass and falling into the pool is supposed to be soothing to the nerves, too.

✕ ✕

*T*HE Sales Executive Club in New York City heard speakers, including Mrs. Anna Steese Richardson, gad-about director of the Crowell Publishing Co.'s "consumer" division, urge them to answer critics of advertising and join a campaign to "tell the consumers the truth about advertising." That's the trouble: the consumers already know plenty of truth about advertising—now they want to know the truth about products.

✕ ✕

*H*ENRY FORD has been presented with a new neck-tie—and it wasn't Christmas, either. The Ford chemists are taking part in the race for synthetic textiles, and

the tie was the result of experiments on soy beans. The chemists had the soy bean fabric together with silk and wool woven into a tie as a gracious gesture to Ford, who, according to reports, eats soy bean preparations.



SOME druggists are scaring the very daylights out of other druggists, according to a letter to the editor of *Drug Trade News*. The writer complains that if "fair trade" laws are repealed it'll be largely because of show-window signs like the following: "These articles cannot legally be sold cheaper in the state." He contends that if the druggists fought for the regulatory acts they have no business passing the buck about higher prices. "Treachery," he calls it. 'Sa durn shame, 'at's what it is—but if the proponents of the "fair trade" acts are and remain on the defensive, maybe the consumer will get a break and *really* fair trade again.



TO cut in on the patent medicine take, druggists and makers of prescription boxes and labels are urged to put glamour into pills. Racks to hold each capsule "like a jewel," hinged-top boxes of embossed green and orange, or engraved maroon and blue, surround prescriptionists with an aura of professional standing that they hope will make the patient cry for the prescription instead of Castoria.



BUSINESS WEEK is doubtful of the success of an attempt by the Department of Commerce to use the Bureau of Standards to establish commodity performance standards. The magazine seems to think that the manufacturers won't relish the voluntary standards and that the consumer groups would be doubtful of the Bureau's lack of bias, in view of its long tie-up with commercial inter-

ests. The latter organizations would prefer standards to be set by a competent independent organization strictly representative of consumer interests.



McKESSON & ROBBINS are in the news again, this time because of their advice that "For teeth that shine like the stars use Calox Powder." Because pictures of movie stars were used along with this advice, the Federal Trade Commission tut-tutted, saying that "movie stars do not depend on . . . [Calox] alon." They have their tooth-tricks, it seems, and they go to their dentists, too.



AMONG the ways and ways of getting around price-fixing ("fair trade," to the unfair-trade fellows) is the trade-in gag. A well-known brand of electric toaster has been price-fixed by the manufacturer at \$16. Now the manufacturer has a trade-in agreement with his retailers whereby the dealer may take in any toaster in trade, allowing \$2 on the purchase. Customers could, under that system, go to a drugstore, buy a 69-cent toaster, then trade it in for \$2. But, says the *consumer*, why fix prices in the first place?



SWEET Land of Gadgetry . . . cellophane leggings for women to protect their stockings in the rain . . . electric mouse trap . . . a rubber bone that crackles when a pampered pup gnaws it. . . .

Hocus Focus

By
PERCIVAL WILDE



XIII—The Amateur's Darkroom

IT is startling to ponder that thousands of photographic cupboards, all over the country, each contain enough poison to wipe out the population of a good-sized village. It is even more startling to ponder that many of the owners of those cupboards do not realize how dangerous are the contents of some of the jars and bottles they handle so carelessly.

This article, therefore, and a few following, will deal with a subject about which little has been written—the amateur's darkroom—and they will approach it from an angle upon which nothing at all has been written: that of the safety factor.

The darkroom which occupies the corner of a room used mainly for other purposes I do not propose to discuss at all: it is messy to develop negatives in a row of dishes set in the family bathtub, and it is positively dangerous, if there are youngsters in the family, to leave most of the chemicals used in photography where they can fall into non-understanding hands. Hypo is said to prevent athlete's foot, will remove iodine and argyrol stains, and is sweet to the taste, though I do not commend drinking it; but no solution used in photography is a potable, while some of them, tray-cleaning mixtures, paraphenylenediamine developers, intensifiers, reducers and toners, include deadly poisons, and should be treated with respect.

The first requisite for any darkroom, assuming that the

amateur is willing to spend the little money needed to set aside or wall off an area devoted to that single purpose, is a door with a good lock, behind which dangerous chemicals may be kept with safety; and the second requirement is such an interior arrangement that the operator cannot use his stock of strong acids or strong poisons without turning on the white lights. Such chemicals may logically be stored to the right or the left of the entrance, and separated from it by a dispensing counter; the far end of the room, possessing three full sides and more wall space, may well be the end at which work is done in the dark, and to one side of it, diagonally opposite the unmixed chemicals corner, and on shelves so shallow that they will not permit the placing of one bottle behind another, should be the stock and ready-to-use solutions which may be required. Carrying the safety factor a step further, they should be shelved and invariably replaced in the same order. Those most used, developers, bromide, and *dilute* acetic acid, may be within easy reach. All other mixed solutions, taking my own darkroom as an example, are placed on higher shelves, making the chance of error negligible.

Hypo crystals and sulphide flakes do not belong in the darkroom at any time, and since neither is poisonous, they are stored outside. Hypo, if spilled in either solid or liquid form, has the unpleasant habit of filling the air with invisible motes which affect films and papers. Two vessels of the solution, which should be kept covered when not in use, are the most that need be kept in the room itself. Sulphides are similarly dangerous to emulsions, generating hydrogen sulphide gas on the least provocation and staining black any sensitive surfaces exposed to the fumes. If used in toning processes, it is best to employ them under the ventilator, though I have found that unexposed materials will not be injured if stored in properly closed boxes. I mention in passing that a miscellaneous store of rubber bands

is a good investment. By slitting open the seals along three edges of a box containing bromide paper, a hinged container is easily made; and one stout rubber band will keep it shut. Smaller sizes of bands answer for boxes of contact papers, whose boxes are not so easily hinged, and whose seals must be cut open all the way around.

The preceding paragraph reminds me of the importance of proper ventilation. Hydrogen sulphide, as previously indicated, must be carried off promptly; and should the amateur ever use the deadly Eder reducer or the Monckhoven intensifier, it is important to get rid quickly of even the minute quantities of cyanogen that may be generated. The same applies to a number of other chemicals. The fumes of strong hydrochloric acid are powerfully corrosive, and the much-used chrome alum-sodium bisulphite short-stop liberates sulphur dioxide, which is disagreeable if weak, and positively dangerous if allowed to concentrate. Amyl acetate, ammonia water, and acetone, not to mention glacial acetic acid, are other chemicals used by the photographer whose gases should be led away rapidly.

If the darkroom is in the attic, a ventilating (air-intake) grid may conveniently and cheaply be set in the entrance corner opposite that occupied by the dangerous chemicals. A metal or wooden tunnel, high up in the diagonally opposite end of the room and equipped with a good ten- or twelve-inch fan *pointing outward*, will then provide a positive circulation of air. While it would be pleasanter, in summer, to allow the fan to point inward, it would fill the air with dust, and would cause "pin-holed" negatives and prints.

Another elementary safety factor has to do with the character and shelving of the containers. If a bottle contains a substance which would generate dangerous fumes in the event of a fall, place it where it cannot fall—either on a low shelf only an inch above the floor or on a bottom

shelf adjoining a large flat surface. This applies to the strong acids and the volatile chemicals, which should be assigned places of indisputable safety, and to cyanide (if you must keep it), which should be assigned a similar place but at a highly respectful distance. The latter and sulphuric acid are popular in Nevada, where the gas they generate has replaced the electric chair. It is of the utmost importance that they be kept very far from each other in the darkroom.

It is important to know in advance what steps are to be taken if something goes wrong. If an acid other than strong acetic is spilled, a likely occurrence if the amateur makes the mistake of pouring water into sulphuric acid, instead of pouring the sulphuric acid into the water slowly and with constant stirring, douse the spot with handfuls of sodium carbonate, and wait until fresh handfuls produce no more fizzing before you clean up. If you spill glacial acetic acid, treat it in the same manner, but open the door at once, and be ready to run if the fumes are strong. If you spill hydroxide solution, flood the area with weak acetic acid. If you spill the ammonia, get out at once, and if you spill the cyanide, get out *and stay out*, warning other persons in the house, and do not return until allowed to by the experts of your fire department. No, your house will not catch fire; but if you are so careless that you spill a chemical so frightfully dangerous, you are possibly also so careless that you have omitted to mop up a conveniently near pool of short-stop—or acid hypo—and the liberated hydrogen cyanide is deadly. Cyanides, in spite of their definite uses, should not be employed at all by the amateur whose education has not included college chemistry or its full equivalent. The preceding admonitions concerning the steps to be taken when less dangerous chemicals misbehave should be read and memorized by the photographer before he ventures to stock any of them. The time to think of

safety is *before* the mishap: if you do not know what to do if and when it occurs, you will not have time to consult reference works.

Cork corks are old fashioned for most laboratory uses. Acids or acidulated solutions will eat through them, and even if apparently undamaged, they soak up chemicals, and if replaced in a wrong bottle may have dire effects on the contents. The strong acids should be stored in bottles with glass stopples which have been ground in. Hydroxide solutions, which attack glass, should be stoppered with rubber. Other chemicals, dry or liquid, may best be stored in screw top containers. Plastic caps are ideal. Empty Bromo-Seltzer bottles, obtainable from the druggist, are admirable for dry chemicals, but be sure to wash off the original labels and to replace them with others which indicate their dangerous contents. The oblong brown bottles with screw caps, sold by photographic dealers, are splendid, and have the advantage that they may be shelved with the narrow sides facing out, thus greatly increasing the efficiency of the storage space.

A plentiful supply of ordinary paper labels should be kept in a cigarette tin—where they will not curl up—and a bottle of mucilage should be at hand if it is desired to paste on the bottles the printed formulas of their contents, a step which makes recompounding easier. For writing either on the labels or on the glass itself there is nothing else so good as the grease-base crayons sold as “negative pencils.” The writing is waterproof and being large and heavily black shows up well under colored lights.

« »

Fireproof Waste Baskets Needed

If all wastepaper baskets were replaced with receptacles made of fireproof material, the money saved in fire losses would pay for them many times over.

—Home Safety, National Safety Council

MADE IN U. S. S. R. NOT U. S. A.

There was considerable uproar among farm organizations reflected in Congress some months ago when the President commented favorably on the importing of canned beef from the Argentine. Here, however, is an import of butter for which even less justification can be offered. Just why it was not brought to the attention of the public or given wide publicity is something that perhaps the Dies Committee might well note or investigate.

Perhaps some Communist, or good friend of the Communists, has found lodgement in the offices of some of the large packers or importers. It is to be hoped at least, if this is the case, that the deed was done without the knowledge or desire of the top management of the firm, whose ownership, it would be presumed, would be more concerned to save and support capitalism than to bolster international Communism and the U.S.S.R.

We quote from a Notice of Judgment [29878] issued by the United States Department of Agriculture dated May, 1939:

Misbranding of butter. U. S. v. Armour & Co. Plea of guilty. Fine, \$300. . . .

This product was represented to have been made in the United States, whereas it was a foreign product made in Siberia, Union of Soviet Socialist Republics.

On May 27, 1938, a special assistant to the Attorney General, acting upon a report by the Secretary of Agriculture, filed in the district court for the Southern District of New York an information against *Armour & Co.*, a corporation having a place of business in New York, N. Y., alleging shipment by said company within the period from on or about February 17 to on or about March 1, 1937, from the State of New York into the State of Massachusetts of quantities of butter that was misbranded in violation of the Food and Drugs Act. It was labeled in part: (Wrapper) "Creamery Butter Made From Pasteurized Cream Made in U. S. A."

The article was alleged to be misbranded in that the statement "Made in U. S. A.," borne on the wrappers, was false and misleading, and was borne on said wrappers

so as to deceive and mislead the purchaser, in that the said statement represented that the article was made in the United States of America; whereas it was *not made in United States, but in Siberia, Union of Soviet Socialist Republics.* [Italics ours.] It was alleged to be misbranded further in that it was falsely branded as to the country in which it was manufactured and produced.

On August 26, 1938, a plea of guilty was entered on behalf of the defendant and the court imposed a fine of \$300.—*Harry L. Brown, Acting Secretary of Agriculture.*



Another Year of Grace

Manufacturers of drugs and cosmetics will have six months more before they will have to tell the customer what is in their preparation and a warning if the preparation contains one of the 17 habit-forming drugs. And they will have a whole year if they file affidavits stating that compliance "would be unduly burdensome" by January 1, 1940.

Heavy pressure by the drug lobby on Congress resulted in the passage of an amendment extending the time of enforcement of the Food, Drug, and Cosmetic Act passed last year.

Congress defeated, however, the one-firm lobby which would have exempted "Dr. Nathan Tucker's Asthma Specific" from revealing that it contained cocaine.

—The Cooperative Consumer



Cars of the Future

Some day autos will be made with movable chairs, concealed bed, toilet, lavatory facilities, air conditioning, and two-way radio reception so the motorist may talk with office or home. Bodies will be of extreme teardrop design that will make the present streamlined automobiles as old fashioned as those of 1919. These are some of the predictions made by automotive engineers, "looking into the not too distant future" at the World Automotive Engineering Congress which is visiting both World's Fairs. French designers also described an experimental French car capable of making 57 miles on a gallon of gas at 30 miles an hour and 27 miles at 90 per.

—The Cooperative Consumer

"If I Could Only Talk To Hosiery Manufacturers"

By

BERNICE S. BRONNER

"WHY, I wouldn't care what I paid if I could only find what I want!" "Yes, I buy cheap hose now because I don't have any better luck with the higher priced ones!"

"They say American hosiery is the best in the world, but listen to the trouble I have. . . ."

Answers like these tumble out when women are asked about their stocking problems. And now that style experts say skirts will be from 17 to 20 inches from the ground this summer, it is easy to see that stockings become more important—and more of an anxiety—to all wearers.

Let's give ear to some of the complaints. Maybe we can do something about them. One woman says: "I am one of the misguided females who have always asked for the

longest pair in the box, and I've stood patiently while the salesgirl measured pair after pair 'till she satisfied me. But after the hose were washed they were always too short, and it wasn't 'till an expert on hosiery spoke at our club that I found out that stockings were pulled longer or shorter during the final pressing process, according to the judgment of the operator; after laundering, these stockings all become the same length unless they have been *knit* differently.

"Not long afterward I saw an ad telling about three lengths, so I lost no time. The stockings were long enough, yes, but they were too tight all the way down. It was as if the width had been skimped, to make up the extra length. This construction seems very silly, because the tall person usually needs more width than

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a little girl who weighs only one hundred pounds.

"I think hosiery should be made with enough width for the short person, a little extra width for the medium, and generous width for the tall person."

The customer had a bright idea there. . . .

Manufacturing Foresight

Several wide-awake manufacturers are making hose which answers the needs of the three types she mentions. However, a greater number of other manufacturers are making hosiery which varies in length only.

Her remarks about the little girl's requirements were correct, too. Consider the plight of the girl who, after some search, has succeeded in finding stockings short enough so that she need not fasten her garter down into the leg fabric; but she is dismayed to discover that the stockings are too large around. They wrinkle at the ankles, and the seams travel to one side as she walks.

She has to garter them tightly, even to the danger point, in order to hold them even partially in place. She

is uncomfortable, irritated, and will not buy that brand again. What *she* needs is *less* width than the person of average height, in order to have trim ankles and snug fit.

Or this same small girl may have a size 10 foot. (Statistics show that this often happens.) She asks for her foot size and for her correct length. Then, to her dismay, she hears that the short lengths are all made in smaller foot sizes!

Next is a customer who takes the stockings between her fingers before she buys.

"What do they do to stockings to make them vary so much in the feel of the fabric? I ask for the same brand always, but sometimes they are oily to the touch, sometimes stiff with little crackles in the surface. The salesgirl says they are both made of the same silk, but they certainly don't look it. I don't want to buy either kind, even though I know they may improve after washing."

Runproof Fabric

Here's a person who likes runproof hose, but she says, "I think the stockings that are guaranteed not to run are a boon to womankind, but I do

wish they could be made of smoother fabric. Some of them chafe my skin badly. Then, too, as this rough surface comes into contact with my skirt, when I am walking, I soon find that the seam has been moved out of place. This is very annoying. So, even though I know I can feel secure from runs if I buy run-proof stockings, I shop around 'till I find the smoothest ones."

This consumer is evidently one who would profit by the current movement to educate her to buy wisely.

"I hear that stockings will soon bear labels, with information about construction and content. Perhaps then I will be able to choose more advantageously for myself and three daughters. I have found that when I can buy intelligently—that is, when I am informed on the subject—my purchases prove more satisfactory. Tell me—how will this labeling be done? Will it be in language I can understand and interpret? Where can I get reliable answers to any questions I might want to ask?"

This lady has a pet grievance.

"I am very much annoyed by the poor appearance of seams, especially the ones that pucker. To me the snaky ripple of a seam, from the heel on up the back of the leg, is very unsightly. I have left many hosiery counters without buying anything just because I found this trouble in the hose I had been shown. It usually gets worse after washing.

"And why must the seaming yarn often appear a different color? Sometimes the seam fades after it is washed, and is much lighter than the fabric around it. I realize that the seam is only one small part of the stocking, but isn't it important?"

Thick Seams

Another remark about seams throws a different light on the subject: "I think it is sensible and correct to wear service weight or lisle hose when I play golf. But how can I walk eighteen holes on a thick seam? I once ripped up one of these foot seams on an old stocking, and I think it could have been made just as strong with less fabric sewn in."

Since most shoes for Sum-

mer have open portions these remarks are timely indeed.

"I like to wear shoes with cut-out portions, and I had to hunt for a brand of hosiery that had no lettering on the toe, heel, and sole. The salespeople said it would wash off, but I wouldn't take the chance."

Maybe this lady is too sensitive, or isn't she?

"Why does some hosiery have such a peculiar smell? I don't mean the perfumed hose, which personally I don't like, because I prefer to choose my own scents. I mean the cooked-in-oil smell, which persists even after several washings. I don't want to wear this next to my skin, and besides it makes the bureau drawer smell anything but pleasant."

A style-conscious person will agree with this.

"I am particular about the color of my stockings. I spend considerable time to find just what I want. Then when I go back and ask for the same color, I find it has changed. It may have taken on an objectionable greenish or reddish or purplish cast. Or it has grown darker or lighter, and I can't use it. The sales-

girls say that different shipments vary—but must they vary so much? Surely the colors of the stockings are important to maintain, or so much money wouldn't be spent on promoting them.

Color Variation

"Another point about color that bothers me is that so often the same color looks different after dark.

"Now if a business girl is going directly from her office to spend the evening somewhere, she doesn't want to hear: 'You ought to wear a lighter color hose with that dress.'

"On investigation she may find that what she thought was a clear lively color has lost all its character, and has changed to an ugly nondescript shade. Can't hosiery be dyed so that it looks attractive in any light? . . .

These criticisms are those heard most frequently as one travels around the country visiting the trade. The trend of the times is to urge the customer to speak her mind and demand what she wants. She has found her voice and is using it. Will it profit her?

Oil Burners

Listings of Recommended Burners, Boilers, and Boiler-Burner Units

EDITOR'S NOTE: One of the subjects on which we frequently receive requests for information is oil burners. It is with great pleasure, therefore, that we present by special permission recommended oil burners, boilers, and boiler-burner units taken from a preliminary report on the subject, recently made available by Consumers' Research to its subscribers. That organization expects to amplify and discuss the subject in detail in a series on heating equipment scheduled for early fall *Bulletins*.

There is no attempt in this brief article to duplicate the extensive discussion which Consumers' Research will issue at a later date. It is hoped, however, that the ratings will be of some assistance to those who expect to install this type of heating device in the immediate future. Consumers' Digest *regrets that it cannot undertake to answer queries from those who seek fuller information on this subject.*

THE value of an oil burner is estimated roughly to depend two thirds upon the installation and servicing and one third upon the construction of the oil burner itself. For this reason the prospective purchaser should investigate neighboring installations before buying any oil burner and should find out from the owners whether the make and model has been found satisfactory and whether servicing has been prompt and effective.

The reliable dealer will always measure stack temperatures and analyze flue gases in order to be sure of obtain-

ing the adjustment which gives highest efficiency. Since an oil burner may fail at any time, it is important that emergency service be available twenty-four hours a day. Electric ignition is preferable to gas ignition, since it gives less trouble and is cheaper to use.

Types of Burners

Pot (Vaporizing) Type. The pot type of burner is simple in construction and low in first cost but requires lighter and more expensive oil than the other types. It is difficult to keep in adjustment and sub-

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ject to disturbance from varying natural draft conditions. It is suitable for possibly very small boilers and furnaces but not for the average house.

Rotary Type. In the rotary type of burner, the oil is whirled off the edge of a rapidly rotating metal cup or disk and broken into a fine spray. Because of delicately made parts, these burners are more likely to require frequent servicing than pressure-atomizing burners. When the cup rotates around a horizontal axis it is known as a horizontal rotary burner. When the cup rotates on a vertical axis it is known as a vertical rotary burner. The horizontal rotary burner is capable of burning the cheapest domestic grade of oil, but its first cost is high. The vertical rotary burner should be used in a round rather than

a square or rectangular boiler. This type of burner is preferable to other types if the boiler in which it is to be used is small and lacks flue passages of adequate capacity for absorbing heat; but even in this case it is often more economical to add sections to the boiler and then use a pressure-atomizing type of burner.

Pressure-Atomizing Type. Ninety per cent of oil burners sold today for use in central-heating plants are pressure-atomizing burners. Pressure-atomizing burners may be classified into low-pressure and high-pressure types. The low-pressure type is more successful in burning the heaviest grade of oil and can be more easily adjusted to burn at a slow rate, but it is more complicated and more expensive than the other type.

Oil-Burner Ratings

The following oil-burners are all of the high-pressure atomizing type.

RECOMMENDED

Bettendorf, Models G & D (Micro-Westco, Inc., Bettendorf, Iowa)

Electrol, Model TCV (Electrol, Inc., Clifton, N. J.)

Fluid Heat, Model P-3C (Fluid Heat Div., Anchor Post Fence Co., Baltimore)

Heil, Model 1SS (The Heil Co., Milwaukee)

- Hayward*, Model 700 (Hayward Mfg. Co., Brooklyn, N. Y.)
Paragon, Model A-25 (Paragon Oil Burner Corp., 75 Bridge-water St., Brooklyn, N. Y.)
Timken, Model GC (Timken Silent Automatic Div., The Timken-Detroit Axle Co., Detroit)
Torridheet, Model G (Cleveland Steel Products Corp., 7306 Madison Ave., Cleveland, Ohio)
Westinghouse, Model K (Westinghouse Electric & Mfg. Co.)

Boiler Ratings

The following boilers are cast-iron boilers unless otherwise stated. Cast-iron boilers give off less noise, are less expensive, and usually last longer than steel boilers, but they are not so efficient and they are more likely to crack. Except as noted it is assumed that the boilers rated are of the size to be used for an average home of six to eight rooms. The efficiency of an oil-burner installation depends to a large extent upon the boiler. Ratings are made on the basis of adequacy of combustion space and of heat absorbing surface and upon design of flue passages.

RECOMMENDED

- Fitzgibbons*, 400 Series (Fitzgibbons Boiler Co., Inc., 100 Park Ave., N. Y. C.) Steel.
Fitzgibbons, R-Z-U Junior (Fitzgibbons Boiler Co., Inc.) Excellent for large homes. Steel.
Kewanee, Round R (Kewanee Boiler Corp., Kewanee, Ill.) Steel.
Richardson & Boynton, Series O (Richardson & Boynton Co., 244 Madison Ave., N. Y. C.)
Royal, Type Y (Hart & Crouse Corp., Utica, N. Y.)
Smith, 160 Series (The H. B. Smith Co., Westfield, Mass.)
Smith, No. 150 Mills Boiler (The H. B. Smith Co.)
Spencer (Spencer Heater Co. Div., Lycoming Mfg. Co., Williamsport, Pa.) Steel.
Weil-McLain, No. 77 (Weil-McLain Co., Michigan City, Ind.)

Boiler-Burner Unit Ratings

Electrol-Kewanee, E-K Series (Electrol, Inc., Clifton, N. J.)

Heil, Model HT (The Heil Co., Milwaukee)

Williams Economy Boiler-Burner (International Heater Co., Utica, N. Y.)

Westinghouse, Series OBE (Westinghouse Electric & Mfg. Co.)

« « « » » »

Food Grades

The question is frequently asked, "What are the differences between Grade A, Grade B, and Grade C?" Grade C canned food is good wholesome food. In this grade, a large percentage of all canned foods is found. The raw products used in this grade may not be so carefully selected as to size, color, and maturity as in the higher grades. Products of this grade should sell at a cheaper price than products of higher grades, but in the case of many commodities the food is just as nutritious. In Grade B will be found vegetables that are more succulent than those in Grade C, and the fruit is better selected as to color, size, and maturity. Consumers will find that products of this grade will be very satisfactory for general household purposes. Only the finest products are found in Grade A merchandise. The fruits and vegetables are very carefully selected as to size, color, and maturity. Incidentally, not a large proportion of canned products are fitted for this grade.

Different factors for quality or grade are involved for each commodity. For example, the grade of peas is ascertained chiefly by considering five factors—clearness of liquor surrounding the peas, uniformity of size and color, freedom from defects, tenderness and maturity, and flavor. In grading fruits, the usual considerations are color, uniformity of size, freedom from defects, character of fruit, and flavor. An interesting difference in grading fruits and vegetables exists in that the young, tender, most succulent, immature vegetables usually grade highest, while fully mature but not overripe fruits are usually most desirable.—Paul M. Williams, Senior Marketing Specialist, United States Department of Agriculture.

Public Enemy No. 1—

The Housefly

THERE is one advantage to living in a big city in the summer time. There are few if any flies. Although thoughts of green grass, shady trees, and cooling breezes are traditionally supposed to instill envy in the heart of the person who must remain in town during the hot months, at least one confirmed apartment house dweller was so irritated by flies during a particularly hot, sticky August, when her presence was required in the country, that she spent every week end possible in a nearby big city.

The housefly is not merely a nuisance, it is a positive menace. A study of its personal habits leaves one with a profound disgust and a sympathetic understanding of the attitude of the conscientious housewife who feels it is a personal reflection on her tidiness if one is to be found in the house. Flies thrive on filth and have a great affinity for garbage heaps and manure piles. They are given to commuting from refuse piles to the family food supply

transmitting germs and disease.

The most effective method of extermination is, first of all, to eliminate and clean up the refuse piles in which the fly breeds so abundantly. Efficient garbage disposal, removal of rubbish, proper care of stables, and hygienic treatment of manure are all important factors that must be attended to before any lasting benefits can be achieved. Often such problems cannot be dealt with satisfactorily by an individual, and it is necessary to appeal to the civic pride of an entire community to secure the necessary cooperation.

Those who are interested in starting an anti-fly crusade in their locality can secure helpful advice on what to do from a little pamphlet entitled "The House Fly and How to Suppress It" which can be secured by sending five cents in coin to the Superintendent of Documents, Washington, D. C. Many state Agricultural Experiment Stations, likewise, have helpful information on

the subject which is usually available without charge to residents of the state.

Your own personal preventive measures to combat flies should be first of all to screen all doors and windows, particularly the kitchen and dining room. Be sure that the screens fit tightly and have no cracks or holes. Copper screens last longer, in most localities, than those of galvanized wire and may be more economical in the long run. Don't ever leave food uncovered and accessible to flies for any length of time. Keep the sugar bowl and the candy dish tightly covered. If you suddenly decide to go to the movies and haven't time to do the dinner dishes, pile them in the dishpan and cover with water so there will be no crumbs available for the flies.

IN spite of all these precautions, flies will get in, and you have the problem of how best to get rid of them. The fly swatting method is tedious and is apt to leave marks on the woodwork and walls. The little corkscrew curls of sticky fly paper are effective, but they must be hung well out of reach. There are few things

so annoying as trying to disentangle one from the hair. Poisoned bait can be easily made at home by combining three teaspoonfuls of commercial formalin with a pint of milk or water. Add a little sugar and pour the mixture over a piece of bread set in a saucer. If all the blinds are pulled down but one and the saucer is set on that window sill, the flies will rapidly be attracted to the poison.

Then there are the sprays. Many of the commercial preparations are extracts of pyrethrum, a daisy-like flower, in kerosene which is perfumed with some oil with a distinctive odor, such as wintergreen. A formula for a homemade spray involves soaking one pound of *fresh* pyrethrum flowers in one gallon of kerosene (the water white grade, so it won't stain walls and furniture) for two days and then pouring off the clear liquid which is then ready for use. It is very important that the pyrethrum flowers be fresh, otherwise they will have lost much of their strength and will not do an effective job. A few of the firms which supply pyrethrum flowers in small lots are

An-Fo Mfg. Co., Oakland, Calif.; McLaughton, Gormley King Co., Minneapolis; and Hammonds Paint & Chemical Co., Beacon, N. Y. If you want to cover the kerosene odor, add approximately one fluid ounce of oil of Pennyroyal, French.

SOME people don't like to mess around with making up formulae at home and prefer to buy the commercial sprays even though they pay a considerably higher price for such products. *Kip*, *Fly-Tox*, *Eastern States Fly Spray* and *Flit* are four well-known brands that are essentially pyrethrum-oil sprays. Before spraying either with the commercial or the homemade spray, all doors and windows should be closed, and they should be kept closed for five or ten minutes during the process. Do not use the spray around food. Flies are not killed by the spray unless they are actually hit with it. Care should be taken not to use the spray near any light or flame. Fallen insects should be swept up and burned to prevent spread of any disease germs. Never store spray liquid in a glass container for

it deteriorates very rapidly in sunlight.

Just one word of warning. There are some people who are allergic to pyrethrum and consequently suffer from exposure to it. Occasionally skin disorders may be traced to its use. Whether these discomforts have serious aftereffects is not known, since allergy, its causes and effects, is a comparatively unexplored field of medicine. If spraying is objectionable to any members of your family, better give it up and use sticky paper or poison bait.

THERE are two more suggested ways of dealing with the pests. One is to paint your kitchen blue. French and English researchers have discovered that flies apparently do not like to sit on blue walls. The other method is to use an electric device like a lamp or an electrified screen door which electrocutes the insects as soon as they fly into contact with the charged wires. These devices are really quite entertaining, although they are so new that it is too early to tell how effective they will prove to be as compared to other methods of

extermination. If not well constructed they present certain hazards of electric shock or perhaps of fire.

Of course, if the flies get the best of you, and all other

methods of dealing with them fail, you can move to a big city apartment during the summer and return to the country in the winter when they are gone.



Corrections

Radio-Phonographs

The Dekalio Associates, Highland Park, New Jersey, call our attention to the fact that in the report of radio-phonograph combinations in the June, 1939, issue of *Consumers' Digest*, the Dekalio radio-phonograph combination should not be termed *Dekalio Basic Unit* (which consists of speaker and chassis only and sells for \$80). The *Dekalio Combination* is now priced at \$145. We hope that the previous listing has not inconvenienced any prospective purchasers. The company advises us that production is at present suspended, but orders will be filled until the present stock is exhausted.

Phonograph Recordings

In the July, 1939, issue of *Consumers' Digest* we ran the first of a series by Walter F. Grueninger rating current phonograph records. In the listing of Spohr's *Concerto No. 8 in A Minor* (Victor M544), the name of Albert Spalding, the violin soloist, was omitted through a printer's error.

Pressure Cookers

PRESSURE cookers should be so designed and constructed as to safely withstand the pressures at which they are to be used. Each cooker should be provided with a steam pressure gauge and a release or safety valve which should be maintained in proper working condition. The cover should fit the cooker in such a manner that steam will not escape and burn the user or others.

Instances are known of where pressure cookers have exploded apparently because too high pressures were used or because disintegrated particles of food adhered to the relief valves and caused them to stick. The safety valve and parts should be washed thoroughly immediately after using cooker, not only to insure cleanliness but so the valve will operate properly. The steam gauge, however, must never be immersed in water.

Some of the precautions to be observed are:

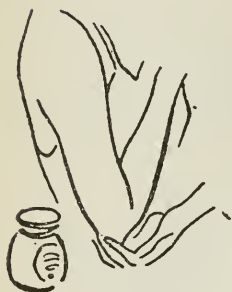
1. Use only a cooker made by a reliable manufacturer.
2. Before using cooker, read instructions furnished by the manufacturer and be sure you thoroughly understand and follow them.
3. Do not release or raise the cover while pressure is on.
4. Watch pressure gauge to see that pressure higher than that recommended by the manufacturers is not exceeded.
5. Make sure the relief valve and pressure gauge are clean and in proper working condition.
6. Work in such a position that you will not be burned by steam escaping from relief valve.
7. Make sure that others are not in such position as to be burned by steam escaping from relief valve.
8. Handle the cooker with care to prevent yourself or

Reprinted from *Home Safety*, National Safety Council News Letter

others being burned by hot parts or by hot contents of the cooker.

9. Have pressure gauge calibrated at frequent regular intervals by competent person to make sure the gauge is accurate and functions properly.

What's Your Appeal Score



Do you cream your elbows regularly to keep them smooth and soft?

Yes

No



Do you rouge the inner lip as well as the outer, to avoid two-toned lips?

Yes

No

Electric Food Mixers

IF you were choosing a food mixer, would you select the one which the manufacturer has dubbed "The Best Food Mixer Made" or would you prefer the one which the maker has called "The World's Best Mixer"? Both of these mixers, about which the manufacturers have shown something less than a modest reluctance to claim everything which could possibly be claimed, were included in a test made by Consumers' Research.

Certainly one would be justified in thinking that "The World's Best Mixer" ought not to be the "teeniest-wee-bit" inferior to "The Best Food Mixer Made," but tests showed actually that there were important differences in performance between them—affording an illustration of the lack of value, to the consumer, of some of the words to be found in twentieth-century, superclever, streamlined, high-power advertising.

The manufacturer of "The World's Best Mixer" claimed, besides, that the bowls were

of "heat-resisting glass," but the glass was not in fact of the type usually known in the consumer's use of the word as heat resisting. The manufacturer in his direction book actually warned the user to exercise the same care against breakage from sudden change of temperature as with ordinary glassware.

One will find little in the advertising of food mixers to guide one in making a wise choice. Intelligent selection is, of course, something which all too many manufacturers have not wanted. Many of them are not selling you a food mixer—they are selling you instead "a joy for every housewife," "the grandest time and labor saver," or an "electric maid." The motors of all these "housewife joys," "time savers," and "electric maids" are, of course, claimed to be "powerful" or "most powerful" or "very powerful" or "extra powerful," regardless of how powerful they actually are. Nearly every mixer, moreover, is claimed to have many new and exclusive fea-

tures "to actually *do* the things women find most fatiguing in the kitchen," to be "a marvel of simplicity" or "an outstanding value in the mixer field," or to offer "guaranteed quality."

No advertisements of any mixer have been found, however, which mentioned the fact that the mixer, while operating, would drip lubricating oil into the bowl used for holding the mayonnaise or cake mixture; but three out of nine mixers in the test did just this, though we doubt that their makers would say "we planned it that way." One leaked about a teaspoonful of oil in the relatively short period of seventy-two hours—fast enough, we should judge, to add a peculiar and unwanted flavor to several prize recipes. The advertising of the mixer which dripped the most oil said nothing (which is not to be wondered at) about this novel culinary feature, but it did say "it's time to change the recipe for your *favorite cake*," without ever hinting that the new ingredient was to be lubricating oil!

IT should be noted that there are many women who have

found food mixers hardly worth the trouble of keeping clean. Mixers may be helpful in making mayonnaise, whipping cream, juicing oranges, mashing potatoes, and often in mixing cake batter, but they are rather ineffective in the harder job of mixing bread dough.

All of the mixers tested could do a good job of juicing oranges, and most of them did a pretty good job of whipping cream. Only about half of them were good at mashing potatoes, and none of them was satisfactory or of much practical use in mixing bread dough. The best ones worked satisfactorily in mixing bread dough only up to the point where the last cup of flour was yet to be added; at this point climbing of the dough up the beaters caused trouble and called for hand mixing.

Large, oval-shaped beater blades are much more efficient than the small circular ones. They should be made with smoothly rounded corners or fillets (not often found in present-day beaters) at the junction of the shaft and blades for the sake of added strength and increased ease of cleaning. Bowls with sides

practically vertical are preferable to those with steeply slanting sides, since the vertical sides help the food to fall back into the mixture more easily. A speed control having only two or three steps is not as useful as one having a large number of steps or affording "stepless" variation.

THE mixers were tested as follows:

1. Practical performance was judged by using mixers to extract orange juice, whip cream, mash potatoes, and mix bread dough.

2. Each mixer was given a critical engineering examination for design and construction.

3. Each mixer was subjected to a brief endurance test in which 5- to 10-minute running alternated with 10- to 15-minute "off" periods, until a total running time of seventy-three hours was reached, or the mixer failed.

4. Power consumption and speed of motor at different settings and the temperature attained by the motor were measured.

5. Each mixer was given customary tests to determine the safety of the electrical insulation.

6. Radio interference produced by each mixer when operating was observed. However, radio interference, even when objectionable, was judged a less important fault than poor mixing performance or failure in electrical insulation tests.

All of the mixers were designed for operation on 110-120 volts, ac-dc circuits. Mixing bowls and juice extractor bowls were not of the "heat-resistant" type except as stated in the listings. Of nine makes tested by Consumers' Research, we present to our readers the three that were judged worthy of recommendation.

RECOMMENDED

Sunbeam Automatic Mixmaster, Model 3B (Chicago Flexible Shaft Co., Roosevelt Rd. and Central Ave., Chicago) \$23.75 including two white glass bowls, white glass juice extractor bowl with spout, porcelain fruit reamer, strainer, oil dripper, and two large-size mixers or beaters. Continuously variable (stepless) speed control switch equipped with automatic de-

vice to maintain speed constant at a given setting; unit on first mixer purchased would not operate, but unit on replaced mixer functioned satisfactorily and proved convenient. Performance good in juicing oranges, whipping cream, and mashing potatoes; only relatively good in mixing bread dough. No oil leakage occurred. Satisfactorily passed tests for electrical insulation. Radio interference considerable. The manufacturer claimed that this is "The Best Food Mixer Made." It was found in general to be in truth the best of nine brands tested.

QUALIFIED RECOMMENDATION

General Electric, Cat. No. 139 DM 5 (General Electric Co., Bridgeport, Conn.) \$20.90 including juicer DM 5P 360, two *Glasbake* (heat-resistant) transparent glass bowls, transparent glass juice extractor bowl with spout, metal reamer, strainer, orange holder, and three large-sized beaters. Continuously variable (stepless) speed control switch. Performance good in juicing oranges, whipping cream and mashing potatoes; only relatively good in mixing bread dough. No oil leakage occurred. Failed to meet recognized standard requirements for electrical insulation (undesirable leakage current; electrical flashover took place at 1000 volts due to condenser failure). Radio interference slight, indeed, hardly noticeable. Would have been rated Recommended except for poor performance in test for electrical insulation.

Magic Maid, Model D, Cat. No. 805 (The Fitzgerald Mfg. Co., Torrington, Conn.) \$20.50 including two cream-colored glass bowls, cream-colored glass juice extractor bowl, porcelain reamer, two small-sized beaters, and beverage mixer. Three-speed control switch. Performance good in juicing oranges and whipping cream; slow in mashing potatoes; only fair in mixing bread dough. No oil leakage occurred. Failed to meet recognized requirements for electrical insulation (flashover at 500 volts due to condenser failure). Radio interference moderate. Ran somewhat hot. Guarantee offered by manufacturer for three months only, as compared with a one-year guarantee for most other mixers.

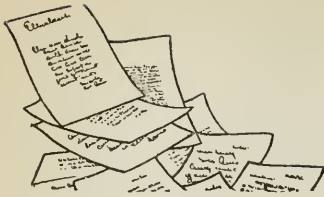
Ratings of Phonograph Records

By

WALTER F. GRUENINGER

Code: AA—highly recommended; A—recommended; B—intermediate;
C—not recommended.

CLASSICAL MUSIC	Quality of Music	Interpretation	Fidelity of Recording
Bach, K. P. E.: <i>Concerto for Orchestra in D Major</i> . Boston Symph. Orch. con. by Koussevitzky. Victor M559. \$4.50.	AA	AA	AA
Beethoven: <i>Eleven Dances</i> and <i>Egmont: Largo</i> . London Phil. Orch. con. by Weingartner. Columbia X133. \$3.50.	C	A	A
Beethoven: <i>Fidelio Overture</i> . London Phil. Orch. con. by Weingartner. Columbia 69545-D. \$1.50.	A	AA	B
Beethoven: <i>Sonata 23</i> ("Appassionata"). Gieseeking (piano). Columbia M365. \$5.	AA	A	A
Chopin: <i>Etudes, Op. 10</i> . Kilenyi (piano). Columbia M368. \$5.	AA	A	AA
Dohnanyi: <i>Quartet No. 2</i> . Roth String Quartet. Columbia M367. \$5.	B	A	A
Haydn: <i>Sonatas in C, E Minor, D</i> . Feuerring (piano). Timely 6M. \$5.	A	B	AA
Haydn: <i>Symphonies 67 and 80</i> . Orch. of New Friends of Music con. by Stiedry. Victor M536. \$9.	AA	A	AA
Liszt: <i>Hungarian Fantasia</i> . Kilenyi (piano) and Grand Orchestre of Paris. Columbia X120. \$3.50.	C	AA	A
Mozart: <i>Symphony 31</i> ("Paris") and <i>Handel: Minuet and Hornpipe</i> . London Phil. Orch. con. by Beecham. Columbia M360. \$5.	B	AA	A
Schubert: <i>Symphony No. 5</i> . London Phil. Orch. con. by Beecham. Columbia M366. \$6.	B	AA	A
Schumann: <i>Sonata, Op. 105</i> . Busch and Serkin (violin and piano). Victor M551. \$4.50.	C	AA	B
LIGHT AND FOLK MUSIC			
Negro Sinful Songs. Lead Belly (baritone). Musicraft Album 31. \$5.50. Best disc— <i>Looky Yonder, Black Betty, Door Bells, The Well, Old Hannah</i> , M224.	B	A	A
Boston Pops Album. Boston Pops Orch. con. by Fiedler. Victor M554. \$6.50. Best disc— <i>Glinka: Russian and Ludmilla Overture</i> , V4427.	B	A	A



LETTERS TO THE EDITOR

Prices and Values

For the first time, I saw a copy of your *Consumers' Digest* and was very much impressed with it, to the extent of becoming a subscriber.

In glancing through some of the recommendations you make, I find, however, that I am somewhat puzzled as to the way that you arrive at some of your conclusions, and I am wondering whether you wouldn't take a little time to enlighten me on some of the things that puzzle me.

For instance, for years I have been wearing Florsheim shoes and thought that I was getting very good value. Do you recommend them, or do you know of another brand equally as good, for less money? Am I overpaying for these shoes? . . .

I have been wearing Arrow shirts for a number of years, paying anywhere from \$2 up, but several months ago was induced to try a few Truval shirts at \$1.35. I thought that I was getting pretty good value for my money, because I found them to be as full cut as the Arrow. These have been laundered a number of times and seemed to hold up pretty well, even though some of the minor details of fine workmanship may be

lacking as compared to Arrow, and I have been reasonable enough to let the difference in price account for it. However, in glancing through page 7 of your May issue, I note that you offer a qualified recommendation on Truval shirts because the collar shrank to $\frac{3}{8}$ of an inch below the marked size, the breaking strength of the fabric was somewhat low, and the durability was fair. Does this qualified recommendation mean that the shirt is not worth \$1.35? Do you think it should sell for less money? Would you recommend it be sold for \$1? In other words, if in your opinion, this particular shirt could not be manufactured to sell for less than \$1.35, would you nevertheless withhold a full recommendation, simply because of the deficiencies you found? Would you give it a qualified recommendation at no matter what price it sold, if you found these deficiencies to exist?

Directly underneath the Truval recommendation, I note that several Arrows selling at \$2 and \$2.25, as well as several other brands selling at [similar] prices, all receive the same qualified recommendation. If I were to go out today to buy a shirt and was willing to spend anywhere from \$1.35 to \$2.25, which of the brands would you

recommend as giving me most for my money? Perhaps you know of another brand that would give even better value than any of those mentioned in your booklet. If so, what is the name of the shirt, and what would I have to pay for it?

I trust that you appreciate the fact that I am asking these questions as they come to mind, merely for the purpose of enlightenment. I am very much interested in using a magazine such as yours, but first want to convince myself that your recommendations are made along the lines that I, or any other average person, would try to pursue in arriving at a decision whether or not to spend my money for a certain article.

MICHAEL EAGLE

Brooklyn, New York

✦ For the benefit of other readers who may be asking the same questions, we reproduce, in part, our reply to Mr. Eagle.

With respect to the questions of price and value which you raise, the *Digest* follows the only method which is sound, economically. It reports the quality and states the price charged. Whether one is to pay \$1.65 for the Fruit of the Loom shirt or \$2.25 for the Arrow Dart is a question which must be determined by the individual consumer, and quite obviously his choice depends upon his income and the emphasis he gives to the particular kind of article involved.

A discussion on how prices are set and how they affect the individual consumer would take a book. Indeed, many economists have devoted their lives to a study of this subject, and your question as to whether an article is "worth what it is sold for" has no meaning to economists, except as it applies to some particular person's personal problem. This is obvious from examples that will occur to anyone. A fair radio set may cost \$75, a good radio set, \$250, and a very superior radio set, \$500 to \$1000. Obviously it would not be possible to say, with respect to all possible purchasers, whether either of the cheaper sets is worth "what it costs" or not. Certainly they are to some, and the higher priced ones are prohibitive in cost to most.

No one but you can evaluate the "worth" of something to you. You say you have been wearing a certain brand of shoes and that you were getting good value. To a person used to wearing handmade English or Scotch shoes, you have, perhaps, been getting a "value" that he would call poor. Whether you have been overpaying for a particular make is a matter which can be judged only in terms of your income and your standards of living with respect to shoes, for many persons have very high standards of living with respect to one article and low or very ordinary standards

for another; witness the case of people of small income paying huge prices for elaborately equipped miniature cameras and a score of costly accessories.

The price of a particular commodity rated in *Consumers' Digest* almost never has any bearing on its quality rating. If for any reason there is an exception made to this policy, it is clearly stated, and the reader's attention called to the fact that this is a deviation from our usual policy. We hope that we have cleared up the questions in your mind as to the policy of *Consumers' Digest* in rating commodities.

✿ Last month *Consumers' Digest* instituted a monthly page rating phonograph recordings. The following is an exchange of letters between Mr. Earl Pearson Rees and Mr. Walter F. Grueninger, the author of the series.

Mr. Walter F. Grueninger
Dear Sir:

As a record collector, member of the Philadelphia Phonographic Society, and music student, I am somewhat confused by your ratings in the July *Digest*.

To find Wagner and Brahms rated below Victor Herbert and Alec Templeton was the first surprise. The "Alto Rhapsody" may not have as great an appeal as "Kiss Me Again," but we think it is greater music. The Wagner selections, detached as they are from the operas, seem to belong

to posterity to a greater extent than the Templeton wisecracks.

I am in accord with you on the Berlioz, but I find the Toscanini version of Beethoven's "First" very mannered, as contrasted to that of Weingartner. The Tschai-kowsky "Serenade" is an early work, and rather empty apart from the well-known waltz.

The Phonograph Club—2041 Walnut St.—is giving an entire Marian Anderson program this week. You are welcome as our guest any Thursday you are in Philadelphia.

EARL P. REES
Philadelphia, Pa.

Mr. Earl P. Rees
Dear Sir:

Thank you for inviting me to your club.

Contrary to your statement, I did not rate Wagner and Brahms below Herbert and Templeton. As the headings Classical Music and Light Music suggest, I established two classes as far removed from each other as the major leagues and the minor leagues. There are masterpieces in both groups, but obviously they do not stand comparison on the same set of critical standards.

It is interesting to learn you disagree with me on the Tschai-kowsky "Serenade." As a first violin, I have performed it often without once becoming aware of its inferiority as a Serenade. Its charm, of course, captures most audiences at once. True, the waltz stands high above the other movements.

Toscanini's version of Beetho-

ven's "First" draws a certain fine line not found in Weingartner's more rustic attack. I advise no one to replace the Weingartner set, but Toscanini still rates an A for the interpretation.

WALTER F. GRUENINGER

Wool Samples

You will probably recall my request for the address of the Scotch woolen mills. . . .

It may interest you to know that Peter Anderson, Ltd. [Galashiels, Scotland] not only wrote inviting business but also sent seventeen books of swatches of from six to twenty samples in each and then offered to send more in the event that I could not find what I wanted in the first group. I mailed five dimes stuck to the letter.

The samples were good . . . the quality, according to a tailor friend, equal to his \$8 to \$10 materials, for \$2.25 to \$4.50 (56 inches wide).

This firm also makes blankets, steamer and car robes, tweed ties, scarves, and tartans. . . .

Hoping this information may be of some use to you,

EARL E. VANDERYACHT
Duluth, Minn.

Panama Hats

The article on Panama hats in the June *Digest* is useful and interesting but, speaking as one who has actually been living on the spot for many years, not wholly accurate. Panama hats *are* made in Panama, and always have been so far as I know, but they are of a rough, inferior grade as regards

workmanship and used only by workmen for real service and picnickers and club entertainers for show purposes. They are bull strong and can be run over by an oxcart without injury, so to speak. Tourists don't want them. They are a workman's hat. . . .

Rings in a hat are like chickens in a coop. You can put in few or many. Americans think the more rings they can see the better the hat, so they look for rings and the rings are put there for them to find. They find them and say, "fine hat, fine hat." It's really a matter of worker's preference, and tourist's demand. Actually, I could show you many fine hats with a rather few number of rings.

As a point of interest, most fine Panama hats are made within five degrees of the equator, both north and south.

J. R. SOLANO,
Balboa, Panama Canal Zone

Bouquets

Just received July issue on subscription. Very much interested in ratings of Phonograph Records of concert music. Keep it up (both classical and light but not swing). Keep up the photographic department, too!

H. HELMS
Mt. Joy, Pa.

I always enjoy reading *Consumers' Digest*. It certainly has a wealth of information in it.

JACK LEEMAN
Bismarck, N. Dak.

Ratings of 184 Motion Pictures

THE motion picture ratings which follow are based upon an analysis of the reviews which have appeared in 33 different periodicals (see December, 1938, *Consumers' Digest* for names).

The figures preceding the title of a picture indicate the number of critics who have rated the film AA (highly recommended), A (recommended), B (intermediate), and C (not recommended). Thus "Wuthering Heights" is highly recommended by 21 critics, recommended by 5, and rated intermediate by 1.

Ratings are revised monthly by recording the opinions of additional reviewers.

Audience suitability is indicated by "A" for adults, "Y" for young people (14-18), and "C" for children, at the end of each line.

Descriptive abbreviations are as follows:

<i>adv</i> —adventure	<i>mus-com</i> —musical comedy
<i>biog</i> —biography	<i>mys</i> —mystery
<i>com</i> —comedy	<i>nov</i> —dramatization of a novel
<i>cr</i> —crime and capture of criminals	<i>rom</i> —romance
<i>doc</i> —documentary	<i>soc</i> —social-problem drama
<i>hist</i> —founded on historical incident	<i>trav</i> —travelogue
<i>mel</i> —melodrama	<i>wes</i> —western

AA	A	B	C	
—	1	9	3	Adventures of Jane Ardenmel AYC
—	2	4	5	Almost a Gentlemanmel AYC
1	13	3	1	Ambushmel A
—	11	4	7	Back Door to Heavenmel A
—	3	5	5	Beauty for the Askingrom AY
—	1	4	11	Big Town Czarcr A
—	3	4	3	Blackwell's Islandmel A
—	9	2	2	Blind Alleymel A
—	4	3	1	Blondie Meets the Bosscom AYC

AA	A	B	C	
—	1	6	3	Boy Friendcom AY
—	—	2	2	Boys' Reformatorymel A
—	4	5	3	Boy Troublecom AYC
—	—	—	11	Bridal Suiterom A
2	5	6	8	Broadway Serenademus AYC
—	—	5	3	Bulldog Drummonds Secret Policemys AYC
1	10	5	3	Cafe Societycom AY
—	11	5	3	Calling Dr. Kildaremel AY
—	3	10	4	Captain Furymel AY
—	4	4	2	Charlie Chan in Renomys AY
—	—	1	2	Chasing Dangercom AY
3	2	—	—	City, Thedoc AYC
—	1	3	2	Climbing Highcom AY
—	4	—	2	Clouds Over Europemel AY
—	—	2	5	Code of the Secret Servicemel AY
—	—	5	1	Code of the Streetsmel A
—	2	3	4	Comet Over Broadwaymel AY
19	6	2	—	Confessions of a Nazi Spymel AY
—	—	—	3	Convicts at Largecom AY
—	—	2	3	Convicts' Codemel AY
20	6	—	—	Dark Victorymel A
1	5	2	—	Daughters Courageousrom AY
—	2	2	—	Devil's Islandmel A
8	9	7	1	Dodge Citywes mel AY
6	15	1	1	East Side of Heavencom AYC
—	2	5	5	Ex-Champmel A
—	3	2	—	Exile Expressmel AY
—	1	5	9	Family Next Doorcom AY
1	10	4	1	Fast and Loosemys AY
—	2	—	2	Father O'Flynnrom AYC
—	—	—	3	First Offendersmel A
—	7	4	3	Fisherman's Wharfcom AYC
—	7	2	1	Five Came Backmel AY
—	2	4	4	Fixer Dugancom AY
—	15	3	3	Flying Irishmanadv AYC
—	—	2	3	Forbidden Musiccom AYC
—	—	2	4	Forged Passportmel AY
—	4	4	2	For Love or Moneycom A
—	4	6	4	Four Girls in Whiterom AY
—	2	—	1	Gang's All Heremys AY
—	—	1	7	Girl and the Gamblercom AY
—	5	7	2	Girl from Mexicocom AY
20	2	—	2	Goodbye, Mr. Chipsnov AY
—	7	3	1	Good Girls Go to Pariscom AY

AA	A	B	C	
—	2	9	6	Gorilla <i>com A</i>
—	6	8	2	Gracie Allen Murder Case <i>mys AYC</i>
—	1	7	2	Grand Jury Secrets <i>mel AY</i>
6	14	3	—	Great Man Votes <i>com AYC</i>
16	6	1	1	Gunga Din <i>adv AY</i>
2	14	4	2	Hardys Ride High <i>com AYC</i>
—	—	3	1	Hidden Power <i>mel A</i>
—	1	3	5	His Exciting Night <i>com AY</i>
—	—	3	2	Homicide Bureau <i>mel A</i>
2	9	6	2	Honolulu <i>com AYC</i>
—	—	7	11	Hotel Imperial <i>rom AY</i>
2	14	7	2	Hound of the Baskervilles <i>mys AY</i>
—	1	3	4	Housemaster <i>com AYC</i>
—	2	4	3	House of Fear <i>mys AY</i>
3	6	5	2	Huckleberry Finn <i>mel AYC</i>
7	6	4	1	Ice Follies of 1939 <i>rom AYC</i>
9	13	3	—	Idiot's Delight <i>com AY</i>
1	5	9	7	I'm from Missouri <i>com AYC</i>
—	—	5	3	Inside Information <i>mel AY</i>
—	2	4	2	Inspector Hornleigh <i>mys AY</i>
3	9	5	4	Invitation to Happiness <i>rom A</i>
1	13	5	3	It's a Wonderful World <i>com AY</i>
—	—	4	6	I Was a Convict <i>mel AY</i>
7	10	4	—	Jesse James <i>mel A</i>
—	10	3	—	Jones Family in Hollywood <i>com AYC</i>
21	5	—	1	Juarez <i>hist AY</i>
4	11	3	2	Just Around the Corner <i>com AYC</i>
—	5	6	4	Kid from Kokomo <i>com A</i>
—	3	4	4	Kid from Texas <i>com AY</i>
—	—	4	10	King of Chinatown <i>mel A</i>
—	9	5	6	King of the Turf <i>mel AY</i>
—	1	11	8	Lady's from Kentucky <i>mel AY</i>
—	4	1	—	Lady and the Mob <i>com AYC</i>
4	7	4	6	Let Freedom Ring <i>mel AYC</i>
—	6	3	4	Let Us Live <i>mel A</i>
15	9	—	1	Little Princess <i>com AYC</i>
14	10	1	—	Love Affair <i>rom AY</i>
—	3	5	12	Lucky Night <i>com A</i>
11	8	1	—	Made for Each Other <i>com AY</i>
—	6	5	2	Maisie <i>com AY</i>
3	5	—	—	Man About Town <i>com AY</i>
11	13	1	—	Man of Conquest <i>hist AYC</i>
10	11	3	—	Man to Remember <i>mel AYC</i>
—	—	5	1	Man Who Dared <i>mel AY</i>
8	14	3	—	Midnight <i>com AY</i>

AA	A	B	C	
9	10	2	—	Mikado <i>mus</i> <i>AYC</i>
—	—	3	2	Missing Daughters <i>mel</i> <i>A</i>
—	—	3	—	Mutiny of the Elsinore <i>mel</i> <i>AY</i>
—	3	8	4	Mr. Moto in Danger Island <i>mys</i> <i>AY</i>
—	3	3	1	Mystery of Mr. Wong <i>mel</i> <i>AY</i>
—	—	2	9	Mystery of the White Room <i>mys</i> <i>AY</i>
—	5	2	—	Mystery plane <i>mel</i> <i>AYC</i>
—	—	1	4	My Son Is a Criminal <i>mel</i> <i>A</i>
—	1	3	1	My Wife's Relatives <i>com</i> <i>AYC</i>
—	1	3	—	Nancy Drew, Reporter <i>com</i> <i>AYC</i>
—	—	3	—	Naughty but Nice <i>com</i> <i>AY</i>
—	—	2	4	Navy Secrets <i>mys</i> <i>AY</i>
—	2	7	8	Never Say Die <i>com</i> <i>AY</i>
—	—	—	3	North of Shanghai <i>mel</i> <i>AL</i>
2	11	2	2	Oklahoma Kid <i>mel</i> <i>AY</i>
1	2	5	8	One Third of a Nation <i>soc</i> <i>A</i>
13	6	1	1	Only Angels Have Wings <i>adv</i> <i>A</i>
—	4	3	5	On Trial <i>mel</i> <i>AY</i>
—	1	1	2	Orphans of the Street <i>mel</i> <i>AYC</i>
—	—	2	1	Outside These Walls <i>mel</i> <i>A</i>
—	1	1	9	Panama Lady <i>mel</i> <i>A</i>
—	—	3	—	Panama Patrol <i>mel</i> <i>AY</i>
1	6	10	3	Paris Honeymoon <i>com</i> <i>AYC</i>
—	—	—	3	Pirates of the Skies <i>mel</i> <i>AYC</i>
—	1	5	—	Pride of the Navy <i>mel</i> <i>AYC</i>
2	8	6	6	Prisons Without Bars <i>mel</i> <i>A</i>
20	4	1	—	Pygmalion <i>com</i> <i>AY</i>
—	2	2	—	Rangle River <i>mel</i> <i>AYC</i>
—	3	2	—	Reform School <i>soc</i> <i>A</i>
—	9	5	4	Return of the Cisco Kid <i>mel</i> <i>AYC</i>
—	—	10	5	Risky Business <i>mel</i> <i>AY</i>
—	—	2	3	Romance of the Redwoods <i>rom</i> <i>AYC</i>
—	1	2	2	Rookie Cop <i>mel</i> <i>AYC</i>
—	13	6	—	Rose of Washington Square ... <i>mus-com</i> <i>A</i>
—	9	3	4	Saint Strikes Back <i>mys</i> <i>AY</i>
—	1	5	2	School for Husbands <i>com</i> <i>A</i>
—	3	5	1	Secret Service of the Air <i>mel</i> <i>AY</i>
—	7	9	5	Sergeant Madden <i>mel</i> <i>AY</i>
—	2	4	4	6,000 Enemies <i>mel</i> <i>A</i>
1	5	3	1	Smiling Along <i>com</i> <i>AY</i>
—	11	4	4	Society Lawyer <i>mys</i> <i>A</i>
—	3	6	5	Society Smugglers <i>mel</i> <i>AYC</i>
—	1	5	7	Some Like It Hot <i>com</i> <i>A</i>
—	7	5	5	Sorority House <i>com</i> <i>AYC</i>
—	—	4	5	S.O.S. Tidal Wave <i>mel</i> <i>AY</i>

AA	A	B	C	
2	7	4	5	Spirit of Culvermel AYC
16	5	1	—	Stage Coachwes AY
—	14	2	—	Stand Up and Fightmel AYC
7	6	3	—	Stolen Liferom A
12	8	3	—	Story of Alexander Graham Bell biog AYC
13	9	2	1	Story of Vernon and Irene Castle biog AYC
—	4	2	—	Strange Case of Dr. Meademel AYC
—	2	3	1	Streets of Missing Menmel AY
—	6	6	4	Streets of New Yorkmel AYC
—	1	3	6	Sudden Moneycom AYC
—	1	4	8	Sun Never Setsmel A
—	4	5	—	Susannah of the Mountainsmel AYC
—	—	—	3	Sweepstakes Winnermel A
—	6	7	6	Tailspinmel AY
—	6	1	—	Tarzan Finds a Sonmel AYC
—	4	6	1	Tell No Talesmel AY
2	13	3	2	They Made Me a Criminalmel A
—	3	4	7	They Made Her a Spymel AY
—	8	6	2	Three Musketeerscom AYC
12	13	—	—	Three Smart Girls Grow Upcom AYC
3	8	5	—	Topper Takes a Tripcom A
—	—	2	4	Torchy Runs for Mayormel AY
—	1	5	7	Twelve Crowded Hourscr AY
—	1	4	5	Undercover Doctormel A
18	6	—	—	Union Pacifichist AYC
—	—	5	6	Unmarriedrom A
—	8	6	1	Wife, Husband and Friendcom AY
4	8	4	3	Wings of the Navyadv AYC
—	—	7	4	Winner Take Allcom AYC
—	4	6	7	Within the Lawmel A
—	3	3	1	Wolf Callmel AYC
—	1	2	3	Woman Doctormel AY
—	1	3	—	Women in the Windmel A
21	5	1	—	Wuthering Heightsnov A
3	11	1	—	Yes, My Darling Daughtercom A
3	8	4	1	You Can't Cheat an Honest Man com AYC
1	2	4	7	You Can't Get Away with Murder .cr AY
13	9	1	—	Young in Heart, Thecom AYC
8	7	1	—	Young Mr. Lincolnbiog AYC
—	2	6	8	Zenobiacom AYC
—	3	4	2	Zero Hourrom A

Twice As Far

SOME years ago I kept a retail store located near a well-traveled highway. Quite often someone would stop at the store to ask for a hand-out. I seldom gave money, but if I thought a chap was up against it, I would take him across the street to a restaurant and get him a meal. One day a pleasant-spoken colored man stopped, told me he was hungry, and asked for help. When I offered to buy him a meal at the restaurant he said, "Boss, if you let me spend the money, I can make it go twice as far." He got the money.

Last month I visited a school in which one of the teachers had just written an article on buying. One of the pupils remarked that she did not know that anyone had to read about buying in order to learn how to spend money. It's a queer thing, but true, that we spend most of our lives trying to get hold of wealth, but seldom take time to learn how to spend wisely.

YOU remember the story about "Jack and the Beanstalk," don't you? I showed a film version to some hundreds of little youngsters recently, with Jack leading the cow away sorrowfully, and finally trading it for a handful of beans. Of course in the fairy tale he was lucky; his mother might have spanked him and cooked the beans, instead of throwing them out of the window. Some of us in real life, I suspect, are not any wiser in exchanging money for goods than Jack at first appeared to be, and I'm sure most of us are far less lucky.

I imagine you folks think that happy endings come more often from good planning than from good luck, and that it takes time and study to learn how to spend providently. I don't believe in fairy tales, either, so I have been reading *Consumers' Digest* with interest and profit, passing on an occasional copy to a friend for whom I want to do a good turn.

—FRED RAY

**FROM
YOUR
HEAD**

TO

**YOUR
FEET**



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September, 1928

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CONSUMERS' DIGEST



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encouragement to merchandising integrity.*

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Articles on

Chocolate Milk

Stokers

Eyewashes

Frozen Foods

Antifreezes

Electric Irons

All these subjects will be discussed in articles to appear soon in *Consumers' Digest*. Watch for them.

Consumers' Digest presents only recommended products in its ratings with the exception of motion pictures and phonograph records. It is to be noted that the absence of any brand from the recommended list does not necessarily imply non-recommendation.

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They Call It Allergy

ARE you one of those people who have an outbreak of hives after eating strawberry shortcake? Do you get a headache after eating chocolates? Do you sneeze if there's a cat in the room? Then you have an allergy. Not so many years ago people with allergies had a difficult time. Friends and relatives, and even the family physician, were decidedly unsympathetic with illnesses or disabilities which they considered sheer imagination.

One young man who had recurring attacks of asthma was reportedly advised by a physician to use greater will power. When he felt an attack coming on at night, in order to avoid unsympathetic family comments, he would wander off into the woods and sleep on pine needles. As the attacks gradually lessened his family commended him on his self-control. It was discovered later that he was highly sensitive to feather pillows, and his wandering out to the woods to sleep when he felt an attack coming on removed this source of irritation which brought on the asthmatic condition. This and many other interesting cases of allergy are recounted in Dr. Warren T. Vaughan's *Allergy and Applied Immunology*, which should be read by all who have allergic symptoms.

What used to be considered just plain finickiness is now known to have a real basis. The child who was made violently sick by eating an egg or who developed stomach-ache from drinking milk in many cases really suffered from the effects of both of these foods and was not just being whim-

sical. Both eggs and milk are, of course, valuable articles of food, but they are high on the list of foods which cause allergy. Dr. Vaughan even reports the case of a child who broke out with severe hives after being kissed by its mother, who had just eaten an egg.

Other foods which cause distress in many people who are subject to allergic reactions include: wheat in any form, tomatoes, chocolate, pork, spinach, cottonseed oil, strawberries, and a host of other foods which are usually not suspected as the cause of trouble because for most people they are sound and wholesome foods.

ALLERGY manifests itself in several forms: attacks of sneezing, hives, eczema, indigestion, sick headache, and asthma. A tendency to allergy may be inherited. Dr. Vaughan, in the book already referred to, discusses symptoms of allergy in members of one particular family which revealed quite different substances as trouble-causing factors. We quote:

“The asthmatic grandson is sensitive to wheat, chocolate, strawberries, pineapple, ragweed, wire grass, and feathers. His brother is sensitive to green peas and beans. His mother is sensitive to feathers, wheat, and strawberries. One maternal uncle reacts to ragweed, the other to strawberries. The father is allergic to peach, almond, and rye whiskey; one of his brothers to quinine; the other to milk. The paternal grandmother reacts to clam, daisy, and rose. The maternal grandmother had migraine due to chocolate.”

It is now generally accepted that pollens and dusts cause hay fever and asthma and that the reaction is allergic. Some children, and grownups as well, are hypersensitive to hair and dandruff of cats and dogs, and a sympathetic friend or parent who feels duty bound to see that a child has an animal playmate may be performing a great disservice. Dr. Richard A. Kern, of the University of Penn-

sylvania, in discussing the problem, once suggested that it might be best if children were given only goldfish or alligators as pets.

People who are sensitive to pollens are also likely to be sensitive to fly spray. The reason for this lies in the fact that the effective constituent of fly spray is often pyrethrum, which is closely related to ragweed pollen. It may be necessary for such people to resort to the good old fly swatter or fly paper.

PEOPLE are sensitive to textiles also. Cotton, silk, wool, kapok, rayon, and leather also can all cause allergic symptoms. The sensitivity to cotton in any form may be carried over to cottonseed oil, which is frequently used in cooking and in salad dressing. *Wesson Oil*, for example, has a base of cottonseed oil, as has *Crisco* and *Snowdrift*. It is somewhat ironical that the advertising for *Crisco* has emphasized the digestibility of this product, whereas the fact is that a person with a cottonseed allergy will do much better with products cooked in lard or butter. It is practically impossible to avoid cottonseed oil in salad dressing unless one has it especially prepared.

Cosmetics and drugs also cause allergic reactions. It is fairly well known that orris root has in the past been one of the chief offenders in this respect. Indeed, it is probably safe to say that the sensitivity to orris root is so general that cosmetic manufacturers have eliminated it as an ingredient of face powder and talcum powder. A dye frequently used in the so-called indelible lipstick is known to cause an allergic outbreak on the lips. The aniline dye, paraphenyldiamin, which is found in many hair dyes, is, according to Dr. Vaughan, a frequent cause of allergy.

There is a long list of drugs to which many people are or may become allergic. Some of the best known are: phenolphthalein, which is frequently used in laxatives sold

under proprietary names; quinine; ephedrin; iodides; aspirin; and resorcin, which is frequently used in hair tonics.

Canker sores, cold sores, eczema, hives, and other unpleasant skin diseases are often traced to an allergy as the causative factor. There are more serious conditions likewise to be traced to allergy, including hay fever, colitis, asthma, migraine headaches, and even arthritis.

WHAT can you do about it? If your situation is really alarming, you had best put yourself in the hands of an expert in allergy, who can usually be located through a hospital or clinic specializing in skin diseases. If your problems are merely minor, set yourself the task of locating the offending substance. Keep a diary of the foods you eat, the medicine you take, and the cosmetics you use. Record any unpleasant aftereffects, and when you have located the cause of the trouble, eliminate it. Doctors say that one of the difficulties after the allergen has been located is to get the patient to continue cooperating. If, for example, strawberry shortcake is causing the trouble and the patient under observation is particularly fond of this dessert, the chances are that he or she will eat it and have a relapse just when recovery is well under way.

One last word of advice to family and friends. Don't poke fun at the person with an allergy and insist that if he simply used will power or conquered his finickiness about particular foods he could get over the difficulty. Doctors say it is not that simple. There is, of course, medical treatment that can be given in some cases to desensitize a patient. But, on the whole, the best advice seems to be to eliminate and avoid the offending substance. A little sympathetic cooperation on the part of the home folks may go a long way in helping cure a minor ailment. Next time little Johnny turns down his spinach, his orange juice, or his glass of milk, don't force it down him. He may have a **very**

sound though perhaps ill-expressed reason for his action.

Consumers generally are in favor of having manufacturers label all commodities, particularly foods, drugs, and cosmetics, so that every substance contained in them is shown. The allergic patient has a double reason for working for such labeling so that he may more easily avoid those substances which are known to be the cause of his trouble. No doubt as the field of allergy comes to be better understood, this factor will give an added impetus to the already strong consumer desire to know just what is in the package, can, or bottle.



Packaging

DRUG and cosmetic manufacturers were flabbergasted when a *Drug Trade News* investigation indicated that \$64,748,000 was spent in 1938 just for packaging their products. That is approximately \$3,000,000 less than the \$67,747,518 advertising bill paid by the drug industry in 1938. Even the manufacturers are beginning to worry over the fact that in every industry packaging has become a major expenditure—though consumers can neither eat nor wear a wrapper, no matter how pretty. And some do get tired trying to get rid of a lot of paper, cardboard, and cellophane trash every week.

THE CONSUMER TREND

THE principle of *caveat emptor* daily loses standing. A meeting of consumers and business representatives was called at Buffalo June 5 and 6 by the National Association of Better Business Bureaus. These Bureaus have done much in recent years to protect the consumer against fraud and misleading advertising, although their principal aim is to maintain the confidence of the consumer in business and in advertising. Such organizations indicate that business finds it desirable to protect the consumer for its own protection.

The consumer movement is of special interest now because of the recent legislation which has been passed for the protection of the consumer—the Food, Drug and Cosmetic Act and the Wheeler-Lea amendment to the Federal Trade Commission Act. Other government agencies which aid the consumer include the Bureau of Home Economics, the Post Office Department, and the Bureau of Standards. For many years the A. M. A. Bureau of Investigation has cooperated with the Better Business Bureaus. Information is disseminated directly to consumers by various bureaus conducted as an integral part of the American Medical Association. In addition to the Bureau of Investigation, these include the Councils on Medical Education and Hospitals, on Pharmacy and Chemistry, on Physical Therapy and on Foods, the Bureau of Health Education, the Bureau of Exhibits, and the Library.

The Buffalo meeting included manufacturers, distributors, retailers, advertisers, representatives of government agencies, consumer study groups and individual consumers. There was little evidence of a general desire to replace present systems of business with cooperatives. Indeed,

it was acknowledged that the radical in the consumer movement was as much of a danger to the consumer as to business. The group appeared to be in sympathy with established methods in American business. A desire was expressed to continue activities on the only basis which was generally satisfactory—cooperation and an honest attempt on the part of each party to study and understand the problems of the other. Certain business representatives decried the fact that certain consumer groups had criticized business and advertising on the basis of a few black sheep. The consumer group did not retaliate, however, by accusing certain manufacturing interests of judging the consumer movement on the basis of the activities of the most radical elements.

FROM a theoretical standpoint, one speaker urged, it would be more important for the consumer to be able to determine his relative need for various articles than to determine which particular brand of an item or which particular grade of an item would give him the most for his money. However, the practical problem today is for the buyer to obtain his money's worth in purchasing what he wants, whether he has been properly educated as to his relative need for that item or not.

Certain advertising representatives were the only ones in the conference who even intimated that they were not entirely in sympathy with the consumer movement. One such representative went so far as to intimate that it was undesirable to educate the consumer as to his necessities, since it was the privilege of an American to spend his money foolishly in the purchase of luxuries. The particular medium of advertising which he represented has, incidentally, formulated a program of reform which he presented as arising from its own initiative but which appeared to be principally attempts to avoid conflict with the

Federal Trade Commission under the new stipulations granted it by the Wheeler-Lea amendment.

A primary problem in consumer education and, incidentally, one not fully stressed in the business-consumer conference, is the means of fixing in the minds of consumers the sources from which they may obtain authentic information. It is far more important that they remember these sources than it is for them to recall the methods of determining whether a given product is standard or substandard and whether one brand is a better buy than another.

Consumer education is not a new concept. The fact that an organization which was created by business itself finds it expedient to call a conference of consumers and its own representatives and to discuss the problems openly leaves no doubt that the movement has developed into an important cog in the machinery of American business.

What's Your Appeal Score?



At the first peeling of your nail polish, do you remove it?

Yes

No

Tire Guarantees

By

William S. Weiss

TODAY the purchaser of any leading automobile tire (the casing, that is, not the tube) frequently buys it under the terms of a guarantee which, if read carefully, may promise little or nothing in the way of adjustment.

The guarantee has been evolved essentially as a sales tactic which takes advantage of the tendency of human beings to trust the mere term "guaranteed" to mean what they want it to mean. Once a tire has been sold, some manufacturers seem to lose interest in the guarantee and its operation. Or, more accurately, some manufacturers seem to show most interest in endeavoring to escape from the liability imposed by the guarantee.

Before 1937, the form was known as the "road hazard guarantee," which provided for guaranteeing the tire during a fixed period of six to twelve months for a car in non-commercial use, "against injuries . . . due to blowouts, cuts, bruises, misapplications, overload, wheels out of alignment (excessive toe-in or toe-out), or faulty brakes." In 1937 this form of guarantee was discontinued by most manufacturers, who claimed that it had been costing the industry ten million dollars a year in "unfair" tire adjustments. By "unfair," the tire manufacturers presumably meant adjustments which achieved the result of performing for the purchaser of the tire the service which was guaranteed to him, though he often got that only by dint of his most strenuous complaint.

TIRES are sold in each locality through an authorized agent of the manufacturer who, when a tire is sold, usually gives the purchaser a form containing the guarantee, the name of the seller, the name of the purchaser, and the date and place the tire was purchased. If, under the old guarantee plan, the purchaser of the tire went on a trip or moved to another city and the claim for adjustment had to be made through any agent other than the one who sold the tire, all kinds of complications resulted.

The agent in the city where one consumer put in his claim for adjustment seemed to have no interest in working out any adjustment. His position was that he had not sold the tire and that he would refer the claim back to the manufacturer. The manufacturer, in turn, on receiving the purchaser's claim, replied that being unable to see the tire itself, he was necessarily compelled to rely on the judgment of the agent in the locality and that that agent had reported that this particular claim for adjustment was not one to be allowed under the terms of the guarantee. By the time a persistent purchaser succeeded in pressing his claim to such an extent that the manufacturer allowed an adjustment, so much time and effort had been used that most of the benefit of the adjustment was gone.

This was particularly true since the manufacturer's liability was limited as a rule to repairing the tire at cost, making an allowance on the purchase price of another tire, or replacing it with a new tire of the same make. The customer was thereby forced to purchase another one of this manufacturer's tires, however much he was convinced that it had proved to be an inferior article.

In 1937 the road hazard guarantee was dropped and the form now generally current substituted. This provides that "Every tire of our manufacture bearing our name and serial number is guaranteed by us to be free from defects

in workmanship and material without limit as to time or mileage and to give satisfactory service under normal operating conditions. If our examination shows that any tire has failed under the terms of this guarantee, we will either *repair the tire or make an allowance on the purchase of a new tire.*" [Italics ours.] It is to be noted that this guarantee form limits the manufacturer's liability to repairing the tire or making an allowance on a new one. The provision for replacing the defective tire has been dropped.

UNDER this form of guarantee, the manufacturer does not specify the time during which, or the mileage over which, the guarantee extends, but guarantees without limit against defects of workmanship and material. At the end of the guarantee, however, there is inserted the "weasel" clause which provides that adjustments will be made if the tire has failed to give satisfactory service "under normal operating conditions."

These last words can mean anything or nothing, and they give a manufacturer who does not wish to make an allowance every opportunity to escape liability. The claim can be made that the car was run too fast so that the tires were overheated, or that they were overloaded, or that they were run under-inflated. These seem to be the most common "outs."

But, in at least one instance which has come to the writer's attention, the manufacturer claimed that the 12,000 miles run by the tire in three months was in itself evidence of improper operating conditions. This was in answer to a complaint that the tire had worn smooth in less than 12,000 miles of running. The manufacturer claimed that if the same tire had been run the same distance in six months, it would have given satisfactory service. The logic of this position is wholly beyond the understanding of any consumer.

The new form of guarantee, like the one it replaced, is a printed certificate setting forth the terms of the guarantee and the names of the seller and purchaser and the date the tire was purchased. A purchaser who fails to get such a certificate and have it properly filled out is out of luck if his tire proves unsatisfactory, because any effort on his part to have an adjustment made may be met by the claim that he has not the necessary evidence to entitle him to make such a demand.

ONE of the important things for the purchaser of tires to look out for is that he gets fresh tires. This can be determined from the serial number which the tire bears. If the purchaser is in doubt as to the newness of the tire he may ascertain by telegraphing the manufacturer whether the tire is old stock or freshly manufactured. The old stock tires may be covered by the same guarantee, but it is well known that rubber tires which have been manufactured a long time have less life in them and, consequently, will tend to give less mileage. While an old tire may give such mileage as will satisfy the guarantee, the probability is that a new tire of the same manufacture will run up a mileage considerably in excess of that which an old tire will deliver, and it will therefore be prudent for the purchaser to insist on the fresher tire to get the maximum advantage.

Under the umbrella provided by the words "normal operating conditions," the manufacturer can properly escape liability if the car has been allowed to stand in the sun so long that the tires become overheated, or if the car has stood so that the tires are saturated with oil, which seriously diminishes the life and resiliency of rubber. A puncture is usually not due to defective workmanship or material and so is not covered by the guarantee. If the tire has been run under-inflated, as a result of the puncture, and is there-

by injured, the manufacturer almost invariably refuses to recognize any obligation under the guarantee on the grounds that the conditions under which the tire was operated were not "normal." A blowout or an injury to the side walls of the tire, though, may well be due to a defect and even a puncture may, in rare instances, be due to such a defect.

THE purchaser of tires should bear in mind these things: (1) that the guarantee does not apply to tubes but only to casings, (2) that while it may cover an older tire, the mileage will likely be greater if the rubber is fresher, (3) that he must be sure to obtain a certificate of guarantee properly filled out each time he purchases a tire, if he proposes to try to hold the manufacturer to his terms and (4) that, in the long run, the best policy is to buy a tire which his experience indicates to him will render satisfactory service, and rely on the guarantee only in case of the happening of some unusual event. A guarantee should in no circumstances be the main reason for buying a tire.

« « « » » »

To Prevent Mildew

To prevent books from mildewing in humid weather, the U. S. Bureau of Chemistry and Soils suggests placing one or more half-filled cans of lump lime on shelves behind books; with the added warning that the lime expands when absorbing moisture and may overflow a can filled beyond the half-way point.

—*Science Service*

Little Digests

By

ROBERT S. KNERR

THE old gag about the Eagle Laundry (but, boss, Ah never washed no eagles) may some day be more truth than poetry. The latest is a typewriter laundry service, maintained by the Ames Supply Co. (New York, Chicago, and San Francisco) which washes, cleans under pressure, dries, and oils typewriters for dealers.

✂ ✂

A LETTER to the editor of *Printers' Ink* blames the advertising men for the public's belief that advertising is a "combination of Minsky and madhouse." The writer of the letter is convinced that Sally Rand in her professional costume might sell Sally Rand, but he doubts her sales value to typewriters, for example.

✂ ✂

KNOX Gelatine got a sound spanking from the American Medical Association's Council on Foods when the Council removed the product from the accepted food list. Chief complaint was the Knox campaign boosting the use of gelatine to promote muscular endurance. Knox explained that it was not practicable to wait for Council approval since prompt action was necessary to prevent competitors from benefiting by research which Knox had bought and paid for. The Council said the actions of Knox "in advertising its product with unaccepted . . . claims may be justified by the business ethics of the concern; but . . . that is no justifi-

cation for the spreading of unestablished propaganda to the public." The Knox claims in regard to diabetes and peptic ulcer cases, as well as for use of gelatine in infant feeding, also met with professional frowns.



WISCONSIN'S oil jobbers were worried about the tourists who are attending one or both fairs this summer. So worried, in fact, that they protested lest their usual tourist trade be "bulldozed and browbeaten into galloping fair-ward like a bunch of lost sheep." 'Tain't right, so the Wisconsin Petroleum Association laid plans to bulldoze and browbeat the poor tourists Wisconsin-ward—back into the home corral.



THE headline used in all the advertising of Elizabeth Arden, Inc., since 1923 has been a large factor in the firm's reputation, according to Miss Arden. She says that, "Repetition makes reputation. The man who repeats himself at a party is a bore but he who repeats himself in his advertising is a success." Uh-huh, but for lots of consumers the advertisements, and the business success of overadvertised cosmetics, can be a bit of a bore, too.



FARM Journal and Farmer's Wife mourns over the increase of food imports, blaming it in part on the romance in foreign products and in part on neglect and lack of publicity for native foods. The magazine calls attention to the ready sale of homemade goods in the farmers' open markets and suggests a campaign to popularize such dishes as fish chowder, succotash made with calico beans, corn mush, razorback bacon, blueberry muffins—and catfish.

RALPH CASSADY, JR., writing in *The Journal of Marketing*, offers a suggestion for avoiding the effects of price maintenance legislation—just don't buy price-fixed items. Mr. Cassady says that in spite of a price differential averaging nearly 50 per cent, little that is unique emerges from the fog of advertising that surrounds price-fixed commodities. He adds, "On many [non-nationally advertised] items the informed consumer-buyer (if, indeed, he purchases the commodity at all!) has a chance of making huge percentage savings."

✕ ✕

DIRECTOR of the department of health and physical education of the Mamaroneck, N. Y., public schools, Edward J. Storey, believes in educating future consumers where it'll do the most good—in the schools. Education, he thinks, ought to encourage intelligent use of good advertising by teaching the distinction between good and bad promotion. While Mr. Storey didn't mention it, an added advantage of his plan lies in the fact that the schools contain not only future consumers, but also future advertisers.

✕ ✕

THE Automotive Engineering Congress at San Francisco labored and brought forth at least one promising mouse. Some major oil companies are working on a reinforcing compound to be added to motor oil. The representative of one company cautiously reported that a 25 per cent improvement in engine life may be possible through the use of properly "fortified" oils. The life of the effect is short, however, which may mean a hint that even more frequent oil changes are to be urged.

✕ ✕

SWEET Land of Gadgetry . . . Grabbit, stray-golf-ball retriever . . . felt-lined bottle jacket with zipper, for keeping bottled drinks cold . . . grapefruit squirt guard. . . .

Jobs and Correspondence Schools

“COULD not you too manage to spare just a few dollars for just a few weeks with that same certainty that it will add \$10.00, then \$25.00, then \$50.00, eventually \$100.00 a month and *more* to your regular earning power?” Any man ambitious to better his situation in life, particularly one willing to spend his spare time in study rather than recreation would undoubtedly have been caught by the opening sentence of this advertisement for a correspondence course from Lincoln Extension University. The price of such a course of study ranged from \$45 to \$104.

When the Federal Trade Commission finally caught up with these claims the corporation admitted that many of the promises made in its advertising were false or, at best, grossly exaggerated and promised to discontinue making them. How many hard-earned dollars were taken from prospective students by such advertising is not recorded.

More than a half million students are enrolled in home study courses in the United States each year, according to one reliable source of information. Some, of course, enroll with bona fide institutions which conscientiously and within the limitations of this type of study endeavor to provide the student with useful instruction. Many universities offer such study courses. Anyone wishing to check on the standing of a particular institution should write to the National Home Study Council at Washington, D. C. This is the trade association which keeps track of the various organizations, corporations, and schools in the field and endeavors to separate the wheat from the chaff. Out of some

350 schools in the home study field only about 52 are approved by the Council.

THERE are certain fashions in correspondence school courses, and their advertising is apt to follow these trends. Dr. J. S. Noffsinger, in a talk delivered before a meeting of the American Society of Refrigerating Engineers, summed up the situation excellently when he said:

About twenty years ago there was a group of *automotive* schools scattered throughout the country, then there came a wave of *radio* schools, following that came a wave of *aviation* schools, then about the period of depression, when nobody wanted to hire anybody excepting the government—there came a wave of *civil service* schools.

About that time, some of these new Diesel trains started to run through the Mid-West; somebody hitched up a Diesel engine and drove a truck from New York to San Francisco on \$6.68 worth of oil. It got front page publicity in the metropolitan dailies—a signal for the racketeer to jump into selling *Diesel* engine training. Last year there were more than 100 of these Diesel Schools, and there were more salesmen out attempting to enroll students in these Diesel schools than there were actual jobs in the United States in the Diesel field.

Bad as that may be—and I assure you that it is true—the racketeering element in the Diesel field is now moving over into the refrigeration and air conditioning fields.

The selling of home study courses as a business has been held to be in interstate commerce and as such comes under the jurisdiction of the Federal Trade Commission. The Commission has been quite active during the past year or two in proceeding against correspondence school companies and proprietors for making such misleading claims as:

“Let our expert (former government examiner) prepare you for a position in the Social Security, Rural Carrier, Post Office, Customs, and other branches.”

“Get one of these new jobs with the U. S. Government.
* * * Select the job you want.”

“Fifty leading manufacturers in the industry cooperated with us in making possible a complete training program that prepares for ACTUAL JOBS and includes a national placement service.”

“Wanted Immediately—Right now—there exists an urgent need for men to sell, install, and service new types of equipment in a new, fast growing industry but only especially trained men are needed—men who have had complete theoretical training and also practical experience on operating equipment.”

THE schools that were ordered to discontinue certain misleading advertising claims include: American Landscape School; Refrigeration and Air Conditioning Institute, Inc.; Manufacturers' School; Manufacturers' School of Technology; The Original School; Electric Refrigeration Instruction Laboratories; Manufacturers' Laboratories, Inc.; Associated Training Institute; Diesel Engineering School of Los Angeles; Vocational Service, Inc.; Hemphill Schools, Inc.; Southwestern Diesel Schools, Inc.; School of Diesel; School of Diesel U. S. A.; Diesel Engine Service; New York Diesel Institution, Inc.; Motor Institute of America; National Institute of Technology; Patterson School; Traffic Inspectors Training Corporation; Aero Industries Technical Institute, Inc.; Public Office Preparation, Inc.

HERE is a bit of advice to consider carefully before signing any correspondence school contract and paying your hard earned money for a course.

Don't fall for any promise that a well-paying job awaits you after you finish a particular course. Any good position is scarce and hard to find, even for graduates of high-ranking engineering schools and colleges, these days.

Check on the school's standing by writing for information on it to the National Home Study Council. Find out whether the Federal Trade Commission has proceeded against it for misleading advertising claims. (Both are located in Washington, D. C.) Write also to your local Better Business Bureau or the Better Business Bureau of the city in which the correspondence school is located to see what information they have on it.

Read the contract carefully before you sign it. Ask yourself whether the amount of money which you agree to pay is likely to be a wise investment. Could you obtain essentially the same information by spending a smaller amount of money on a few good technical books? Does your State University Extension offer a course in the subject at lower rates?

If you are convinced that the particular course offered will be of value to you, that it is offered by a reputable business organization, that you cannot get the same information cheaper elsewhere, that you will have the time and energy to follow it through, then shut your eyes and sign on the dotted line. Don't expect to get something that will teach you how to get rich in Ten Easy Lessons. Lots of imitation gold bricks have been sold to people in that frame of mind.

Electric Ranges

HOUSEWIVES who have had experience with good electric ranges quite generally assert that electricity provides one of the most satisfactory ways for cooking yet developed, although they will agree that even the best ranges are still somewhat short of perfection. A good electric oven does a particularly fine job of roasting meats and of baking bread and cake.

The electric range is convenient and cool to operate and if properly installed, is, moreover, a relatively safe appliance for a family with children. With gas and bottled gas ranges, there is often a very real danger that youngsters will turn on the gas cocks—a simple but vital matter to which range manufacturers have given far too little study. Also with the gas range there is necessarily considerable hazard of asphyxiation, or of fire and explosion (the latter two particularly with bottled gas).

Cost of Electric Cooking

The principal faults of the electric range are the high

costs—high initial cost, high repair cost, and high energy cost. Not only is the initial cost of the stove high, and, in our opinion, high out of proportion to any reasonable costs in mass production, but installation of the necessary heavy wiring from the public utility's power line to the stove may increase this by an amount varying from \$15 to \$85. Heating units occasionally burn out and have to be replaced or repaired, and switches sometimes go bad.

The amount of electricity used per month depends upon how well the stove is made and how much it is used. By using pans which have really flat bottoms that cover the entire heating units, by turning the units always to the lowest heat that will give satisfactory cooking, by cooking with as little water as practicable, and by using the oven to cook several things whenever the oven is heated, it is possible for the housewife to effect appreciable savings in consumption of electricity.

For purposes of an approx-

Condensed from a Consumers' Research *Bulletin*

imate estimate of the cost of electric cooking, it may be assumed that 150 kilowatt-hours per month will be required by a family of five. With only two in the family 100 kilowatt-hours may suffice; with seven or eight in the family perhaps 200 kilowatt-hours.

Heating Units

There was a time when only the open coil surface heating unit and a similar unit covered with a metal disk were available. These units, while they have the advantage of being relatively easy to repair when the heating wire burns out, heat up slowly and cost a good deal to operate except where electric rates are unusually low. Other heating coils in recent years have been developed which are much faster and cost less to use. Of these newer units, Consumers' Research has found that *Calrod* and *T-K* units, both of which have the heating wires imbedded inside a coiled steel tube, and the *Chromalox* unit, in which the heating wires are embedded in annular flat-surfaced metal rings, have relatively high efficiencies.

With a stove, it is particularly important to consider efficiency in the use of electricity because, at best, its

energy consumption is high. Anyone disregarding efficiency will find that his bills for electricity wasted every month will add up to a rather large sum in the course of a few years.

The number of surface heating units, their size, size of the oven, and automatic features which are desirable depend upon individual family needs. One deep-well type cooking unit, which is economical for long-time cooking processes, e.g., for stews and pot roasts, one large 2000- or 2200-watt unit for large pans and dishes, and two 1200- or 1300-watt units will be a desirable selection of surface units for a medium-sized family. Many surface units provide three degrees of heat—high, medium, and low. Recently units have been offered which provide five degrees of heat, the two lowest serving to simmer or to keep foods warm. This type is desirable especially for the convenience and economy it affords in long-time slow-cooking processes. One important point on which manufacturers of electric ranges could easily show more consideration than is customary is the matter of marking the switches to show what degree of heat has been turned on. Switches should

be clearly enough marked so that even a stranger to the stove would have no difficulty in operating it, and especially in being sure whether it was turned on, or completely off.

Electric ranges used abroad are often designed in such a way as to draw a small amount of electric current continuously and to store the heat generated until it is wanted for use. Although this type of range has the important advantages of being ready for use instantly at any time and of not requiring installation of extra heavy wiring, no manufacturer to date has seen fit to make it available to the American public.

Test Methods

Efficiencies of one large-sized unit and of one small-sized unit of each range were measured by a test procedure in which water in aluminum vessels was brought to a boil from a temperature of 60°F. Power consumption was determined for all heating units and compared with the ratings given by the manufacturer. The time and energy consumption required to preheat the oven of each range were also determined and the effectiveness of the oven insulation was measured. Oven thermostats were tested for accuracy. All ranges were

given a careful engineering examination and were also given the usual tests to ascertain safety of electrical insulation.

Efficiencies of 1200- and 1300-watt surface units of the ranges tested varied over the wide range of 55 to 69 per cent. Efficiencies of the 2000-, 2100-, and 2200-watt units varied from 46 to 57 per cent. Time required to preheat the ovens to a temperature of 400°F varied from 6.3 minutes to 10.8 minutes for the different ranges; the cost to preheat, at 3 cents per kilowatt-hour, varied from 1.16 to 1.46 cents.

None of the ranges fully met standard requirements for safety of electrical insulation. For this reason it is judged particularly important, in order to assure safety with electric ranges, to have a sure, permanent ground connection made at the time of installation. Surface units were satisfactorily level unless otherwise noted.

The ratings which follow are based upon the results of the test just described. Of six ranges tested *Consumers' Digest* presents ratings of the five which were given a qualified recommendation, omitting the one which was not worthy of recommendation.

QUALIFIED RECOMMENDATION

Electroday, No. 30930 (Distrib. Sears, Roebuck & Co. retail stores) \$139.95 including automatic oven timer. *Chromalox* five-heat surface units. Efficiency of small surface unit, 69%; of large surface unit, 54%. Time to preheat oven to 400°F, 6.3 minutes; cost, at 3c per kilowatt-hour, 1.4c. Thermostat operating period unduly long, permitting large variations of temperature in oven. At a setting of 500°F temperature fluctuated from 456°F to 524°F; at a setting of 300°F temperature fluctuated from 253°F to 345°F. Low priced and judged exceptional value in comparison with other ranges on market having similar equipment. Effectiveness of oven insulation better than average. Usable baking space: height 10½ in., width 16¼ in., depth 17½ in.; one of the largest ovens in ranges tested.

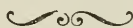
Electromaster, Model No. 177 (Electromaster Inc., Detroit) \$114.50. *Chromalox* three-heat surface units. Efficiency of small surface unit, 68%; of large surface unit, 56%. Time to preheat oven to 400°F, 7.7 minutes; cost, at 3c per kilowatt-hour, 1.1c. Thermostat somewhat inaccurate. At a setting of 500°F, temperature fluctuated from 490°F to 548°F; at a setting of 300°F, temperature fluctuated from 291°F to 361°F. Effectiveness of oven insulation poorer than average. Stove lacked connections for conveniently connecting automatic timer. Manufacturer failed to provide wiring diagram (which is important when trouble develops or repairs have to be made). Usable baking space: height 8½ in., width 15½ in., depth 17 in.; smallest oven in ranges tested.

Frigidaire, Model L-10-39 (Frigidaire Div., General Motors Corp., Dayton, Ohio) \$119.50. *Chromalox* five-heat surface units. Efficiency of small surface unit, 65%; of large surface unit, 54%. Time to preheat oven to 400°F, 10.8 minutes; cost, at 3c per kilowatt-hour, 1.5c. Functioning of thermostat satisfactory. Effectiveness of oven insulation better than average. Stove lacked connections for conveniently connecting automatic timer. Usable baking space: height 11½ in., width 14½ in., depth 18¼ in.; one of the largest ovens in ranges tested.

QUALIFIED RECOMMENDATION (Con't.)

Hotpoint Canterbury, Model No. 109RB2 (Edison General Electric Appliance Co., Inc., 5600 W. Taylor St., Chicago) \$123.50. *Calrod* surface units; all were three-heat units although catalog listed one five-heat unit as standard equipment. Efficiency of small surface unit, 66%; of large surface unit, 55%. Surface units reasonably level although they were less satisfactory in this respect than those of other ranges tested. Time to preheat oven to 400°F, 8 minutes; cost, at 3c per kilowatt-hour, 1.2c. Functioning of thermostat satisfactory. Effectiveness of oven insulation better than average. Oven heating unit initially supplied had incorrect voltage rating and had to be returned for replacement. Fit of oven door judged not fully satisfactory. Only range tested which lacked oven door stop for holding door partly open during broiling. Switches not marked to indicate "on" and "off" and degree of heat. Usable baking space (above broiler): height 10¼ in., width 14¾ in., depth 17¾ in.

L & H The Norwood, Model 8704B (A. J. Lindemann & Hoverson Co., Milwaukee) \$134.50. *T-K* (Tuttle & Kift) five-heat surface units. Efficiency of small surface unit, 66%; of large surface unit, 57%. Time to preheat oven to 400°F, 7.3 minutes; cost at 3c per kilowatt-hour, 1.2c. Functioning of thermostat satisfactory. Effectiveness of oven insulation poorer than average. Fuse protecting "convenience outlet" was in an inconvenient position. Wiring was judged to be poorly arranged. No permanent marking of switches to indicate which heating elements they controlled. Usable baking space: height 9¼ in., width 14½ in., depth 17½ in.



Small Carrying Charge

Look for those little words in fine type under the price—*small carrying charge*—and ask a mathematician to explain them to you.

—Baldwin's Business Brevities

Science Becomes A Salesman

By

MORRIS GORAN

APPLIED science and engineering have for decades been the supporting pillar of manufacturing. The continuous addition of new products and efficient processes made research worthy of support. But only recently has science been brought forth to help advertising and selling.

The cruder tactics in merchandising with the aid of science reached their saturation point several years ago. Many pages in a bulky weekly magazine announced that science had at last developed a shaving cream, a tooth paste, or a laxative to a startling perfection. Other advertisements stated the endorsement of some particular product by a manufacturer-sponsored pseudoscientific organization. Realizing that every manufacturer could not have such endorsements, several magazines established "testing laboratories"; frequent advertisers were awarded with the stamp of approval of the "laboratory." Bolder firms used fear-provoking advertisements which claimed scientific bases: Patent medicines, antiseptics, tooth paste, and yeast were guaranteed (and some still are) to have scientific heritage.

The present technique is to promote the public service connotation of science. Many times each year, in place of the customary advertisements, several types of industries devote their space to eulogies for the scientist and technician; they are lauded as tireless servants of humanity. Pharmaceutical companies print portraits arousing sentiment and terse dignified statements commending science for progress in the care and safety of womanhood and childhood. Oil companies, large electric appliance concerns,

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automobile manufacturers, and utility firms bless science and claim its blessing in return.

All these announcements, similar in format, are intended to convey the impression that such a disinterested and renowned agency as science is in league with a public service institution rather than a profit-making organization. Further, the reader is expected to transfer some of the esteem and reverence in which the supposed ally is held to the particular firm. Experience has shown that such announcements not only serve as a successful sales stimulant but also act as a sedative for the underpaid and unemployed among technicians. The same effect of associating an organization with the promotion of human welfare is sought for in the radio advertising of a number of companies.

Such advertising campaigns originated with and are undertaken solely by the consumers' goods industries. The advertisements of the capital goods industries in the numerous trade journals very seldom distort scientific facts and principles nor are they guilty of "scientific" advertising with finesse. Instead of employing science in advertising, they use it in selling. Engineers and technicians with pleasant personalities are drafted into the sales force and called sales engineers. This practice has become so widespread that such groups are no longer in a privileged status; they are merely salesmen more familiar with the products they sell.

The learned societies make feeble efforts, if any, to curb and regulate "scientific" advertising. Several groups welcome the publicity stressing the public service of science. They argue that it increases the prestige of chemists; bacteriologists, and other science professionals. Others complain that untruthful advertising, far more dangerous than misleading or that exploiting science, should first be barred.

Collier's Defense of Advertising

IT is the fashion, when consumer criticism and distrust of misleading advertising get too strong for advertising men and magazines depending for a large part of their income on advertising, to take the "Truth in Advertising" dummy out of the closet, dust it off, and set it in the front window.

Advertising men have been going to clean up advertising since *Your Money's Worth*, by Stuart Chase and F. J. Schlink, swept the country with its popularity and unanswerable facts and logic back in 1927. That they have not made much progress can easily be ascertained by looking over the report of the activities of the Federal Trade Commission during the last six months.

The recurring determination to clean up advertising is usually coupled with an extensive attack in print on its most out-

spoken critics, which enables the attacker to beat his breast and proclaim *himself* the Defender of American Advertising. A current contender for this title is the Crowell-Collier Publishing Company. If there is any gratitude in the hearts of advertising men, the advertising pages of *Colliers*, *The American Magazine*, *Woman's Home Companion*, and *The Country Home Magazine* ought to be pretty well filled with soap, cigarette, and cosmetic copy.

The present theme of Crowell's attack is to suggest that all consumer information services are subversive influences undermining the American system of private business enterprise. One doesn't really expect an advertising man to be fussy about accuracy, but someone should have told Mr. Thomas Beck of Crowell to have his copymen read the Dies Committee's report on

un-American activities in this country, in which they will find the testimony of the former Editor of *Consumers' Digest*, Mr. J. B. Matthews, who did an excellent and uncontroverted job of revealing the activities of groups and individuals who really *are* working like termites to cut under and pull down our economic and political system.

IF *Consumers' Digest* were really trying to overthrow the American political and economic system, Mr. Beck, we wouldn't be content with trying to help people get the best product for their money. We would play up the products which are poor and of poor value and are thus *not recommended*. We would discuss the labor conditions under which products were made—not evaluating working conditions in fact, but basing our approval or disapproval on whether or not a particular factory had a contract with the C.I.O. We would urge consumer boycotts of manufacturers and even small shopkeepers on the slightest provocation to help the leftists' cause in Timbuku, Xanadu, or Patagonia.

An organization working for the *consumer's* real interests would know that such a technique should be reserved to be used only, if at all, to indicate consumer disapproval of a product because of its inordinately high price, extremely poor quality, or its outstanding hazard to health. There are other characteristics of a consumers' organization fronting for subversive political forces that we can tell you about if you are interested, Mr. Beck. In fact, any magazine publisher could in a few short, easy lessons learn all he would need to know to tell the difference, at a moment's notice, between an organization telling the truth about bad radio sets and one playing left-wing pressure politics against manufacturers of bad radios *and good*.

In the meantime when you run another editorial in *Collier's* like the one which said, "Actually they [consumers' protective groups] are against advertising and really are hostile to private business enterprise. They are long on propaganda and short on facts. So they pass along prejudiced gossip," we suggest that you count us out. You can't hon-

estly talk about *us* in those terms.

Later on that same editorial states, "A business concern that hopes to survive cannot risk antagonizing the buying public by printing fraudulent or exaggerated advertising—which, like any other class of lie, will eventually out."

Now, Mr. Beck, if you did erroneously think *Consumers' Digest* was prejudiced, we'll refer you to another source of consumer information. The American Dental Association is a professional society of dentists and certainly is not trying to undermine our poli-

tical and economic system, which dentists and doctors have particular reason to preserve and defend. Its Council on Dental Therapeutics awards a Seal of Acceptance to dentifrices which meet certain requirements including a statement of ingredients in the formula, satisfactory evidence of the safety of the preparation, and truthful advertising of the product. According to a release of May 11, 1939, there are few, if any, *nationally known* and *widely advertised* brands on this approved list and many familiar names are missing.

Dentifrices Acceptable to the A.D.A.

FOR the benefit of those consumers who prefer to pick a dentifrice on its merits rather than for the soaring qualities of its advertising claims, we present a partial list of the brands named by the American Dental Association, whose Council on Dental Therapeutics advises that the brands listed may be ordered by your local druggist if he does not carry them.

The Seal of Acceptance is awarded to the dentifrices which meet the following requirements:

1. Presentation of complete formula. Secret preparations are not acceptable.

2. Satisfactory evidence of the safety of the preparation. Harmful abrasives and harmful chemicals are not permitted.

3. Truthful advertising of the products. False claims are not permitted. Dentifrices do not cure or prevent dental diseases. They aid the toothbrush in cleaning the accessible surfaces of the teeth.

Tooth Pastes and Dentifrices

- Burkes* Dental Cream (Lactona, Inc., St. Paul, Minn.)
Craig-Martin Tooth Paste (Comfort Mfg. Co., Chicago)
Dentosal Dental Cream (Tage Samsioe, 255B Shawmut Ave., Boston)
Detroit Dental Aid Commission Tooth Powder (Beauty Counselor's Inc., 766 Penobscot Ave., Detroit)
Ephraim Dental Cream (Jerome W. Ephraim, Inc., 91 Warren St., N. Y. C.)
Ephraim Dental Powder (Jerome W. Ephraim, Inc.)
Graver's Tooth Powder (C. J. Graver & Co., Cleveland, Ohio)
Hughes Tooth Paste (Lactona, Inc.)
Kln-Aid Tooth Powder (Kln-Aid Laboratories, El Paso, Tex.)
Lactona Dentifrice (Lactona, Inc.)
McCann's Dental Powder (McCann Dental Powder, Danville, Ill.)
Naboc Tooth Powder (Naboc Co., N. Y. C.)
Pro-phy-lac-tic Brand Tooth Powder (Pro-phy-lac-tic Brush Co., Florence, Mass.)
Pycopé Tooth Powder (Pycopé Inc., Jersey City, N. J.)
"That's Mine" (Brand) Children's Dental Cream ("That's Mine" Dental Cream Co., Ithaca, Mich.)
Williams Dental Powder (J. B. Williams Co., Glastonbury, Conn.)
Zanol Tooth Paste (American Products Co., Cincinnati, Ohio)
Zanol Tooth Powder (American Products Co.)

Department Store Brands

Many department stores put out excellent drugs, cosmetics, and toilet preparations under their own private brands. Here is a list of tooth pastes, acceptable to the American Dental Association, which are made by the Sheffield Company, New London, Connecticut, and put out under different brand names by a number of department stores and others.

- B. Altman & Co.'s* Tooth Paste (Distrib. B. Altman & Co., N. Y. C.)
Angert's Tooth Paste (Distrib. Angert's Drugs, Brooklyn)

- Berner's* Tooth Paste (Distrib. Dr. Berner's Pharmacy, N.Y.C.)
- Curtis* Tooth Paste (Distrib. East Lake Drug Co., Minneapolis)
- Elder's* Tooth Paste (Distrib. Elder & Johnston Co., Dayton, Ohio)
- Eureka* Tooth Paste (Distrib. Eureka Tea Co., Chicago)
- The Fair* Tooth Paste (Distrib. The Fair Store, Chicago)
- Field* Tooth Paste (Distrib. Beck Drug Co., Inc., N. Y. C.)
- Filene's Own* Tooth Paste (Distrib. Wm. Filene's Sons Co., Boston)
- Friend's* Tooth Paste (Distrib. Friendly House, Lynchburg, Va.)
- Gimbel's* Tooth Paste (Distrib. Gimbel's Bros., N. Y. C.)
- Halesworth* Tooth Paste (Distrib. Hale Bros. Stores, San Francisco)
- Hall's* Tooth Paste (Distrib. Kauffman-Lattimer Co., Columbus, Ohio)
- Hopkins* Tooth Paste (Distrib. Read Drug & Chem. Co., Baltimore)
- Pogue's* Dental Cream (Distrib. H. & S. Pogue Co., Cincinnati)
- Rojane* Dental Cream (Distrib. Miller & Paine, Lincoln, Nebr.)
- Sam's* Tooth Paste (Distrib. Sam's Cut Rate, Inc., Detroit)
- Simplicity* Tooth Paste (Distrib. The Dayton Co., Minneapolis)
- Stratford* Tooth Paste (Distrib. Recorg Supply Corp., Chicago)
- S.V.B.* Tooth Paste (Distrib. Scruggs-Vandervoort-Barney, St. Louis)
- T.M.C.* Tooth Paste (Distrib. May Dept. Stores Co., St. Louis, Cleveland, Denver, Akron, Los Angeles, Baltimore.)
- Wolf* Tooth Paste (Distrib. Wolf Drug Co., Newark, N. J.)
- Y & S* Tooth Paste (Distrib. Young and Spielman, Bronx, N. Y.)

If Automobile Dealers Told All

By
KENNETH F. GILBERT

WHEN buying a new car, your chances of meeting the dealer are better in a small agency than in a large one, because the small dealer usually acts as his own "closer." Prospects whom a salesman has been able to sell only 90 per cent are turned over to him to "close." This is the process known in other fields as applying pressure or turning on the heat.

You might logically expect the dealer, because of his greater experience and knowledge, to discuss points the salesman overlooked. Perhaps he will, but when it comes to really pertinent facts about the car he is selling, his best course, as the salesman found, is to remain mum. You may be skeptical enough already.

He will, for example, show you the used-car pricing book to prove your trade-in is worth no more than he says, but he never adds that dealers in a particular town or region, despite sporadic attempts to fix trade-in allowances, may not follow the book figures. A few months ago, a survey in 14 cities showed amazing variations in allowances. In Atlanta, a 1936 *Chevrolet* Master Town Sedan brought offers ranging from \$335 to \$400 if traded in for a *Chrysler* Model 94. Dallas dealers considered the same *Chevrolet* worth \$400 to \$465 in a deal for the same model *Chrysler* or \$400 to \$565 in a deal for a *La Salle* Model 29.

The trade knows high allowances as "wild trading" or "going overboard." The dealer may be making such a bid under compulsion. It is possible that his morning mail brought a letter suggesting that he take two or three more new cars so as to meet his "sales quota." Under threat or fear of cancellation of his contract with the factory, he feels he must accept them.

BY the time you see the dealer, the salesman has sold you on the car's appearance. The dealer would not consider it his duty to tell you the body of the new car was stamped from last year's dies. This happens less frequently than it once did, but it is a habit not easily broken. Probably you noticed at last year's shows a flashy, medium-priced car that looked curiously familiar. Its body appeared the year before on another maker's high-priced line. And one maker regularly stamps his standard bodies from the dies used for the previous year's de luxe bodies. There's nothing wrong with this practice, except in the consumer's tendency to suppose that a "new model" is all new and therefore to pay higher prices for it than its *actual* newness warrants.

Dealers who handle two or more lines of the same manufacturer frequently attempt to sell you on the more expensive line. In doing so, they will not inform you that in buying the costlier car you are getting some of the less expensive one. You can test this yourself by lining up three of one leading manufacturer's four lines and looking at them from the rear. Body lines are identical. Interchangeability of parts is carried to great lengths. The same engine has been used in two or more lines. Such instances could be multiplied endlessly.

As in all practical selling, the theorists' rule against knocking a competitor's product is broken lightly by auto-

mobile dealers. Often, as in the case of accessories and gadgets apparently designed more by the factory sales managers than by the engineers, the scorn is justified. There are occasions, however, when a dealer knows or suspects his own line will carry the same innovations next year. General Motors dealers spent years sniping at hydraulic brakes, which were popularized by Chrysler lines. Today all General Motors cars have such brakes. Chrysler dealers retaliated by pooh-poohing independent springing, or knee-action, introduced by General Motors. Today this type of springing can be had on all Chrysler lines.

DEALERS nowadays talk little about the 90-day guarantee on new cars. All cars carry it, but it often covers only the car. Battery, tires, radio, heater, and numerous other accessories are usually covered by separate warranties. It is wise to get them.

The subject on which dealers maintain the stoniest silence of all is the delivered price. Factories, for the most part, content themselves with advertising the price as "delivered in Detroit." Several have even ceased doing this.

A little more than a year ago, at the instance of the Federal Trade Commission, the National Automobile Dealers Association drafted a code of fair-trade practices. In convention, members rejected the section recommending giving the buying public itemized invoices on new cars. "Packing" the delivered price was apparently considered just as ethical as returning the odometer on used cars to zero, another practice they also would not condemn.

The object of cloaking the delivered price with secrecy is simply to help in the process of gouging you. The delivered price the dealer quotes you probably includes, besides the published freight rate from factory to your town, the cost of extra equipment, an "advertising" charge, a charge for unloading the car and carting it to his sales-

room, a charge for wiping off the dust and pouring a few cents' worth of gasoline into the tank, and taxes.

Whatever justification may be made for the other costs, only a comparatively few dealers or manufacturers could defend a transportation charge based on freight rates. Many new cars never enter a freight car. Cars produced in great volume are fabricated at one of the scattered assembly plants. Those assembled in the Detroit area for sale in the East usually are shipped by water to Buffalo, whence they are transported by those monstrous trailers you have trouble and often grave danger in passing on the road.

For other sections, "caravans" are the traditional method of transportation. Long files of new cars, each driven one towing a second, snake out of the Detroit area, destined for points as far away as the Pacific Coast. Some dealers could tell you they prefer this to having the new cars delivered by motor carrier, even if it does put a thousand miles on a car before a customer receives it. On motor carriers, cars are often scratched in transit by low-hanging tree limbs, and the dealer must conceal the damage.

Of course, you can save the transportation charge by going to Detroit, or whatever the site of the factory. But just because the advertisement said "delivered at Detroit" do not imagine you are going to walk into the factory and drive out your new car. That is not done. You will have to get it from a dealer in the area. He will see that every one of the usual items except transportation is included in the price you pay.

Not one of these practices is illegal; all are in strict accord with the tradition of the far-flung, high powered automobile distribution business. It is not until you come to financing that you encounter abuses so flagrant that even the industry hesitates to call them ethical.

Have a "Coke"?

EVERY so often the old superstition that certain "cola" drinks contain some form of potent drug crops up again. Perhaps it was fostered by fraternity boys and other dashing young gallants in order to impress their girl friends. At any rate, there is no foundation in fact for the rumor.

What the cola-type beverages do contain is caffeine—about one third to one quarter of the amount of caffeine found in a cup of coffee, according to reputable authorities. For this reason their use as a drink to be freely consumed by children, especially small children, is frowned upon. There is, however, no cocaine present, according to tests made by the Alabama Department of Agriculture and Industries. The best known of the cola drinks is *Coca-Cola*. Although there are some 70 cola drinks, only two others, according to *Fortune Magazine*, are outstanding. These are *Pepsi-Cola* and *Royal Crown*.

There doesn't seem to be any great mystery as to the ingredients which give *Coca-Cola* its "lift." The company readily admits the caffeine content, and the presence of phosphoric acid, which gives the sirup tartness. The color, according to Dr. Charles E. Caspari, of the St. Louis College of Pharmacy, is due to burnt sugar or caramel. The complicated flavor, of course, is the company's secret, but it admits that extracts from the coca leaf and the kola nut are important ingredients. At one time cocaine was the only important medicinal or commercial substance derived from the coca leaf, and perhaps this association is responsible for the erroneous rumor that *Coca-Cola* contained "dope."

The vast distribution system that *Coca-Cola* has built up

has given it the edge on any of its competitors. Even in foreign lands you will see the familiar *Coca-Cola* sign, and no doubt considerable good will is built up among American tourists who in the little Mexican village of Amecameca, for example, may not know enough Spanish to ask for drinking water but who can buy *Coca-Cola*, in any language, from a Mexican vendor.

THERE is no evidence to indicate that the cola drinks are habit forming (any more, of course, than the use of coffee and tea are habit forming). The chief argument against the use of the sweetened cola drinks is that they tend to add more sugar to a diet which, in the opinion of some, is already too high in this respect. This objection, however, would apply equally to all types of bottled pop and soda fountain drinks, and cutting down all sorts of fountain and soft drinks for a child to the absolute minimum is in the direction of his best interests especially, perhaps, for the preservation of his teeth. It should be noted also that those parents who prefer not to allow their children to drink tea or coffee because of their stimulating effect should refrain from giving them *Coca-Cola* and other caffeine-containing cola drinks. Recently it has been reported that, according to studies made by Dr. H. Gebhardt of the University of Munich, the chemically pure caffeine drug is twice as toxic as the form in which it appears in coffee.

Analyses were made a year or two ago by the Alabama Department of Agriculture and Industries which show the comparative caffeine content of a number of cola drinks distributed in that state. They are reproduced here, in part, for the benefit of those who may wish to compare the "lift giving" ingredient of the various brands. Tests made for cocaine showed that it was entirely absent in all cases, according to this report.

Carbonated Beverages, Caffeine Content

Brand or Product and Manufacturer or Other Sponsor	Net Volume Claimed, Fl. Oz.	Net Volume Found, Fl. Oz.	Per Cent Caffeine Present	Grains of Caffeine Per Bottle, Cal- culated
Coca-Cola, Coca-Cola Bottling Co.	6	6 3/8	0.0178	0.480
Double Cola, Double Cola Bottling Co.	12	12	0.0148	0.823
Dr. Pepper, Dr. Pepper Bottling Co.	6 1/2	6 1/2	0.0108	0.296
Wynola, Lime Cola Bottling Co.	12	11 1/4	0.0166	0.909
R. C. Cola, Nehi Bottling Co. <i>(Averages of 3 Samples Tested)</i>	12	12 1/8	0.0086	0.469
Cher-o, Nehi Bottling Co.	6	6	0.008	0.219
Pepsi-Cola, Pepsi-Cola Bottling Co., Inc. <i>(Averages of 3 Samples Tested)</i>	12	11 11/12	0.0263	1.442
COLA DRINK BASES				
Lime Cola Extract, Lime Cola Co.	—	—	1.163	—
Royal Crown Cola Concentrate, Nehi, Inc.	—	—	0.042	—
Pepsi-Cola Concentrate, Pepsi-Cola Co.	—	—	0.738	—
Double Cola Syrup Concentrate, Seminole Flavor Co.	—	—	0.604	—

Ratings of Phonograph Records

By

WALTER F. GRUENINGER

Code: AA—highly recommended; A—recommended; B—intermediate;
C—not recommended.

CLASSICAL MUSIC	Quality of Music	Interpretation	Fidelity of Recording
Bach: <i>Partita 6</i> . Giesecking (piano). 4 sides, Columbia X135. \$3.50.	B	AA	A
Beethoven: <i>Sonata 8</i> (violin and piano). Heifetz and Bay. 5 sides, Victor M570. \$5.50.	AA	A	A
Milstein and Balsam. 4 sides, Columbia X137. \$3.50.	AA	A	AA
Bloch: <i>Concerto Grosso</i> (5 sides) and Sibelius: <i>Canzonetta</i> (1 side). Curtis Chamber Music Ensemble con. by Bailly. Victor M563. \$5.	B	A	AA
Chopin: <i>Concerto 2, Op. 21</i> . Cortot (piano) with orch. 8 sides, Victor M567. \$8.	B	A	A
Debussy: <i>Prelude a l'Apres-midi d'un Faune</i> . London Phil. Orch. con. by Beecham. 2 sides, Columbia 69600D. \$1.50.	AA	A	A
Dvorak: <i>Quartet 3, Op. 51</i> . Lener String Quartet. 8 sides, Columbia M369. \$6.	B	A	A
Griffes: <i>White Peacock</i> . Columbia Broad. Symph. con. by Barlow. 2 sides, Columbia 17140D. \$1.	B	A	AA
Haydn: <i>Symphony 98</i> . Columbia Broad. Symph. con. by Barlow. 6 sides, Columbia M370. \$5.	AA	A	A
Mozart: <i>Rondo</i> (K.511). Paderewski (piano). 2 sides, Victor 15421. \$2.	A	B	B
Schubert: <i>Symphony 4 ("Tragic")</i> . Phil. Symph. Orch. of N. Y. con. by Barbirolli. 8 sides, Victor M562. \$8.	B	A	A
Schumann: <i>Five Duets</i> . Lehman (soprano) and Melchior (tenor). 4 sides, Victor M560. \$3.50.	A	A	AA
LIGHT MUSIC			
Prokofieff: <i>Peter and the Wolf</i> . Boston Symph. Orch. con. by Koussevitzky. Hale (narrator). 6 sides, Victor M566. \$6.50.	B (Adults) AA (Children)	A	A

Rammed Earth Construction

By
Rockwell King DuMoulin

WHILE research scientists are trying to develop an ideal building material and prefabricators are busy with the headache of mass distribution, many would-be builders need look no farther than their own toes for a solution to the problem.

Rammed earth, or *pisé de terre*, has been used as a method of building since primitive times. Structures of this material, which date far back into antiquity, are to be found in various parts of the world. (Most American examples date from the first part of the 19th century.) But only in the last few years have modern scientific methods of testing and investigation been applied to earth construction. The results of this research—together with the historical record—indicate such great advantages of quality, economy, and general applicability that they cannot be ignored.

This method of building by

tamping earth into smooth, hard, solid walls does not depend on unusual local materials or on special climatic conditions, as adobe does. Most common arable soils can be used for rammed earth construction, even in regions of heavy rainfall and as far north as the Arctic Circle. No soil should be used, however, without being tested to make sure that it falls in the range of mixtures that have proved to be satisfactory. There are home methods of making rough soil tests, but it is strongly recommended that, before building is started, a scientific test be made by someone technically qualified to pass on the soil. (South Dakota State College, Brookings, S. D., makes analyses of soil samples for building purposes at \$2 per sample.)

Until very recently clay was popularly supposed to be a good material because it acts as a binder. Extensive tests

carried on at South Dakota State College have shown that while a certain amount of clay or fine silt is necessary, the quality of the finished wall will vary in roughly *inverse* ratio to the percentage of colloids (fine, gluey material). Usable soils will have 15 to 30 per cent colloid content with the remaining percentage graded from sand up to coarse gravel. If the soil on the site of the building itself is not suitable for tamping, it may generally be mixed with coarser or finer material to bring it within the broad limits needed for *pisé* construction. In most districts, it is not usually necessary to go far for any supplementary material that may be required. The desirable moisture content of a soil for building purposes depends on the particle sizes, and will run from 7 to 18 per cent. This is usually close to ground humidity and can be adjusted by the simple use of a watering can if too dry, or by spading if too wet.

Readers are cautioned not to attempt a rammed earth building on the basis of the brief description of the technique given here. Any readers who contemplate this type

of construction are strongly recommended to get in touch with someone who is familiar with the technique and can give them scientific and architectural advice on the subject. It is doubtful whether an individual, employing workmen at a fairly high wage who were unfamiliar with the technique, would be able to effect much saving on a small house over what frame construction would cost. Time and money would be wasted in organizing the work for the first time on an efficient basis. If, however, a group of people wished to build a rammed earth community and could contribute their own labor to the project during part of the year, a very large cash saving would result and they would be housed in buildings of excellent quality.

Great care should be taken in the design and construction of the foundations of a rammed earth building, since they are subjected to stresses not developed in other common types of construction. A good solid masonry foundation is essential. The top of the foundation is made the exact width to which the wall will be built—usually 10 to 20 inches. If a wooden floor

is to be used, the foundation may be corbeled out to receive the ends of the joists. The upper surface of the foundation should be thoroughly waterproofed before the first layer of the earth wall is rammed, in order to prevent continued dampness from capillary action.

A form similar to that used in concrete work, but smaller and more substantially constructed, is fastened to the top of the foundation. The earth is placed in the form in layers about four inches thick. Each layer is tamped down to half its original volume before placing a new layer. Since rammed earth has immediate strength, the form may be removed as soon as it is filled, and reset, either adjacent to or on top of the portion just completed, without any delay for hardening of the material. This makes it possible for work to proceed continuously with the use of only two or three small forms. (One straight section 30 to 36 inches high and five to ten feet long, plus a short corner section and possibly a T-shaped section, will suffice for a building of any size.) Such an economy is impossible in concrete

construction without employing elaborate patented building methods.

The end of each section of wall is grooved by placing a two-by-four in the end of the form. As the adjacent wall is rammed, the earth forced into this groove knits the two sections into a monolithic mass. Interior as well as exterior walls may be built of earth. The top of the finished wall is leveled off with a cement protective cap, and a roof plate is bolted down in the same way that the sill of a frame house is bolted to the foundation.

A well-designed rammed earth building will be laid out in modules, or units, of the form size so that window and door openings will fall at the end of a wall section. When this is not possible, the desired openings are blocked off in the form during construction, as it is difficult to cut through the full thickness of a wall after completion. Wooden window and door frames may be nailed directly into the earth jambs with cement-coated nails.

The finished wall presents a smooth, hard surface. Some soils may be left without pro-

tection on the exterior, while others require a coat of linseed oil, paint, stucco, or whitewash. Interior wall surfaces should be oiled, painted, or whitewashed to prevent dusting. If cost will permit, the interior wall surfaces may be roughened and plastered directly, without the need of furring or lath. Buildings are particularly attractive if the earth is left unfinished or given a suitable coating to harmonize with the surrounding country. (The type of coating to be used will depend upon the nature of the soil used in the building.) Unfinished walls are particularly striking where the local soil has a distinctive color. Clay pigmentation of dull reds, blues, greens, yellows, and black are found in different parts of the country.

Tamping or ramming is usually done by hand. It is no more physically tiring than digging. Hand tamps weigh 15 to 18 pounds and have variously shaped heads. The time required for mixing (if necessary), tamping, and changing forms may be figured at the average rate of $2\frac{1}{4}$ cubic feet of finished wall per man-hour of the whole crew. If me-

chanical tamping is used the work will go very much faster, but the overhead expense of an air compressor is a cash item that might be undesirable where labor costs are low.

Rammed earth is a permanent type of construction requiring small upkeep. The walls are more than strong enough to carry any normal load immediately after construction, and their strength increases with age. This increase amounts to about 45 per cent between six months and two years of weathering. The crushing strength of rammed earth made from a favorable soil runs over 30 tons per square foot. Walls of this material are completely fireproof. Their thickness and cohesion minimize danger from hurricanes and other destructive natural phenomena. Their solid, monolithic character eliminates nesting places for rodents and cracks for entrance of wind and rain. They contain no material that would rot or attract termites.

The fact that the material is generally available near the building site at no cost and the walls may be erected by unskilled labor acts both as an advantage and a disadvantage.

The advantage is that an excellent type of construction is available to people who can contribute their labor to an undertaking, but who cannot find the cash to finance even the most inferior conventional structure.

The disadvantage is less obvious. Since there is no profit to be had for anyone but the occupant of the building, advertising campaigns of the patented building material manufacturers have left *pisé* in the dark. For this reason it is not a generally known method of construction, even among those who could benefit most from its use. It is without a commercial sponsor to conduct research and promote knowledge of the technique through the channels which are normally used for introducing new methods of construction and supplying information on improvements in old ones. Considering that the enormous national housing problem is among the very poor, many of whom are unemployed or only partly employed, and considering the difficulty of meeting this problem at current prices for other types of construction, one would think that the govern-

ment might turn a trick for the building-consuming public by lending rammed earth a research-and-promotional hand. It makes elaborate and costly free tests for the sponsors of patent building systems and offers excellent advice on building methods that involve large purchases of lumber, brick, cement, and hollow tile. The record of its activities in rammed earth is as follows:

A Department of Agriculture Bulletin on the subject was hurriedly gotten out in 1926 but has never been revised to include the important scientific progress that has been made in analyzing soils and perfecting the technique during the thirteen years since then. In 1936-37 the Farm Security Administration erected, as an experiment, a group of seven rammed earth houses, each with barn and pump house. The cost was 12 to 12½ cents per cubic foot, unheated (this is permanent, insulated, fireproof construction). Seventy cents of each construction dollar went to labor (compared with 30 to 35 cents for labor in brick or frame houses). The buildings are in excellent condition, structurally sound, comforta-

ble to live in, and are much sought after by local families. In short the experiment was a complete success—but the FSA says “*no further construction of this type is contemplated.*”

Some method of construction along the lines of rammed earth would seem to be the logical means of solving that major share of the housing problems that falls in the low income brackets. The government could help to make this solution possible by (1) offering the same testing facilities for building purposes as it does for agricultural purposes; (2) giving advice on earth construction comparable to what it gives on problems of farm operation and maintenance, and on other types of construction; (3) carrying on research and experiments to determine how economical this method of building can be—under what circumstances it can be used for foundations, floors, etc.; and (4) by including rammed earth in its demonstration projects, so

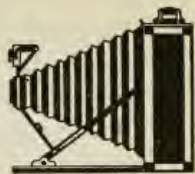
that local home builders could learn the technique and see the results. Such a program could easily be carried out through existing facilities.

The objection that it would be in competition with the building industries does not hold water, since the greatest use of rammed earth would not be as a substitute for other building types, but as an opportunity for additional housing in cases *where the alternative is no new construction at all*. This would provide supplementary outlets for lumber and mill work, roofing materials, foundation work, plumbing, heating, electrical work, and household equipment. If a large number of consumers demanded that the government take an interest in the matter there might be some hope of action, but as it is now, few of those who need this knowledge have ever heard of rammed earth, and fewer still have any idea at all how effective and economical this method of construction is.

Note by the Editors of Consumers' Research *Bulletin*: The figures at present available on thermal conductivity of rammed earth walls are not in satisfactory agreement, but they tend to show that thick rammed earth construction provides more favorable insulation values than more common types of construction. For example, South Dakota's State College Extension Service reports notably higher warmth in a *pisé* poultry house than in a corresponding frame house, and a lower daily fluctuation of temperature during the five coldest months of the year.

Hocus Focus

By
PERCIVAL WILDE



XIV, Fake Lenses

DESPITE the remark attributed to the immortal Phineas T. Barnum, "There's one born every minute," meaning by that a "sucker," it did not strike me until recently that an industry in which prices often running into the hundreds of dollars are obtained for bits of glass should attract the gentry who used to sell gold bricks until their racket became so well known that they perforce turned their talents into newer channels.

But the day of the lens-faker has come. He has learned to re-mark the mounts of inferior lenses with names which are synonymous with high quality. Objectives of the pre-anastigmat era are to be had cheaply from photographers who have discarded them. They may be remounted in faked barrels or the old identifications may be milled off to be replaced with more recent ones. A fine lens with one or more broken elements is a treasure trove: since the cost of a first-class replacement job is high, the trade-in value of the remains is little or nothing; and the lens-faker, starting with such a wreck, will supply new elements borrowed from whatever junk happens to be handy. The reconstructed mess, described as the lens it used to be but unable to make a passable negative, will then be sold to any purchaser unwary enough to snap up such a dubious bargain.

The scene, a large shop in the heart of the photographic district in New York City.

Enter a customer, said to be from the country, anxious

to buy a fine lens at second hand.

Even used, such lenses command good prices: the glass is likely to be as good as ever, while the wear on the mount and shutter may be trifling.

For one reason or another the customer (hereinafter referred to as "the sucker") decided that the dealer's price was too high.

HE left the store but was fascinated by the window display and was contemplating it sadly when a stranger sidled up and commenced a conversation.

The sucker mentioned that he had wished to buy a lens but had been unwilling to pay the price asked. The stranger inquired if a Goerz "Dagor," $8\frac{1}{4}$ inches focal length, would answer. The sucker stated it would be ideal, whereupon the stranger, who by an extraordinary coincidence happened to have such a lens in his pocket, drew him into a nearby alley and exhibited it.

The sucker snapped the shutter several times. It worked. He squinted through the lens. It passed light—as will a beer bottle. He asked the price and found it pleasingly low. He bought the lens for cash, hurried home, anxious to try out his bargain, and shot the worst batch of negatives he had ever made.

He shot a second batch. . . .

In dismay, he sent the lens to the C. P. Goerz Company, which examined it and which promptly inquired if he had not observed the extremely low number—under 40,000—stamped on the mount. According to that number, all lenses turned out by the same maker being numbered consecutively irrespective of size and mark, the lens had been manufactured forty-five years ago, at a time when the brand name "Dagor" did not exist.

The lens was a fake, containing glasses which had never seen the inside of the Goerz factories. The company sug-

gested that the buyer return it to the dealer who had sold it—but that was impossible, even though the buyer lingered in the same neighborhood for some time, hoping that the helpful stranger would again approach. He did not, and instead of the sucker's having acquired a bargain, it became clear that the cash paid out was a dead loss—and I, having actually handled and examined the lens he bought side by side with a genuine 8¼ inch "Dagor," am in a position to testify that there is no way by which the amateur can distinguish between the real lens and the fake other than by actually taking photographs; and even that might be a dubious test unless the amateur's experience has been extensive.

A SAFE rule to follow, not only when buying lenses but when buying other articles, is to be suspicious of the seller who has no name, no fixed address, wants spot cash, and carries his stock in trade on his person. He may be an honest man, selling an article he no longer wants for more than a dealer would pay him—but he may also be a scoundrel.

My own experience in buying a Zeiss 32 centimeter "Tele Tessar" may be instructive.

An unnamed advertiser offered such a lens in a special mount to fit the Graflex camera, and a mounted Wratten filter was to be thrown in for good measure. New, the lens, mount, and filter would have cost nearly \$200. The price asked was under a third of that amount.

I wrote the advertiser asking him to send me the lens, adding that I would either return it or send him my check within twenty-four hours of its receipt. I gave references.

The lens arrived, and with it a test negative said to have been made by it and which I did not examine at all. Instead I shot a dozen photographs, including portraits, brightly lighted landscapes, and, since I was far from home and did

not have with me one of the excellent test charts obtainable from several different sources, such architectural views as happened to be nearby. The portraits, it is well to note, would enable me to judge the "drawing" of the lens, particularly when used at its softest; the landscapes would show up chromatic aberration, coma, and flare; and the architectural views would allow me to estimate flatness of field and the presence or absence of astigmatism. In each group at least one photograph was made with the lens wide open.

The negatives were developed the same night and examined under a strong magnifier the next morning. (At home I would have enlarged parts of them by ten diameters.) They could not have been more satisfactory, and the check went to the advertiser, who had turned out to be a professional having a studio in a large mid-Western city.

A CORRESPONDENCE which subsequently took place presented interesting features. I inquired if the photographer had not tried to sell the lens elsewhere, and what had been his experiences. He replied:

One dealer was very doubtful about buying it at all, but thought he might possibly give me ten dollars for it.

Another (new at the business of buying secondhand merchandise) would risk only five dollars.

One of the largest mail-order houses in the middle-West would only take the lens as part payment on a new one, allowing me only \$15, which I guessed was their profit on the new lens. The same house had the same telephoto lens listed in their catalogue (secondhand) at over \$90.

By eliminating the dealer's profit, the seller received several times as much as he had been offered, and I acquired a fine lens most reasonably. The genuineness of the lens, I mention in passing, was attested some weeks later by the Zeiss sales office.

Out of curiosity I stopped at one of the large New York

shops and inquired if a duplicate of my lens was on hand. It was produced instantly—without the invaluable special mount—but when I inquired the price the clerk sent for the proprietor, who explained, “I don’t want to make you any price on it. I rent it for two or three dollars a day to newspaper photographers who can’t afford to buy it, and if I sold it, I’d have to buy another one myself.”

But the point that matters is that if I had bought the dealer’s lens, and it had turned out to be a fake, I would have been able to recover the cost, a feat impossible with chatty, overobliging strangers. The amateur whose skill has reached the degree at which nine out of ten of his negatives regularly “turn out” and who has used fine lenses long enough to recognize at a glance how superior their work is to that of cheap imitations, may, at his own risk, follow my example, and make test photographs. Others will do better to avoid “bargains” unless they are offered by reputable firms or have been passed upon by experts employed by the manufacturer.



Air Conditioning

AIR conditioning engineers, it seems, were going to profit by the errors of other infant industries. They weren’t going to make any “inadequate” installations and let the industry get a black eye. No, not they. The upshot of it has been a rash of cold and clammy theatres and office buildings, with public opposition becoming vocal. Adding to the industry’s grief are the increasing sales of small, low-priced units—the very thing the engineers thought would be the last word in poor business.

Buying Kitchen Pots and Pans

DO you buy your pots and pans in sets of one material or do you choose a variety to suit the cooking requirements of different foods? There are many types to choose from, including aluminum, enamelware, iron, stainless steel, and glass. Before making up your mind on what kind of kitchenware to buy, consider what constitutes a good pan. Some very helpful advice on this matter is found in a little leaflet put out by the Iowa State College Extension Service which points out that:

1. Bottoms should be flat to stand firmly over burners.

2. Finish inside and out should be smooth.

3. All surfaces should be well rounded and otherwise easy to clean.

4. Handles should be firmly attached, well balanced, and should remain comfortable and cool to handle during cooking operations.

5. Pans should be strong enough to keep their shape

but not too heavy to handle easily.

In addition to these factors which make for good design, it is important to consider the problem of metallic contamination of the food cooked in a particular pan. As the complexity of our civilization increases, health hazards unknown in earlier and simpler times are discovered by doctors and chemists skilled in tests for small quantities of contaminating materials.

Metallic contamination of food and water, for example, even a part or two per million of food and drink, has been found to cause dermatitis, eczema, and obscure nervous diseases in certain people. To those who have been placed by their physicians on a metal-free diet, it is particularly important to learn just which types of pans impart the smallest possible amount of metal to the foods cooked in them.

Aluminumware

Aluminum kitchenware has

considerable popularity. Pans made from aluminum are light in weight, are good conductors of heat, and do not rust or chip. What disadvantages may be involved in the use of aluminumware, however, will not be mentioned by salesmen or in advertising literature. All grades of aluminum utensils, for example, will "pit" if certain foods are allowed to remain in them for any length of time. Salty foods will leave stains which may need a weak acid like vinegar for removal. Washing aluminum requires special care since soap or scouring powder containing strong alkali will injure the surface. Steel wool and a mild soap are recommended for cleaning aluminumware.

There has been considerable ballyhoo from time to time about the healthfulness of the so-called "waterless cooking" in heavy aluminumware. There is no doubt that a minimum of water is desirable in cooking fresh vegetables so that valuable juices, minerals, and vitamins may be conserved. It appears, however, from a study reported in the *Journal of Home Economics* that "waterless cooking" or the cooking of certain vege-

tables in a minimum amount of water may be accomplished in either a heavy kettle or an ordinary light kettle. All that is needed is a well-fitting lid and proper adjustment of heat to maintain the desired temperature. Higher prices for heavy aluminumware than for light can be justified only if the heavy type has greater durability than that found in the lighter weights, according to this same study.

There are, in the main, two kinds of aluminum utensils on the market. One type is made by casting the molten metal in the desired form and is used particularly for Dutch ovens and skillets. The other kind is made from cold rolled metal stamped into various shapes of pots and pans which are quite a bit lighter than the other type. Cast aluminum utensils do not dent, but they are brittle. Thus they cannot be hammered back into shape, in case warping occurs, because they may break. There is also a third type so thin that it dents very easily, and this grade is so short lived that it is hardly worth buying:

From time to time there have been widespread rumors that aluminum cooking uten-

sils are harmful to health. The Century Metal Craft Corporation, which puts out *Silver Seal* products, was ordered by the Federal Trade Commission in April, 1939, to cease representing that food cooked in granite or aluminum utensils is dangerous to the health of the consumers of such food. The ironical feature of the case was that the company, in making disparaging remarks about aluminum utensils, claimed that there was no kitchenware "just like *Silver Seal*." The truth of the matter was, according to the Federal Trade Commission, that the chief constituent of *Silver Seal* was aluminum and furthermore that the utensils would pit quite as readily as that of any of its competitors.

It is true that metal is dissolved from the aluminumware and gets into the food. The best scientific advice is, however, that there is not yet any scientifically established basis for a belief that cooking in aluminum vessels is a cause of cancer. There are, however, infants and individuals whose digestive tracts may be sensitive to metallic contamination of foods, and all whose physicians have for any rea-

son prescribed a metal-free diet should avoid using aluminum cooking vessels. Acid, alkaline, or very salty foods had perhaps best be cooked in some other type of kitchenware in order to avoid needlessly high intake of the metal.

On the economy side, the best advice is to avoid complete sets of aluminumware and to buy the particular pieces you want, pretty much on a price basis. There is little merit in paying high prices for exorbitant claims and novel shapes and finishes.

Enamelware

Enamelware, once available only in dull colors, has now taken on a variety of bright hues: red, yellow, green, and blue. The new pans are so attractive that the housewife is often tempted to buy them solely for their appearance, forgetting other factors that should be considered. Good enamel pans heat and cool rapidly, clean easily, but are expensive. Even the best ones, however, will chip, particularly when struck against a hard surface or dropped, or when they have been allowed to boil dry. Once an enamel pan has chipped on the inside,

it should be discarded because certain foods may dissolve the chemicals then exposed in the inner layers.

The Federal Enameling and Stamping Company was ordered by the Federal Trade Commission a couple of years ago to discontinue advertising that their *Federalware* was chip-proof, stainless, and thirty-six times more durable than ordinary enamelware. The Commission found upon investigation that such claims were not in fact true.

Although enamelware is safe to use in cooking most foods, it cannot be given a clean bill of health for acid foods, such as tomatoes, currants, and grapes. Compounds of many poisonous metals are used in securing the attractive glossy finish or glaze which may be dissolved by even the mild acid found in tomatoes. Cobalt, manganese, zinc, and antimony are some of the dangerous metals that have been given off to the contents of enamelware pans.

In England several years ago a number of serious cases of antimony poisoning caused by drinking lemonade made in enamelware jugs or pails was reported. Very cheap

quality utensils of enamel should especially be avoided for food preparation purposes, especially for acid foods and drinks, since they may have been insufficiently coated and the chemicals used dissolve more readily into the food. Avoid those which show spots where the enamel is exposed or one which has cracks or bubbles.

Ironware

Iron utensils are best adapted to food that requires slow cooking, because they heat slowly and hold heat well. They require attention, however, to prevent rusting when not in use. Removing the original lacquer coating and "curing" a new pot needs to be carefully done, and the manufacturer's instructions should be faithfully carried out. There is little to be said for the appearance of iron kitchenware, but it is durable and it is effective. Some hold that it is not suitable for cooking strongly acid or strongly salty foods and that it may discolor meat. Sufficient research has not yet been done on the new stainless steel pans to determine their certain safety for all types of food.

Some certainly are not yet all they should be in that respect. Besides, as they do not conduct heat very freely, they tend to heat unevenly and food must be watched to prevent scorching.

Glassware

Glass, on the other hand, can apparently be recommended from the health standpoint for cooking any kind of food. Glass utensils are easy to clean, and their transparency is a convenience in telling when food is done. Because of the low heat conductivity of glass, they may use more fuel in cooking than other types. Two disadvantages of glass are that it is expensive and somewhat fragile.

It would appear from this brief study of the pot and pan situation that the housewife will be best served by selecting a variety of materials. A teakettle and dishpan of bright enamel will add color to her kitchen. An aluminum pan or two may be handy for cooking neutral foods like carrots, peas, beans, and potatoes. The skillet, griddle, and Dutch oven may be of cast iron. Other essential utensils perhaps should be of glass except

for the traditional cookie sheets and muffin tins, which are believed to present no significant hazards to health. It is the opinion of one authority, however, that baking sheets of aluminum are rather more efficient for biscuits and cookies.

General Advice

There have been scientific studies made which show that pans with black bottoms tend to heat faster and so save fuel. You can buy pans with black bottoms or put the black on yourself with ordinary black enamel. The latter will wear off and need to be renewed from time to time.

Don't select some particular brand of kitchenware for its health claims, and remember that there is no magic about a particular pan that will put extra vitamins in your family's diet or make the food cooked in it seem more appetizing. Proper cooking and adequate selection of good quality fresh foods are by far the more important factors for a healthful diet. There is no pot or pan on the market that can transform poorly cooked food into a palatable or healthful meal.

If you want advice on how best to conserve vitamins and minerals in cooking, write to your own Agricultural Experiment Station or the Bureau of Home Economics at Washington, D. C. Don't invest in an expensive set of kitchenware just because the salesman made you feel that if you didn't buy his ware you would be jeopardizing your family's health and life. If you report his claims to the Federal Trade Commission, perhaps his activities in misrepresenting the facts by the methods of pseudo-science will be caught up with a bit sooner than they would be otherwise.



Tire Advertising

Where there is smoke, there is ordinarily fire, and the cat-and-dog fight which has been raging in the tire industry is beginning to draw sparks. At least one city Better Business Bureau is planning to protest to the Federal Trade Commission against claims of "50 per cent off" made during Fourth of July sales. Several Better Business Bureaus have protested to the manufacturers themselves.

Here is a typical strategy involved: Major company "X" had a tire, branded the "A" last year, which was its first line standard quality tire. This year, the quality of tire "A" was reduced, and a new tire, the "A-1," was made the standard quality.

But advertising stressed the "A," and when the price was reduced along with the quality, the public was belabored with signs and advertisements reading "save 25 per cent," "save 35 per cent," and even "save 50 per cent," when the only real saving was by the tire companies in reducing the quality of their featured tires.

In similar fashion trade names advertised as "second line" last year were reduced to "third line," and tires advertised as "third line" to "fourth line."

For the most sensational "save" offers, old names have been resurrected or new ones added. Thus when a company advertises "save 35 per cent," it probably is offering a tire that is 65 per cent of standard construction.

—The Cooperative Consumer

Canned Foods

Since the days of the barbaric man, various methods have been used to preserve meats, fruits, and vegetables for food items. A few of the many methods may be stated as drying, where the water is all removed; pickling, especially in a salt solution, for the preservation of meat; and smoking of meat and fishes. In many places, even today, where storage facilities are limited, fruits and vegetables are carefully covered with straw early in the autumn and buried several feet under the ground beyond the freezing depth for the particular locality. This was probably the beginning of the cold storage method since the food items could be kept at a low temperature just a few degrees above freezing for the winter months. Early in the spring, these food items could be dug up and used as needed. Later icehouses were built and quantities of ice were harvested each winter to be used through the summer. Up until a few years ago, this was a common method of preserving food in most homes where ice was used as the refrigerant. More recently, however, mechanical refrigeration has largely replaced the ice boxes for preservation of food items for a short time.

One method of preserving food items, fruits, and vegetables which has been in vogue for centuries is that of canning. Originally foods were placed in glass jars and hermetically sealed. In order to preserve the fruits and vegetables and prevent the growth of bacteria, great care had to be taken in the method of canning so that the food and container were sterile when sealed. The most usual way to do

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this was to can the food while hot and immediately seal the can. This not only sterilized the can and the food, but also created a vacuum in any space left inside of the can, which was helpful in minimizing bacterial growth.

As civilization advanced and more and more people left the rural districts and moved into cities, and as farmers started mass production of certain lines of vegetables and fruits, it became necessary to develop the canning industry on a large scale. The process, so far as possible, had to be mechanized, and the container had to be developed so that it could be easily handled in processing, could be shipped and stored with a minimum amount of breakage, and would keep the food item for a long period of time without deterioration. To meet these requirements, the so-called tin can, which is made of a base metal coated with tin and is carefully sealed to prevent leakage, was developed. The canning industry has grown enormously, and not only are fruits, vegetables, and meats canned, but preparations and combinations are made in almost countless numbers. . . .

In connection with this subject a word of caution should be given, especially in connection with those cans labeled with such directions as, "to retain full flavor, place can in boiling water fifteen minutes." While it is admitted that the flavor is retained by this means, it is also a fact that it may be a dangerous procedure.

If, during this fifteen-minute interval, the housewife is called away from the kitchen to answer the doorbell or telephone, the water may boil dry from the pan which will cause the can temperature to rise rapidly, and in turn the pressure in the can, due to the liquid, will become great and may cause a violent explosion. In case the water should boil dry the heat, if possible, should be shut off and a safe distance be kept until the can has had a chance to cool off.

It is believed that in general, for safety reasons, the contents of cans should be removed and heated in open pans.

Ratings of 185 Motion Pictures

THE motion picture ratings which follow are based upon an analysis of the reviews which have appeared in 33 different periodicals (see December, 1938, *Consumers' Digest* for names).

The figures preceding the title of a picture indicate the number of critics who have rated the film AA (highly recommended), A (recommended), B (intermediate), and C (not recommended). Thus, "Wuthering Heights" is highly recommended by 21 critics, recommended by 5, and rated intermediate by 1.

Ratings are revised monthly by recording the opinions of additional reviewers.

Audience suitability is indicated by "A" for adults, "Y" for young people (14-18), and "C" for children, at the end of each line.

Descriptive abbreviations are as follows:

<i>adv</i> —adventure	<i>mus-com</i> —musical comedy
<i>biog</i> —biography	<i>mys</i> —mystery
<i>com</i> —comedy	<i>nov</i> —dramatization of a novel
<i>cr</i> —crime and capture of criminals	<i>rom</i> —romance
<i>doc</i> —documentary	<i>soc</i> —social-problem drama
<i>hist</i> —founded on historical incident	<i>trav</i> —travelogue
<i>mel</i> —melodrama	<i>wes</i> —western

AA	A	B	C	
—	2	4	5	Almost a Gentlemanmel AYC
3	6	—	—	Andy Hardy Gets Spring Fever .com AYC
9	5	1	1	Bachelor Mothercom AY
—	11	4	7	Back Door to Heavenmel A
1	4	—	—	Beau Gestemel AY
—	1	4	11	Big Town Czarcr A
—	—	1	3	Black Limelightmys AY
—	3	4	3	Blackwell's Islandmel A
—	9	2	2	Blind Alleymel A

AA	A	B	C	
—	4	3	1	Blondie Meets the Bosscom AYC
—	—	4	—	Blondie Takes a Vacationcom AYC
—	1	6	3	Boy Friendcom AY
—	—	2	2	Boys' Reformatorymel A
—	—	—	11	Bridal Suiterom A
2	5	6	8	Broadway Serenademus AYC
—	—	4	11	Bulldog Drummond's Bridecom AYC
—	—	5	3	Bulldog Drummond's Secret Policemys AYC
1	10	5	3	Cafe Societycom AY
—	11	5	3	Calling Dr. Kildaremel AY
—	3	10	4	Captain Furymel AY
1	5	2	—	Careerrom AYC
—	4	4	2	Charlie Chan in Renomys AY
3	2	—	—	City, Thedoc AYC
—	1	3	2	Climbing Highcom AY
—	4	—	2	Clouds Over Europemel AY
—	—	2	5	Code of the Secret Servicemel AY
—	—	5	1	Code of the Streetsmel A
—	2	3	4	Comet Over Broadwaymel AY
19	6	2	—	Confessions of a Nazi Spymel AY
—	—	2	3	Convicts' Codemel AY
20	6	—	—	Dark Victorymel A
3	9	2	1	Daughters Courageousrom AY
—	2	2	—	Dead Men Tell No Talesmys AY
—	2	2	—	Devil's Islandmel A
8	9	7	1	Dodge Citywes mel AY
—	5	—	—	Each Dawn I Diecr AY
6	15	1	1	East Side of Heavencom AYC
—	2	5	5	Ex-Champmel A
—	1	5	9	Family Next Doorcom AY
1	10	4	1	Fast and Loosemys AY
—	2	—	2	Father O'Flynnrom AYC
—	—	—	3	First Offendersmel A
—	7	2	1	Five Came Backmel AY
—	2	4	4	Fixer Dugancom AY
—	15	3	3	Flying Irishmanadv AYC
—	—	9	4	Forgotten Womanmel AY
—	4	4	2	For Love or Moneycom A
1	2	—	—	Four Feathersmel AY
—	4	—	—	Frontier Marshalwes AY
—	2	—	1	Gang's All Heremys AY
—	—	1	7	Girl and the Gamblercom AY
—	5	7	2	Girl from Mexicocom AY
21	3	—	2	Goodbye, Mr. Chipsnov AY
1	7	4	1	Good Girls Go to Pariscom AY

AA	A	B	C	
—	2	9	6	Gorillacom A
—	6	8	2	Gracie Allen Murder Casemys AYC
—	1	7	2	Grand Jury Secretsmel AY
6	14	3	—	Great Man Votescom AYC
16	6	1	1	Gunga Dinadv AY
2	14	4	2	Hardys Ride Highcom AYC
—	—	2	2	Hell's Kitchenmel AY
—	—	3	3	Hidden Powermel A
2	9	6	2	Honolulucom AYC
—	—	7	11	Hotel Imperialrom AY
2	14	7	2	Hound of the Baskervillesmys AY
—	1	3	4	Housemastercom AYC
—	2	4	3	House of Fearmys AY
3	6	5	2	Huckleberry Finnmel AYC
7	6	4	1	Ice Follies of 1939rom AYC
9	13	3	—	Idiot's Delightcom AY
1	5	9	7	I'm from Missouricom AYC
—	—	4	1	Indianapolis Speedwaymel AY
—	—	5	3	Inside Informationmel AY
—	3	5	3	Inspector Hornleighmys AY
3	9	5	4	Invitation to Happinessrom A
—	1	3	—	I Stole a Millionmel A
2	13	5	3	It's a Wonderful Worldcom AY
—	—	4	6	I Was a Convictmel AY
—	10	3	—	Jones Family in Hollywoodcom AYC
21	5	—	1	Juarezhist AY
—	5	6	4	Kid from Kokomocom A
—	3	4	4	Kid from Texascom AY
—	—	4	10	King of Chinatownmel A
—	1	11	8	Lady's from Kentuckymel AY
—	4	1	—	Lady and the Mobcom AYC
5	3	—	—	Land of Libertydoc AYC
4	7	4	6	Let Freedom Ringmel AYC
15	9	—	1	Little Princesscom AYC
14	10	1	—	Love Affairrom AY
—	3	5	12	Lucky Nightcom A
—	3	1	2	Magnificent Fraudmel AY
—	7	7	6	Maisiecom AY
5	15	—	—	Man About Towncom AY
1	9	4	—	Man in the Iron Maskhist-mel AY
11	13	1	—	Man of Conquesthist AYC
—	—	5	2	Man Who Daredmel AY
—	—	4	7	Mickey the Kidmel AY
8	14	3	—	Midnightcom AY

AA	A	B	C	
—	—	4	2	Million Dollar Legscom AYC
—	—	3	2	Missing Daughtersmel A
—	3	8	4	Mr. Moto in Danger Islandmys AY
—	2	1	—	Mr. Wong in Chinatownmys AY
—	—	3	—	Mutiny on the Blackhawkmel AYC
—	3	3	1	Mystery of Mr. Wongmel AY
—	—	2	9	Mystery of the White Roommys AY
—	5	2	—	Mystery Planemel AYC
—	—	1	4	My Son Is a Criminalmel A
—	1	3	1	My Wife's Relativescom AYC
—	2	4	—	Naughty but Nicecom AY
—	—	2	4	Navy Secretsmys AY
—	2	7	8	Never Say Diecom AY
—	—	4	1	News Is Made at Nightcom AY
—	—	—	3	North of Shanghaimel AL
2	11	2	2	Oklahoma Kidmel AY
2	12	1	—	On Borrowed Timenov AY
13	6	1	1	Only Angels Have Wingsadv AY
—	4	3	5	On Trialmel AY
—	1	1	2	Orphans of the Streetmel AYC
—	—	2	1	Outside These Wallsmel A
—	1	1	9	Panama Ladymel A
—	—	3	—	Panama Patrolmel AY
—	—	1	2	Parents on Trialmel AY
—	—	—	3	Pirates of the Skiesmel AYC
2	8	6	6	Prisons Without Barsmel A
—	2	2	—	Rangle Rivermel AYC
—	3	2	—	Reform Schoolsoc A
—	9	5	4	Return of the Cisco Kidmel AYC
—	—	10	5	Risky Businessmel AY
—	—	2	3	Romance of the Redwoodsrom AYC
—	1	2	2	Rookie Copmel AYC
—	13	6	—	Rose of Washington Square ...mus-com A
—	4	1	—	Saint in Londonmys AY
—	9	3	4	Saint Strikes Backmys A.
3	10	6	—	Second Fiddlemus-com AYC
—	3	5	1	Secret Service of the Airmel AY
—	7	9	5	Sergeant Maddenmel AY
—	5	2	1	She Married a Copcom AYC
—	—	6	1	Should Husbands Work?com AYC
—	2	4	4	6,000 Enemiesmel A
—	11	4	4	Society Lawyermys A
—	3	6	5	Society Smugglersmel AYC
—	1	5	7	Some Like It Hotcom A
—	7	5	5	Sorority Housecom AYC
—	—	4	5	S.O.S. Tidal Wavemel AY

AA	A	B	C	
—	—	2	2	Spellbinder, Themel AY
2	7	4	5	Spirit of Culvermel AY
7	6	3	—	Stolen Liferom A
12	8	3	—	Story of Alexander Graham Bell biog AY
13	9	2	1	Story of Vernon and Irene Castle biog AY
—	2	3	1	Streets of Missing Menmel AY
—	6	6	4	Streets of New Yorkmel AY
1	2	5	2	Stronger Than Desiremel A
—	—	3	2	Stunt Pilotmel AY
—	1	3	6	Sudden Moneycom AY
—	1	4	8	Sun Never Setsmel A
—	8	7	—	Susannah of the Mountainsmel AY
—	—	—	3	Sweepstakes Winnermel A
1	6	1	—	Tarzan Finds a Sonmel AY
—	4	6	1	Tell No Talesmel AY
—	4	1	2	They All Come Outdoc-mel AY
—	—	2	5	They Asked for Itcr A
—	3	4	7	They Made Her a Spymel AY
7	4	1	—	They Shall Have Musicmus AY
—	2	2	—	This Man Is Newsmys AY
12	13	—	—	Three Smart Girls Grow Upcom AY
—	—	2	4	Torchy Runs for Mayormel AY
—	1	4	5	Undercover Doctormel A
—	3	1	2	Unexpected Fathercom AY
18	6	—	—	Union Pacifichist AY
—	—	5	6	Unmarriedrom A
—	2	2	—	Ware Case, Themel A
—	—	1	5	Waterfrontmel A
—	—	2	2	Way Down Southmus AY
—	—	7	4	Winner Take Allcom AY
—	2	5	2	Winter Carnivalcom AY
—	4	6	7	Within the Lawmel A
—	3	3	1	Wolf Callmel AY
—	1	3	—	Women in the Windmel A
21	5	1	—	Wuthering Heightsnov A
3	11	1	—	Yes, My Darling Daughtercom A
3	8	4	1	You Can't Cheat an Honest Man com AY
1	2	4	7	You Can't Get Away with Murder .cr AY
8	7	1	—	Young Mr. Lincolnbiog AY
—	2	6	8	Zenobiacom AY
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Time and Money

I SUPPOSE if you had a lone ten-spot put aside toward furnishing a bedroom, you would feel a bit like the man who had saved enough for five gallons of gas and had begun to save for the car. But I have seen a room in a friend's house furnished with antiques, including a cherry dresser, a rope bed, and a mahogany mirror, at a cost of less than \$10 in money.

The friend was a "white collar" employe, not a skilled mechanic, but with care and time had been able to do some useful and attractive work in renovating furniture. Some folks think that the only way to have plenty of the good things of life is to have plenty of money to spend. That would be a laugh for our great-grandparents if they could peek down on us.

ABOUT a hundred and twenty years ago they had depressions too, and money was mighty scarce. When the time for payment on the farm rolled around, the grandfather hitched up his team, loaded the wagon with oats and a huge bundle of linen bags which had been made up by the women of the household from flax raised on the farm. These, together with a little money, were accepted for the payment due.

The other day while driving through the commuter section of New Jersey, we passed one fine big home about the size of a young hotel. I was told it was owned by a Mr. B— whose income was a trifling \$1000 a week. An acquaintance said he wasn't a bit stuffed shirt and was really proud of the work which he turned out in the well-equipped shop in his three-car garage.

My guess is that there are a great many more little workrooms and shops in homes than there were a few years ago. One of these days, with a little encouragement, we may see them used not only for recreation but to piece out incomes which one usually finds entirely too small and inelastic. I suspect that will be one of the *Digest's* jobs.

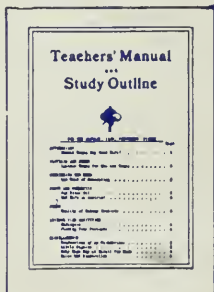
—FRED RAY

MEMO TO TEACHERS

"Triggernometry" was the subject the old mountaineer wanted his young grandson to study. "That boy," quoth he, "cain't hit our woodshed when he's inside it. Larn him some of this here triggernometry."

As a teacher you may not be faced with just this problem but, if you are teaching courses in wise buying, you are, at times, confronted by the problem of how to aim at the bull's eye and not scatter your shots—the problem of continuity of source material. Many teachers have found the answer in *Consumers' Digest*. Every month it brings a wealth of topics for discussion and specific information about products and how to judge them. Since *Consumers' Digest* is written with the needs of classroom discussions in mind, many high school and college classes use it either as a textbook or for supplementary reading.

Special rates are offered in lots of ten or more for classroom use. A Teachers' Manual and Study Outline is sent without charge every month with classroom orders.



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CONSUMERS' DIGEST



*The enlightened consumer is a necessary
encouragement to merchandising integrity.*

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\$1.50 a year

M. C. Phillips, *Editor*

E. B. Albright, *Director of Circulation*

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Consumers' Digest presents only recommended products in its ratings with the exception of motion pictures and phonograph records. It is to be noted that the absence of any brand from the recommended list does not necessarily imply non-recommendation.

Address all communications to Editorial Office, Washington, N. J.

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COAL STOKERS

Listings of Stokers and Boilers for Bituminous and Anthracite Coal

EDITOR'S NOTE: This brief article is intended to help the consumer who is planning to buy a coal stoker to decide on some particular make. The information is presented through the courtesy of Consumers' Research *Bulletin*, which will carry a fuller list in a forthcoming issue, including makes rated as Intermediate and Not Recommended. Only the Recommended listings have been reproduced in this digest.

COAL stokers usually provide the most economical means of heating so far as operating costs for fuel are concerned. This economy is achieved at the cost of some of the convenience which oil and gas heating commonly afford.

The advantages of stokers (over hand firing) are: the use of a low-cost fuel, more uniform house temperatures, automatic control, and more efficient use of the boiler. When bituminous coal is used, stokers produce less smoke than hand firing. Since soft coal, which is used most widely in the Middle West, gives off more gas in burning than hard coal does, a degree of care and skill is needed to

burn the bituminous coal properly.

Operation

Practically all domestic automatic coal stokers are of the underfeed type. In this type the coal is pushed from one end of a tube placed under a coal-filled hopper or in the coal bin, to the bottom of the bowl-shaped receptacle, or retort, in the furnace in which the coal is burned. Some stokers move the coal with a plunger which moves back and forth in the tube slowly, advancing the coal at each stroke. This plunger system is not considered satisfactory, and the best stokers use a slowly moving screw in the coal tube to feed the coal to the retort.

Since all stokers, for reasons of economy in the purchase of fuel, use a fine coal and the chimney draft is insufficient to pull enough air through the coal for proper burning, a forced air draft is necessary. This is supplied by a fan driven by an electric motor, which blows the air through the coal tube and through small holes or slots in the retort in which the coal is burned.

Combustion is different from that in the hand-fired methods where fresh coal is placed on top of the fire. With the small fires that characterize house heating, the under-feed method is more economical than the application of coal on top of the fuel bed, and gives a more efficient and steadier combustion condition. As the coal is pushed slowly up into the retort, it pushes the ash off the retort into the ash pit.

The operation is intermittent, i.e., the motor runs, advancing the coal and blowing air into the coal bed only when the thermostat calls for heat. When the motor stops, the fire is in effect banked, and burns slowly. In this stage it should last for 12 hours. Many

stokers have a hold-fire control, which is an electrical timing device operating the stoker for a short time each hour or so. Thus, the fire is usually started at the beginning of the season and if everything runs without trouble or breakdown, lasts till the end of the season.

Disadvantages

The disadvantages of stokers are the necessity for feeding coal, removing ashes, and the problem of dust. The first two mentioned can be eliminated at some extra cost. A bin-feed stoker is available in nearly all makes at an increase in price of \$10 to \$50 for the smaller domestic sizes. With this, a tube leading from the coal bin to the stoker carries the coal by means of a screw operated by the stoker motor. Where hoppers are used in the average small home, the hopper will be filled about 80 times a heating season, about every day or two in cold weather and less frequently in mild weather.

Ash removal is another problem. For bituminous coal, this is generally done manually because the ash fuses or melts together to form one piece or clinker. The clinker must be broken up and re-

moved every two or three days during the heating season with tongs provided with the stoker.

For anthracite coal there are several methods used for taking care of the ash. The simplest is to build a pit underneath the boiler firebox. A small pit costs about \$25. The ash falls directly into this pit or into cans placed in it. These are removed every few days. The pit can be made large enough to hold a normal season's output of ash. At the end of the season it is wetted and removed. The cost of removal would run from \$5 up.

Another common method of ash removal is to pull the ashes by means of a small conveyor up into one or more dust-tight cans (a bushel each). These are emptied about every other day during the heating season. The use of these cans introduces considerably more mechanism, and unless this is very well made gives more trouble than the arrangement is worth. The straight-line bin-feed models with gravity ash removal are the simplest and are recommended where obtainable.

There is always the problem of coal dust. At 50 cents a

ton more, coal sprayed with oil to keep the dust down may be obtained. As the screw pulls the coal from the bin or feeds it into the retort, a certain amount is ground into dust. That part of it which is carried through with the larger coal is burned and becomes "fly ash" which, because of its smallness, settles in the flue passages and on the boiler surfaces wherever the flue gases change their speed or their direction in the boiler. This fly ash should be cleaned out every month or two. At the end of the heating season it must be thoroughly cleaned out because the fly ash combines with moisture which is often present in cellars during the summer to form a hard deposit on the boiler. All parts of the coal conveying system must be well sealed to prevent a small continual leakage of dust.

Problems

A frequent source of trouble is the presence in the coal of hard foreign particles which get between the worm and tube and jam the works. Then either a shear pin breaks or the motor overload relay operates to open the circuit and shut off the power to the

motor. Thereupon follows the job of removing the obstruction, usually a stray piece of iron. This is sometimes a tough job, especially when the screw is jammed tight. Before it is finished, one may require a great deal of patience and be pretty thoroughly dirty, and hot. After the obstruction is removed, the shear pin is replaced or the relay re-set and the unit is ready to run again.

Considerable trouble has been reported from the corrosion of the coal tubes and the feed screws driving the coal forward. The material of these parts should be able to resist the corrosion and be hard enough to withstand the abrasion.

Operation

When buying a stoker get one as large as the boiler or furnace can take. This will give you extra capacity so that

you can get quick warm-up in the winter mornings if you run at reduced temperatures during the night.

Rice or buckwheat coal is used in most stoker-operated boilers. The rice coal is smaller and costs somewhat less, but it is about three per cent less efficient and gives more trouble from fly ash and coal dust. These disadvantages often outweigh the difference in fuel cost so that many users, who start out by using rice coal, change to buckwheat after a season or two.

The choice of boilers for use with stokers is not so important as with gas or oil heating. This is because most manually fired coal boilers are fairly good for stoker firing. If a boiler is to be bought at the same time, the list which follows will prove helpful in choosing an efficient boiler.

Boilers For Anthracite Coal

RECOMMENDED

Ideal Boiler No. 7 (American Radiator Co., 40 W. 40 St., N. Y. C.)

Burnham round or square sectional (Burnham Boiler Corp., Irvington, N. Y.)

Burnham, Yello-jacket (Burnham Boiler Corp.)

Fitzgibbons, "Coal-Eighty" (Fitzgibbons Boiler Co., 101 Park Ave., N. Y. C.)

Kewanee, Round R (Kewanee Boiler Corp., Kewanee, Ill.)
Peerless, Series EB (Eastern Foundry Co., Boyerstown, Pa.)
H. B. Smith, No. 160 Series (The H. B. Smith Co., Inc., Westfield, Mass.)

Boilers For Bituminous Coal

Boilers for bituminous coal need a large combustion space on account of the large amount of volatile gases in the coal. The list of boilers given in the article on oil burners (*Consumers' Digest*, August, 1939, page 43, 15 cents) can be followed for users of bituminous coal stokers.

Coal Stokers

In rating the stokers, dependability as judged by a *Consumers' Research* consultant, has been placed first. Apart from the motor, most of the parts of a stoker are made by the stoker manufacturers themselves, and these stokers are not simply assembled from standard parts as oil burners often are. This fact must be kept in mind as it is an important factor in obtaining quick and adequate emergency service. In this connection also, a reliable and well-established dealer may be a vital consideration.

Many coal dealers are selling coal stokers to aid their coal sales. The consumer will probably be wise to buy his stoker from such dealers, because the prospective purchaser of a coal stoker will be a customer for fuel for a long time to come and dealers will be interested in keeping him satisfied, and if wise, will remember the harm a dissatisfied stoker user can do with other potential customers of the coal dealer. Such dealers should give better service than a stoker dealer who has no further interest in the successful or economical use of the equipment after it is sold.

Anthracite Stokers

RECOMMENDED

Electric Furnace-Man, Model UF (Electric Furnace-Man Inc., 101 Park Ave., N. Y. C.) High priced.

Fairbanks Morse Anthracite (Fairbanks, Morse & Co., 600 S. Michigan Ave., Chicago) High priced.
Stokol, (General Stokers, Inc., Philadelphia) Medium priced.
Motorstokor (Hershey Machine & Foundry Co., Manheim, Pa.) High priced.

Bituminous Stokers

RECOMMENDED

Master. Model 35 (Muncie Gear Works, Inc., Muncie, Ind.) Medium priced.
Winkler Deluxe-30 (U. S. Machine Corp., Lebanon, Ind.) High priced.
General Mercury (Schwitzer-Cummins Co., Indianapolis) Medium priced.
Combustioneer. Standard (The Steel Products Engineering Co., Springfield, Ohio) High priced.
Free-Man, Model D-1 (Illinois Iron & Bolt Co., 918 S. Michigan Ave., Chicago) Medium priced.
Anchor Fire Chief (Anchor Stove & Range Co., New Albany, Ind.) Medium priced.
Auburn, Model D30 (Auburn Foundry Inc., Auburn, Ind.) Medium priced.



Terminology of Government Food Grades

Systems of grading commodities are usually not well adapted to the use of the consumer. They are ordinarily set up for the convenience of traders, distributors, manufacturers, and other commercial interests. Frequently the influence of special interests rather than those of the consumer himself have affected or determined grade systems.

If grades are to help the consumer and therewith the producing and distributing industry, a process of gradual alteration of the terms may be necessary.

—Ralph Russell in the *Journal of Home Economics*

Chocolate Milk

By
CHARLES D. HOWARD

DISTRIBUTED to a minor extent for a long time, in recent years chocolate milk has been rapidly gaining popularity, and at present a large volume is sold, with promise of its distribution becoming materially extended in the future.

Its especial appeal is to those who "do not like" or think they cannot drink plain milk. This means that it is popular with many children, who can thus be induced to consume the needed ration of this fluid. It is now a prominent item on the lunch menu of the average city school. Chocolate milk has become popular also as a noon-day or between-meals lunch for factory and shop workers, who now consume large volumes and thus provide an additional milk outlet for the dairymen. Daily deliveries to households are increasing in volume.

Recently, one dairy informed us that virtually its entire milk output is now confined to chocolate milk alone. At one time regarded only as a summer beverage, it has now become an all-year one. With plain milk it combines the advantages of agreeable palatability and [a possible] additional nutritive value. Yet in this respect it is not without some disadvantages, as will be noted later.

Obviously, it is important that the production and distribution of such an extensively consumed beverage shall be under suitable restriction and sanitary control. It is not, properly, something for the average farm dairy to handle. In practice, its production is confined under our

requirements to suitably equipped dairy plants. In the first place, classifying as a "mixed milk drink," its bottling is limited to those qualified to hold the special state [New Hampshire] license such as is required of bottlers under the state beverage law. In addition to such annual license, the regulations (which apply as well to coffee milk, orange milk, malted milk, and any other form of bottled flavored milk) further require:

1. That the plant shall be equipped with an automatic machine-type bottle washer, with machine filler and capper.

2. That all milk used shall be pasteurized.

3. That unless conspicuously labeled to indicate otherwise, the milk shall be whole milk, not to be reduced in volume by more than ten per cent due to the flavoring material, and, in any case to contain not less than the minimum quantity of butter fat as required by law for whole milk, viz., 3.35 per cent.

4. That if whole milk is not used, the butter fat content of the beverage shall not be reduced below two per cent and the cap shall bear clearly and conspicuously the words "made from partly skimmed milk," or some equivalent language such as to be *clearly informative* that the product is partially skimmed. Thus, such legends as "contains not less than 2% fat," "partially defatted," etc., are not acceptable, because not deemed clearly informative to the average consumer.

In addition, all of the sanitary regulations applicable to the production and handling of pasteurized milk must be observed, and the bacteria content must not exceed the limit established for the latter, viz., 40,000.

THUS far a majority of distributors [in New Hampshire] are using whole milk as the basis of chocolate milk, which is as it should be. However, a number are employing a partially skimmed milk. It seems idle to contend

that in practice this is actually for any other reason than greater profit to the dealer, yet there is in evidence here a singular and unsound argument—one being assiduously inculcated and fostered by the syrup distributors—to the effect that use of straight whole milk results in a “too rich” drink, one that is “too heavy,” it being contended that by partial removal of the fat, the product is rendered more digestible, more healthful, and more palatable to the average consumer. This specious claim will not stand analysis. It is absurd to suppose that the removal of as little as one to two per cent of butter fat would make the drink more satisfying and attractive to the consumer, or that it could thereby be rendered more healthful.

Actually, any valid criticism here is to be directed to the chocolate syrup rather than to “overrichness” of the milk. In the first place, because of the sugar thus added, many of these drinks tend to be oversweet, the result being an unduly heavy sugar intake. As it is, most of us consume more sugar than is good for us. Furthermore, there is here entailed some addition of a fat due to the chocolate or cocoa, the first normally containing upwards of fifty per cent of this substance in the form of cacao butter. And, unlike butter fat, this vegetable variety is virtually of no value as a source of vitamin A, the food element so notably essential to child nutrition. For this reason alone, it is highly desirable that chocolate milk as served at school cafeterias should involve no robbing of this substance from the milk used.

Again, it is worth noting that at least one of the brands of chocolate syrup extensively distributed is reinforced through an addition of starch in the form of tapioca, such as to result in a rather heavy-bodied drink. Presumably the average nutritionist would agree that, if any removals are to be made, it would be preferable to omit this starchy matter and retain the butter fat.

Finally, authorities recognize that chocolate itself con-

tains elements which tend to render objectionable its over-free consumption, especially by children. Thus, the alkaloid contained in chocolate and cocoa, theobromine, although formerly regarded as being of much milder potency than that of coffee (caffein), is now rated as being of greater action, its relative toxicity having been demonstrated as being nearly twice that of the latter. According to Allen ("Commercial Organic Analysis"), *in large doses* theobromine produces well defined poisonous effects. In other words, cocoa does not provide for children the entirely innocuous substitute for coffee as formerly supposed.

ALL of which means that it would be better, from a health and nutritional standpoint, were the present proportion of chocolate syrup as used in the preparation of chocolate milk to be reduced somewhat, such as to result in a lighter flavored and less sweet drink. More emphasis would thus be given to the fact that the milk is the basic and by far the more important constituent and that pronounced sweetness is undesirable. It is entirely possible, however, that the consumer's palate would not lend commercial support to such a modification.



Household Hints

Stains on tinware or teacups can be removed by dipping a damp cloth in common soda and rubbing briskly. Wash and wipe dry.

To render clothes unflammable, add 2 ozs. of alum to the rinsing water. This precaution may save many little lives.

Rub the hands with half a lemon night and morning if the skin is dry, rough or cracked. This whitens, removes stains and makes the hands soft.

Electric Flatirons

IRONING the weekly wash is no longer the chore it used to be back in the days of sadirons, when on sweltering summer days the kitchen stove had to be run at full blast to keep the irons hot. Perhaps you missed that experience and don't fully realize what a convenience a good electric iron is.

Prices on electric irons range from 89 cents for the worst of the drugstore products up to \$10 to \$15. According to a study made by the Virginia State Experiment Station, you may expect to pay from \$5 to \$9 for an iron of long-time usefulness and dependability. "Cheaper irons," adds the report "are not likely to give entire satisfaction." (A study made by Consumers' Research confirmed these figures except that the lower price might be raised from \$5 to \$6.)

In the interests of safety against fire, be sure that the iron you purchase has a thermostatic control. It will be easier to select the proper heat if it is marked with the name of the material, such as cotton, rayon, silk, rather than low, medium, and high. A lightweight iron will do as good a job as a heavier one, but the Virginia Experiment Station suggests that one weighing three pounds is a minimum weight for durability. A well-insulated handle of convenient shape, a beveled edge, and a sharp-pointed front are desirable characteristics in an iron.

Cords on even good irons tend to have a shorter life than the iron itself. There was a time when you could buy a new cord and simply plug it into the iron yourself, but the latest trend is toward permanently attached cords. There is some justification for this change from the engineering standpoint since the permanently attached cord is less cumbersome and

eliminates contacts in the plug element which are most likely to give trouble and get out of order in service. In replacing a worn cord on the new type of iron, however, it will be necessary for you to take the entire iron to an electrical shop to have the new cord attached—unless, of course, the man of the household is a good mechanic and handy at that sort of thing.

The New Steam Irons

A new development in irons has made its appearance in the last year or two. It is a steam iron which eliminates sprinkling because it steams and presses simultaneously. Engineers say that it will be quite useful when it is properly designed and constructed, but at its present stage of development one make of this type of iron presents certain very real and practical hazards. The make which was examined in a test made by Consumers' Research was so constructed that the water which supplied the steam could (and did) leak onto the heating element and so introduced an unusually serious hazard of electrical shock. Perhaps you will be wise to wait a year or two, until the manufacturers have perfected the designs and progressed a little further in the rather difficult insulation problems this sort of iron involves, before you purchase one of this type.

By special permission we reproduce the results of a recent test of electric flatirons made by Consumers' Research, with the exception of three makes which were listed as Not Recommended. The faults of the irons given a Qualified Recommendation were mostly minor, and it is the opinion of the technicians of Consumers' Research that any of them should give satisfactory performance in use.

Recommended

Wards Supreme Quality, Cat. No. 86—4980 (Distrib. Montgomery Ward & Co.) \$6.45 plus postage. 3 lb. 11 oz. (3

lb. 8 oz. claimed). Cord permanently connected at side of iron. Soleplate made of aluminum alloy; found to be easily scratched. Thermostat of trigger (quick acting) type (desirable). Closely resembled *General Electric Moderne*, but had a slightly different handle and connecting cord and lacked the gadget called "button nooks" (little grooves cut in the point of the soleplate) of the more expensive iron.

General Electric Moderne, Cat No. 159F83 (General Electric Co., Bridgeport, Conn.) \$8.95. 3 lb. 10½ oz. (3 lb. 8 oz. claimed). Cord permanently connected at side of iron. Soleplate made of aluminum alloy; found to be easily scratched. Thermostat of trigger (quick acting) type (desirable). Closely resembled *Wards Supreme Quality* priced at more than \$2 lower.

Sunbeam Ironmaster, Model A-4 (Chicago Flexible Shaft Co., Roosevelt Rd., Chicago) \$8.95. 4 lb. (3 lb. 12 oz. claimed). Cord permanently connected at side of iron. Thermostat control conveniently located in handle. Handle remained exceptionally cool during operation of iron.

Qualified Recommendation

Heatmaster De Luxe, Model 1065 (Distrib. Sears, Roebuck & Co.) \$5.95 in retail stores; Cat. No. 20—1065 at \$5.95 plus postage from mail-order stores. 4 lb. (3 lb. 12 oz. claimed). Cord detachable and equipped with a long flexible spring supported by a short rod to be clamped to the ironing board for keeping cord out of the way. If found unsatisfactory at any time within 5 years, iron may be returned for a refund of purchase price less 10c for each month used. Considered a good guarantee if iron is in frequent use, but seems a poor guarantee for a consumer using an iron only occasionally.

Proctor Blue Streak, Model No. 944 (Proctor Electric Co., Seventh St. and Tabor Road, Philadelphia) \$6.95. 4 lb. Cord

permanently connected at side of iron. Cord judged to be of unusually good quality. Handle remained exceptionally cool during operation of iron.

Universal, Model E7183 (Landers, Frary & Clark, New Britain, Conn.) \$6.95. 4 lb. 2½ oz. (3 lb. 8 oz. claimed). Cord permanently connected at side of iron. Area of soleplate somewhat small, approximately 23 sq. in.

Westinghouse Adjust-o-matic, Cat. No. LPC-4 (Westinghouse Electric & Mfg. Co., Mansfield, Ohio) \$8.95. 4 lb. 2 oz. (4 lb. claimed). Cord permanently connected at side of iron. Thermostat of trigger (quick acting) type (desirable). Temperature of control knob became much too hot and could burn user's hand.

« « « » » »

Electrical Trouble Ahead

It is a sign of trouble when sockets hiss or lamps flutter, when plugs are loose in wall outlets, when the wall switches fail to function, when insulation on the wires is injured, when it is possible to get a shock from an appliance, or when an appliance fails to operate or causes a blown fuse. It is essential that the trouble be removed before any such warning or failure grows into a real hazard.

—*Bulletin of the Hydro-Electric Power Commission of Ontario*

Little Digests

By

ROBERT S. KNERR

NATIONAL Petroleum News spills the beans in an article on the oil industry's marketing policies. Discussing the social desirability of competitive advertising of gasoline, it describes an "exchange" practice among oil companies whereby company "A" may buy gasoline from company "B," sell the gasoline to the consumer under the brand name of company "A," and, no doubt, claim that "A's" gasoline is superior to "B's"! In other words that much advertised difference between brands is often just advertising.

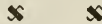
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THE Federal Trade Commission put the bee on Listerine's claims that the product cures or permanently relieves dandruff. Claims reviewed: that dandruff is proved to be caused by an identifiable germ, is contagious, and the germ is killed by *Listerine*. Listerine said, "'Tis." The Federal Trade Commission said, "'Tain't." The Commission won, though judging from announcements of Listerine's new advertising plans, in which references are to be made to the value of *Listerine* in connection with dandruff, advertising, like love, will find a way.

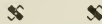
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DR. Raymond L. Ditmars, curator of mammals and reptiles at the New York Zoological Park, advises that mice do not thrive on cheese as a steady diet. Moral:

don't bait your traps with cheese—it may upset the little mice's stomachs.



*R*ADIO and Television Retailing wistfully says, "It would be a blessing to every dealer and serviceman if the public were sold on the premise that a radio set does not function at its best unless tubes are changed regularly." The dealers be blessed and the public be damned. The business of changing tubes regularly is for the benefit of dealers, not consumers. For the most part, the tubes are the best and the most enduring elements of a radio set. Frequent changes or dealers' testing of tubes are not necessary.

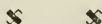


"*A*CETATE" is not a sufficient designation for rayon, according to the Federal Trade Commission. In a "No you don't" order recently, the Commission ordered Hart, Schaffner & Marx to cease referring to its "Silkool" fabric as "50 per cent natural silk, 50 per cent man-made silk (acetate)." The Commission asserted that the word "acetate" is not generally understood by consumers to identify a product as rayon.

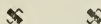


*M*ACY'S, which is "agin" the so-called "fair trade" laws, is gunning for the minimum resale price act passed by the New York legislature in 1935. The battleground is the book selling field, in which Macy's book department has won one round and lost one round in court with the publishers in its effort to be permitted to continue selling books at cut prices well below the publishers' list prices. The fight may go to the United States Supreme Court, and if Macy's wins the book suit, watch 'em try to slay the dragon in the drug and cosmetic fields.

STATISTICS in *Fortune* Magazine indicate that for every dollar spent on a meal in a hotel or restaurant you should get food having a market cost of 35 cents. Liquor comes higher: a dollar should bring you 30 cents' worth there. A successful night club gives you 20 cents on the dollar in its food costs and 18 cents in liquor. The difference, according to the magazine, is the price you pay for service and entertainment. If you don't like it you can "go to a cafeteria and then to a newsreel."

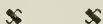


CONSUMERS' Guide gives the lowdown on how the Federal Trade Commission enforces its "Cease and Desist Order." The Commission holds hearings in any case in which it has cited an alleged offender for violating the FTC Act. If the hearing indicates that the citation is justified, a "Cease and Desist Order" is issued which does not have the force of law for 60 days. The order may be challenged in the Federal Circuit Court of Appeals within this limit. If no appeal is filed or if the Commission is upheld, the order then has the force of law. Violators of such orders, with one exception, may be sued in civil courts by the Federal Trade Commission for \$5,000 for each violation. The exception applies to those who, with intent to defraud and mislead, advertise products which may be injurious to health. They are subject to criminal prosecution for which the penalty is up to \$5,000 fine and six months in jail for the first offense, and \$10,000 fines for subsequent offenses.

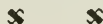


WILLARD L. Thorp, busy economist for Dun & Bradstreet and the Secretary of Commerce, has some interesting facts to relate. The Twentieth Century Fund's Committee on Distribution, of which Thorp is chairman, reports that it has found that 59 cents of the consumer's

dollar goes for distribution (which includes advertising), while only 41 cents is taken by production. Uh-huh, advertising doesn't raise the cost of distribution—the advertising men say so. But why do they never explain why it is that many advertised articles sell for two or three times as much as the same article marketed by a small non-advertising concern or marketed as a "private brand"?



THE National Association of Independent Tire Dealers, Inc., is cooperating with the Federal Trade Commission and the Better Business Bureau of New York in "surveying" results of "misleading" advertising in connection with recent nationwide "50-per-cent-off" tire sales. Two of the Association's objections to the results of such advertising were: that the consumer may become "price conscious" and that exposure of misleading advertising may cause consumers to lose faith in the integrity of the industry and get the idea that to pay list price is to be "gypped." It would be too bad for somebody if consumers got the idea firmly fixed in their minds that tires ought to be cheaper.



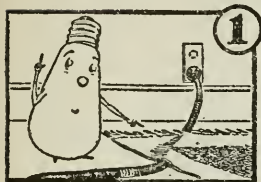
SAD reading for the intellectuals is a report by the commercial research division of the Curtis Publishing Company. The national expenditure for cigarettes and other forms of tobacco is twice that for reading material and more than half that spent for amusements and recreation. Specifically, the figures show the average urban family to spend a little less than \$40 a year for tobacco, of which \$30 is spent for cigarettes.



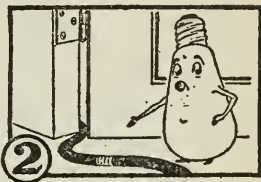
SWEET Land of Gadgetry . . . a key muff for cornets and trombones, to keep outdoor musicians' hands warm in winter . . .

How to Safeguard ELECTRIC SERVICE in the Home

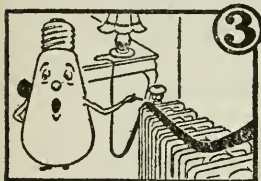
Observe these simple safety rules



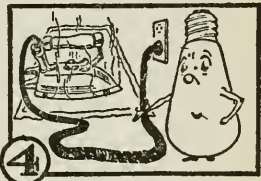
1. Never Run Cords Under Rugs They become worn too quickly.



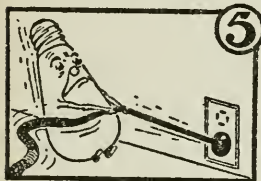
2. Do Not Place Cords in Door Jams Squeezing like this breaks the protective covering.



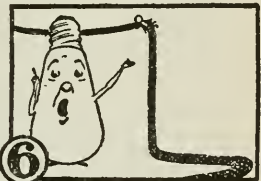
3. Cords Should Never Be Run Over Radiators or Steam Pipes Insist on approved cords made for use in damp places and where contact with metal is likely to occur.



4. Never Leave Heating Appliances Connected when Not in Use Fire is too frequently caused this way.



5. Do Not Disconnect Appliances By Pulling On the Cord This loosens the connections and is a frequent cause of trouble.



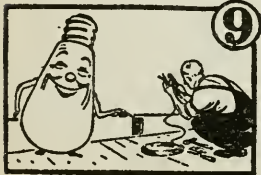
6. Cords Should Never Be Used As a Substitute For Permanent and Properly Installed Wiring



7. Cords Should Be Examined Regularly Worn out cords should be replaced immediately to prevent short circuits.



8. Insist On Approved Labeled Cord With Appliances, Lamps and Cord Attachments They wear longer and are safe.



9. Be Sure to Have All Electrical Repairs and Wiring Made By a Competent Electrical Contractor



10. Have All Wiring Inspected By an Electrical Inspector This is your assurance that the work is properly installed and will give better service under safe conditions.

Frozen Foods

IT was not so many years ago that the term "cold storage product" was definitely a stamp of inferiority in the minds of most housewives. Perhaps the handicap of this attitude on the part of the buying public accounts for consumers' slow acceptance of frosted foods.

Hotels, restaurants, and clubs have been quicker to make use of frozen products than the average housewife. This is due to the fact that there is considerable saving of labor in preparation and frozen foods have been found to be somewhat more palatable to most people than canned foods. On the other hand, frozen berries and cherries have been used by bakers and jam makers who are not so fussy for more than twenty years.

It has been apparent that some varieties of fruit, for example, are much better for freezing than others, and the growers have been kept busy

developing new varieties which would give good results.

Among the fruits and vegetables which have found most favor and which freeze best are peaches, raspberries and strawberries, peas, spinach, lima beans, broccoli, cauliflower, asparagus, string beans, and mixed peas and carrots, according to a recent report.

The great advantage of frosted foods over fresh foods is that in order to be palatable the fruits and vegetables to be frozen must be of highest quality, must be harvested at the exact stage of maturity which yields the optimum flavor, and must be processed almost immediately after picking. Canning makes vegetables tender and overmatured canned peas and beans are rendered soft by the cooking process, but this is not true of frozen vegetables, which are processed only slightly before being frozen. Fruits must be tree ripened—a factor which

is entirely unimportant in picking them for the fresh fruit market. Indeed, partly green fruits are considered desirable for the fresh fruit market, because they will stand up better under shipment.

The interest of the buying public in frozen foods is so new that research studies on whether or not the frozen foods when cooked are comparable in nourishment, vitamins, minerals, and similar factors to fresh fruits and vegetables have not been thorough or comprehensive.

One study has indicated that no vitamin A is lost during freezing or during proper storage, although both processes cause loss of vitamin C. Several surveys conducted in experiment stations in this country tend to show that vitamin C is not lost in the freezing of several varieties of berries, but even properly blanched frozen vegetables lose some vitamin C. Sweet corn, however, is one vegetable which appears to hold its vitamin C content fairly well, but spinach loses considerable amounts of this vitamin in cooking and in the processes incidental to freezing.

In a taste test conducted by the U. S. Department of Agriculture, those who assisted in sampling the products found the flavor of frozen corn excellent and even regarded it as sweeter than fresh corn, according to report. Possibly this judgment may be due to the condition of the sweet corn usually found in the average market, which may be anything from several days to weeks old. Any connoisseur will tell you that sweet corn should be picked fresh from the garden and transferred to a pot of boiling water with as little delay as possible to secure the maximum flavor.

In the test mentioned, the fresh quality of the frozen strawberries, Youngberries, and loganberries was particularly evident. There are types of fruits, however, which do not lend themselves to freezing. Frozen orange juice is not uniformly satisfactory and never tastes quite as good as fresh orange juice. Blackberries and grapes do not freeze well either.

CONSIDERABLE education needs to be done in the proper handling of frozen

foods by the housewife. Frozen foods should be regarded as distinctly perishable products, to be consumed promptly on defrosting. Molds, yeast, and bacteria all survive freezing for several years. While the presence of such microorganisms will undoubtedly affect the flavor and quality of the food so that it is likely to be unpalatable and hence unusable, it is probably important anyway to cook all frozen fruits and vegetables before eating them.

Some years ago, Dr. Henry G. Knight, of the Department of Agriculture, pointed out that fruits and vegetables should be used immediately after thawing, since otherwise dangerous toxins might be produced. Another study indicated that the flavor of certain frozen fruits seems to deteriorate very rapidly after thawing.

Some health officers have felt that the frozen fruits used in making ice cream should either be packed under certified conditions to make certain they are not contaminated, or that the fruits should be pasteurized before being used in ice cream. A ruling was made by a health officer

in one of our largest cities, according to an ice cream trade journal, that all fruits and flavors must be pasteurized before being used in commercially manufactured ice cream because he was of the opinion that frozen berries might be unsanitary, and when added to the ice cream would cause it to become a public health hazard.

AS the technique of freezing progresses so that the proper methods are developed for achieving the maximum flavor and palatability, consumers who are located inland far from a source of supply of fresh fish will no doubt benefit. Certainly the canning processes and the current methods of icing fresh fish have not produced anything resembling the freshly caught product.

There are special problems, however, in freezing fish and other sea food which complicate the picture. It has been the practice in certain Canadian fisheries, for example, to use a chemical sterilizing agent, such as chlorine, hydrogen peroxide, or a solution of boracic acid, on fresh fish. A reviewer summarizing a report

on this practice pointed out that possible health injury from the preservatives was not taken into account.

This aspect is, of course, a very important one. It is true that fish must be properly prepared for freezing to insure a high degree of palatability and retention of flavor, but it would seem that even a minute amount of such preservatives might well render the fish indigestible, particularly for a person in poor health or with a delicate stomach. Certainly the use of such a preservative should be declared on the carton (though this would afford little protection to the consumer who must eat his meals in a restaurant).

With our present excellent system of distribution of meat, there would seem to be little reason for buying frozen cuts. For those who like their steaks and hamburgers rare, the frozen product is definitely unsatisfactory, because the moisture which comes out in thawing and cooking tends to boil the meat and render it well done no matter how one cooks it.

A report from England suggests that, where the problem

is one of importing food from far away points such as New Zealand and Australia, lamb, some kinds of fish, and butter—but not beef—have been successfully frozen. The tissues are apparently ruptured, and when the thawed beef is cut, the flesh is wet and red fluid drips from it.

AT the present time there are no standards of quality to guide the consumer in purchasing frozen foods. The U. S. Department of Agriculture has promoted tentative standards for grades of frozen peas and is working on lima beans and other quick-frozen vegetables. The new federal Food, Drug, and Cosmetic Act, however, perhaps does not require establishment of a quality standard for frozen foods and vegetables. (Section 401 exempts *fresh* or *dried* fruits and vegetables from standards both of identity and quality.) The consumer will, therefore, have to get along as best she can by trial and error and try working through her local clubs to arouse sufficient demand for the establishment of such standards of quality as will help her make an intelligent selection.

There are scores of companies which have gone into the production of frozen foods, but the two best known brands in the ultimate consumer market are *Honor Brand* and *Birdseye*. Since the frozen product cannot be standardized because it depends on many factors, including the method and time of freezing and the condition and type of crop before it is put through the freezing process, it is impossible to make any recommendations by brand name or type of product at present. Here are some general suggestions, however, to bear in mind:

1. Be guided in purchasing frozen vegetables by the price and quality of fresh vegetables. When fresh vegetables are high priced or poor in quality you may be justified from the standpoint of economy in purchasing the frozen product.

2. Great stress is put on the fact that there is no waste in purchasing frozen foods, but make your own comparison between the relative available quantity in the frosted package and the amount to be obtained for the same price in fresh fruits and vegetables or

in meat bought from the butcher over the counter. It takes a certain amount of bulk to feed a hungry family.

3. Do not allow the ease of preparation of the frozen product to induce you to give up using and developing your skills in selecting and assembling a meal from good quality fresh materials. Remember that while the frozen products may be more palatable in many respects than *canned* foods, it has not been established that they have all the healthful qualities and necessary elements for a sound diet that are to be found in *fresh* products *freshly* prepared.

4. If you use frozen foods, use them instantly on defrosting and be sure to follow directions meticulously. They spoil more readily than canned foods, and the spoilage may be more dangerous to health than the spoilage of fresh-cooked foods.

5. You will probably be wise at present, until methods of freezing are further developed and more is known about the actual health and food values of frozen foods, to regard frozen foods as luxuries, or for emergency use, and not as staple foods for daily use.

Just So Much Eyewash

WHEN you were little did the boys in your neighborhood use the expression, "It's just so much eyewash," when they referred to a whopping big story that nobody believed? That's a fairly accurate way of describing much of the advertising for numerous nostrums sold for use in the eyes. Of course, there are preparations required in treating various diseases of the eye which are prescribed by competent specialists. This article does not attempt to deal with such prescriptions, but is concerned with the numerous patent medicines advertised to the laymen in women's and other magazines.

Did it ever occur to you that nature has provided its own eyewash in the form of tears? Perhaps the notion that if the eyes are tired there must be some external preparation that can be applied to rest them is an outgrowth of cosmetic advertising, or perhaps it goes back to the dark ages of medicine when prescribing and fitting of eyeglasses to relieve eyestrain was a little known science.

The eye is too delicate and vital an organ to be experimented with, and it will be very unwise for you to use some preparation of unknown ingredients merely because the advertising claims that it will relieve irritation, fatigued vision, and eliminate other eye troubles. It may be your diet that is wrong, your stomach upset, or there may be something wrong with your general health that affects your eyes. Perhaps you need glasses, or possibly your present

glasses need correction of some sort. Treatment calls for the best eye specialist you can afford.

One doctor has reported treating a number of cases of boric acid conjunctivitis caused by the fact that some people have used boric acid to bathe their eyes habitually, or daily. He further reports that this substance can be irritating even if it is used for as short a time as three days. Even eye solutions prescribed by the doctor become contaminated, particularly if they are used too long or past the date for which they were prescribed. As one doctor has pointed out, "There is a common notion that boric acid solution (a teaspoonful of boric acid in a pint of boiled water) is somewhat 'good' for the eyes. It isn't. It is merely a mild and comparatively non-irritating antiseptic solution. There is no sense in the application of an antiseptic where the trouble is not of infectious character (due to germs). Most simple or chronic eye troubles are not of infectious character, so it is just a silly business using antiseptic eyewashes or drops."

THE Federal Trade Commission has in the past proceeded against a number of companies for misleading advertising claims. The C-E-Z-R Company agreed to discontinue claims that *C-E-Z-R Eye Drops* were a competent treatment in the relief of tired or fatigued eyes. The Botay Laboratories agreed to stop advertising that *Herbal Eye Pack* had a beneficial effect on the eyes, relieved eyestrain and imparted a healthful glow and beauty to the eyes.

Allura Incorporated was ordered to discontinue advertising that *Allura* was, among other things, nature's aid to the eyes, that it would relieve poor or cloudy vision or headache resulting from eyestrain. The Commission found that *Allura* contained nothing of medical value in treating eye diseases and that its only possible value would be equivalent to that of ordinary normal salt solution. Lavoptik

Company advertised its product as "Makes Sad Eyes Glad," "Endorsed Daily by Doctors of Optometry Everywhere", but the Federal Trade Commission found it to be merely an eyewash with a boric acid base in distilled water with camphor, sodium chloride, and hydrastine hydrochloride, which could in no way influence the delicate nerves of the eye, or heal diseases of the eye.

One of the oldest products in this field is *Murine*, which as late as August, 1938, was found advertising in *Good Housekeeping* that its use would bring quick relief from eyestrain due to dust, sun, light-glare, driving, movies, reading, etc. *Murine* was under observation by the Bureau of Investigation of the American Medical Association as far back as 1908. At that time the Association's chemists found that it was essentially a water solution of borax containing a trace of berberine or some golden seal preparation. In 1922 the *Journal* of the American Medical Association pointed out "when a seeming frankness was the order of the day in the 'patent medicine' business, the *Murine* carton listed what were said to be the 'ingredients used in the compounding of *Murine*.' According to the cartons at that time, these ingredients were: Geranium Maculatum [Cranesbill]; C. P. Boracic Acid; Berberine Hydrochlorid; Podophyllum Peltatum [May apple]; Pilocarpus [Jaborandi]; Chloramine-T; Rhubarb; Glycerine; Potassium Sesquicarbonate; Distilled Water; Xanthoxylum [Prickly-ash]." In 1937 the North Dakota Regulatory Department reported that their analysis showed *Murine* as "essentially an aqueous solution of borax and berberine."

If you feel you really must use something on your eyes, don't rush down to the drugstore and buy something. Bathe them with warm water. Don't experiment with the only pair you'll ever have. If something is really wrong, see your oculist. It may save money and your eyes in the long run—if there is really anything the matter.

Four Bulletins from The School of Living

A Review

By

F. R. ALLEMAN

THE School of Living, located in the historic Ramapo mountains at Suffern, New York, is devoted to the promotion of economic self-sufficiency and aims to reestablish the home as the center of productive activity for subsistence needs. Breasting the current social trend, it would build around the family and the home as an economic unit and would quicken the movement away from the city.

The School is an outcome of the experience of the Borsodis in moving to the country, where the development of a homestead brought them a measure of economic independence and satisfaction in living denied the city dweller. Many have read of their experiment as related in Ralph Borsodi's *Flight from the City*.

The activities of the School, of which Mr. Borsodi is the director, are directed into several channels. One is fostering the development of homestead settlements without government aid or subsidy. The other activity, which reaches more people directly, is the publication of a series of bulletins, based partly on the experience of the Borsodi family and partly on current research and experimentation of the School. Bulletins (25 cents a copy) entitled, "How to Economize on Buying and Storing Food," "How to Economize on Laundry," "How to Economize on Bread, Cake and Pastry," and "How to Economize on Flour and Breakfast Foods," have been published as this is written.

These bulletins are fundamentally different from most consumer publications because their adoption as household guides involves a radical change in the mode of living and outlook on life itself. In attempting to evaluate these publications, it is evident that we shall have to consider the desirability and feasibility of the proposed changes in the mode of living, as well as the content of the bulletins from a technical standpoint. The aim of the School of Living bulletins as stated is: "to help people to support themselves, to raise their standard of living, to make them economically more secure, and to show them that it is possible for the average family to live a life that is creative, productive, independent, satisfying to the spirit, and creditable to the nation."

Basically, the Borsodis urge that the activities of canning, baking, sewing, laundering, and even weaving, be returned to the home, but with the drudgery and backbreaking labor of olden days avoided through the introduction of modern laborsaving devices. This reviewer's own family moved to the country about six years ago without having heard of the Borsodi experiences, and we have done many things in similar fashion. An examination of the bulletins individually may be helpful to others contemplating such a move.

Economizing on Food

"How to Economize on Buying and Storing Food," is concerned with urging families to buy in larger quantities than is now customary, for example, canned goods in case lots, apples and potatoes in bushel lots or larger, rice in bulk in five pound lots.

The city apartment dweller with limited room will find the advice of little value perhaps, but the family living in a detached house of fair size could adopt the program of quantity purchasing. One of the recommendations is for a storage cellar, convenient to the kitchen, for the storage of

vegetables and fruit. The cost would be about \$150. To the country-bred person such a cellar would seem sensible, but whether it would fit in with the landscaping and limited space of a city lot is questionable. The alternate plan of walling off a part of the cellar might be more feasible.

Economizing on Bread

If you have searched, usually in vain, for homemade bread and have wondered if it could be made to advantage in your own home under present-day conditions, you will be especially interested in "How to Economize on Bread, Cake and Pastry," which claims a yearly saving of over \$45, coupled with superiority of quality. For those who recall breadmaking as a hot and arduous task, this bulletin will be an eye opener.

It is claimed that the necessary home baking can be done in less than two hours' time weekly. The attractive illustrations and recipes will interest friend husband almost as much as the homemaker. A heavy-duty mixer, recommended under this plan, is estimated as costing about \$50, not including attachments not ordinarily used in home baking, and a range with automatic controls will cost between \$75 and \$175. Since such equipment can find daily use in the kitchen, it need not be considered a special investment.

Economizing on Flour and Cereals

The bulletin on "How to Economize on Flour and Breakfast Foods" covers ground which is familiar to those acquainted with the writings of F. J. Schlink and the *Bulletins of Consumers' Research*. From a dietary standpoint, present-day flours and prepared cereals are greatly inferior to the simpler and healthier whole-kernel products which our forefathers enjoyed and which we can also enjoy to our financial and physical profit. The School of Living recommends the purchase of a small grinding mill in which wheat and corn can be ground fresh as needed. Suitable storage

bins and an electrically operated mill housed in a cabinet can be bought for less than \$40. The yearly saving has been estimated at about \$22 for a family of average size.

The largest gain, however, as the bulletin points out, is in the use of whole-wheat and whole-corn products so much richer in health-giving qualities than the durable but not nutritious products sold today. In small communities in rural sections there will be no difficulty in securing corn and wheat. Possibly these grains can also be bought conveniently in urban communities. The real problem remains in the personal factors. Will the housewife be willing to adopt a more rational but somewhat more time-consuming program?

Economizing on Laundry

The fourth bulletin, "How to Economize on Laundry," contains a great deal of interesting material. The statement is made that the average housewife who has neither washer nor ironer and who sends most of the wash to the laundry spends more time in doing the odds and ends left at home than would be required to do the entire family wash with modern timesaving equipment. The argument seems cogent, but the small, dainty articles so frequently done at home can usually be dried indoors and take but little room and effort in handling. In doing the entire wash, the housewife will consider not only the possible saving but also the fact that some of the work is heavy, even with laborsaving equipment, and in the winter and on rainy days offers special problems in drying.

Some families may go part of the way by doing the ironing at home with an ironing machine, but the School of Living is strongly against commercial laundries. The reader will find considerably more information on ways to do things than is usually found in technical articles about washing and ironing equipment.

On the other hand, it seems obvious that the prospective investor in laundry equipment needs more precise technical information. It is not enough to be convinced that modern home laundry equipment is desirable. The purchaser should know what makes offer the best buy, and there is far more information needed to make a wise selection than is given in the School of Living bulletin. The articles in *Consumers' Digest* and in *Consumers' Research Bulletins* will be found to offer much needed technical assistance in choosing the most acceptable makes and types of equipment.

Practicability

It is evident that the adoption of the recommendations found in these bulletins would involve a considerable change in the family's mode of living. There is no doubt that real economies can be effected and that, under favorable circumstances, home life could be enriched. But does the average housewife consider her household activities as a permanent and productive career or see it as a deadly routine from which to escape through a job in factory or office, or to be abandoned when the husband's income increases? After buying timesaving bakers' products, will the housewife undertake to bake bread at home unless there is a strong economic need, in which case the money for the rather expensive equipment may be lacking? This reviewer confesses that he does not know the answer, which probably depends on the particular woman in the home.

The School of Living bulletins make a strong point of the productivity of the woman in the home, and if this message convinces even a few of their readers, the School will be making a real contribution. If more activities can be returned to the home, family life will surely be strengthened, and the woman desirous of carrying her share of the family load will find new outlets, new opportunities, and new and enduring satisfactions within her home.

In the Groove

By

WALTER F. GRUENINGER

CONCERTS of recorded music date back, no doubt, to the first records. My own recollection of them begins with the concerts presented at the turn of the century by an uncle who charged members of his audience 35 cents to hear three cylinders and used the income to purchase new records. With the recent upswing in recorded music, however, concerts have become more popular than ever before.

Many colleges, generally through the music department, music club, or the library, offer recorded concerts to all students. College men, as a rule, show more interest than college women in recordings of Bach, Brahms, and Beethoven.

In Williams College the librarian, with the help of one or two students and members of the academic department interested in some particular kind of music, presented ninety-minute programs weekly last year to a full house of fifty students. A recent annotated program distributed at a concert included a Suite by Bach, a Concerto Grosso by Handel, a Trio by Haydn, a Quartet by Mozart.

More commonly, private collectors give concerts at home for their friends. I have presented fifty over the past five years, with the attendance averaging fifteen. I find my guests enjoy listening in the dark to recorded music on high fidelity equipment fully as much as or more than trying to listen through the distraction occasioned by the performers and audience in a concert hall.

OUT of such a beginning arises cooperative record societies which charge a small membership fee for attendance at concerts, such as the societies in Philadelphia and Dallas. And out of such a beginning, it appears, has grown the Federated Societies of Great Britain, which now comprises no less than 33 societies.

About every fortnight an English society gives a concert, perhaps in a local hall or in the home of a member who prepares the program. Often records are borrowed from other members or from the local dealer. A discussion of the music played forms an important part of the evening's enjoyment.

The Federation serves as an active consumers' body. At its annual convention and throughout the year it requests of record manufacturers higher fidelity, lower prices, superior artists, recordings of unrecorded music, better record surfaces. As list prices are lower in England and record surfaces are superior, it seems that our cousins across the sea have attained something denied us so far. In America there is no Federation. Only a few critics and record collectors ineffectually prod manufacturers.

Concerts of recorded music in this country will, I feel certain, become even more popular than they are today. I foresee scores of new societies, and perhaps some day a Federation or some organization similar to that of Great Britain. It is, at any rate, something for lovers of good recorded music to work for.

Ratings of Phonograph Records

In the following ratings of phonograph records the rating AA indicates highly recommended; A, recommended; B, intermediate; and C, not recommended.

	Quality of Music	Inter- pre- tation	Fidelity of Record- ing
ORCHESTRA			
Beethoven: <i>Symphony 2.</i> London Symph. Orch. under Weingartner. 8 sides, Columbia M377. \$6.	AA	A	A
Elgar: <i>Enigma Variations.</i> BBC Orch. under Boult. 6 sides, Victor M475. \$5.	AA	A	A
Gluck: <i>Iphigenie en Aulide—Overture,</i> 3 sides, & Corelli: <i>Adagio,</i> 1 side. Columbia Broad. Symph. under Barlow. Columbia X138. \$3.50.	A	A	A
Haydn: <i>Symphony 86.</i> London Symph. Orch. under Walter. 6 sides, Victor M578. \$5.	A	AA	A
Mozart: <i>Marriage of Figaro—Overture & Bizet:</i> <i>Minuetto.</i> Victor Symph. Orch. 2 sides, Victor 36229. \$1.	A	A	B
Respighi: <i>Fountains of Rome.</i> Phil. Symph. Orch. under Barbiroli. 4 sides, Victor M576. \$4.50.	B	AA	AA
Sibelius. <i>Finlandia.</i> Victor Symph. Orch. 2 sides, Victor 36227. \$1.	B	B	B
Sibelius: <i>Valse Triste & Debussy:</i> <i>Clair de Lune.</i> Victor Concert Orch. 2 sides, Victor 36228. \$1.	A	B	B
Strawinsky: <i>Petrouchka.</i> Philadelphia Orch. under Stokowski. 8 sides, Victor M574. \$8.	AA	AA	AA
Wagner: <i>Die Walküre—Ride of the Valkyries.</i> Victor Symph. Orch. 2 sides, Victor 26316. 75c.	A	C	C

CONCERTO

Liszt: <i>Concerto 1.</i> Sauer (piano) & Orch. 6 sides, Columbia M371. \$5.	B	A	AA
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INSTRUMENTAL AND CHAMBER

Bach: <i>Jesu, Joy of Man's Desiring & Gigue.</i> Gieseking (piano). 2 sides, Columbia 17150. \$1.	A	A	A
Bloch: <i>Suite.</i> Primrose (viola) Kitzinger (piano). 8 sides, Victor M575. \$8.	C	AA	A
Lekeu: <i>Sonata in G Major.</i> The Menuhins (piano & violin). 8 sides, Victor M579. \$8.	A	AA	A
Mozart: <i>Quartet 14 (K387).</i> Roth Quartet. 6 sides, Columbia M374. \$5.	AA	AA	AA

Mozart: Sonata (K332), 3 sides, & Lazar: Marche Funebre, 1 side. José Iturbi (piano). Victor M565. \$4.50.	AA	AA	AA
Mozart: Trios (K542 & K548). Applebaum (piano) Totenberg (violin) Magg (cello). 8 sides, Musicraft Album 29. \$6.50.	A	B	B
Ravel: Gaspard de la Nuit. Giesecking (piano). 4 sides, Columbia X141. \$3.50.	A	AA	A
Saint-Saens: Introduction and Rondo Capriccioso. Campoli (violin) & Orch. 2 sides, Columbia 69640. \$1.50.	A	A	A
Sarasate: Four Spanish Dances. Renardy (violin). 4 sides, Columbia X134. \$3.50.	B	A	AA
Scarlatti: Eleven Sonatas. Casadesus (piano). 6 sides, Columbia M372. \$5.	AA	AA	AA
Schubert: Sonata in A Major. Schnabel (piano). 9 sides, Victor M580. \$9.	AA	AA	A

LIGHT MUSIC

Brahms: Hungarian Dance 5 & Weigenlied. Victor Salon Orch. under Bourdon. 2 sides, Victor 26307. 75c.	A	C	B
Kreisler: Tambourin Chinois & Caprice Viennois. Victor Salon Orch. under Bourdon. 2 sides, Victor 26306. 75c.	A	B	B
Strauss: Blue Danube & Vienna Woods. Philadelphia Orch. under Stokowski. 2 sides, Victor 15425. \$2.	AA	B	A
Tschaikowsky: None but the Lonely Heart & Hall-Clarke: The Blind Ploughman. Gorin (baritone). 2 sides, Victor 4436. \$1.	A	B	A
Album of 8 Famous Marches. Goldman Band. 8 sides, Victor P5. \$3.50.	A	AA	A

Antifreeze Solutions

for Automobile Radiators

HERE is no antifreeze satisfactory in all respects; the most practical are certain alcohols, of which *ethyl (grain) alcohol* and *ethylene glycol (Prestone)* are probably the best. Ethyl alcohol evaporates and must be replenished. A small modern car with no leaks in its cooling system, one which does not overheat, can with average driving go through a northern winter with three gallons of 188 proof denatured ethyl alcohol.

Ethylene glycol having a boiling point higher than that of water affords "permanent" protection; any evaporation will be of water. It is less satisfactory than alcohol in a radiator which has been repaired with any of the various radiator stopleaks, since it can leak from a system which appears tight for water.

A half-and-half mixture of denatured ethyl alcohol and ethylene glycol is cheaper than ethylene glycol alone, and permits a higher engine temperature than alcohol alone. This improves the efficiency of the engine and increases the effectiveness of car heaters of the hot-water type. Since such a mixture gives slightly better protection than the same quantity of alcohol alone, the mixture may safely be substituted for alcohol in calculating the amount needed for protection to a given low-temperature limit. The specific gravity measured by an hydrometer should be noted. As evaporation occurs, make replacement of alcohol and water in proportions to maintain the original specific gravity.

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GLYCERIN is a "permanent" antifreeze, but it is expensive and will leak easily from a system which appears watertight. It is more likely than the other substances to corrode parts of the cooling system.

Methanol (wood alcohol) is relatively cheap, but extremely poisonous. Even inhalation of its fumes, often noticeable in the car when driving in winter, is fraught with great hazard.

Solutions of various salts, which used to be widely sold, cause prompt and extensive damage to radiator and engine. Kerosene, as well as sugar or honey solutions, is not satisfactory for a number of reasons. The wise consumer will in no case assume the risk of purchasing antifreezes of unknown composition, or those on which he has only verbal or vague assurances as to ingredients.

Devices intended to trap the alcohol which escapes into the overflow tube of the radiator, and depending for their safe functioning on the assured operation of one valve, are not considered wholly desirable for their purpose.

The contents of the radiator may be saved for re-use, but this is not recommended where relative cost is not the deciding factor. On account of the gradual development of acidity in the so-called permanent antifreezes, the consumer, if he decides to re-use them, should test for acidity at the beginning of the second season and at intervals thereafter. When the pH becomes 6 or less, the solution should be discarded. If an alcohol-water mixture is to be re-used, it should be tested with an hydrometer to determine whether additional alcohol needs to be added to replace that lost by evaporation. Assuming that the solution will not be saved from year to year, *denatured ethyl alcohol* is the most economical of the recommended types.

RECOMMENDED

Denatured ethyl alcohol.

Eveready Prestone (National Carbon Co., 30 E. 42 St., N. Y. C.) Mainly ethylene glycol with a little added oil.

* * *

The following were mainly denatured ethyl alcohol:

Blue-Flo (Carbide & Carbon Chemicals Corp., 30 E. 42 St., N. Y. C.)

Five Star (E. I. du Pont de Nemours & Co., Wilmington, Del.)

Gamble's Bond (Gamble-Skogmo, Inc., Minneapolis)

Super Pyro (U. S. Industrial Alcohol Co., 60 E. 42 St., N. Y. C.)

Super-Thermo (Publicker Commercial Alcohol Co., 260 S. Broad St., Philadelphia)



Foot Health Pointers

1. *Bathe feet daily, using a good grade of soap, and brush the toenails; change shoes and hose daily.*

2. *Cut the toenails straight across, never shorter than the flesh at the end of the toe.*

3. *Buy shoes for comfort, as well as for style; have them fitted by an expert, and buy good shoes.*

4. *Never cut corns and callouses, or use medicated pads, or use "corn cures," as they might cause infections.*

5. *Do not use round garters, as they hinder circulation.*

6. *Avoid bad posture—walk, stand, and sit correctly.*

Automobile Salesmen Won't Tell

By

KENNETH F. GILBERT

ONE of the first lessons an automobile salesman learns is to keep quiet. The fact that he uses a lot of words in the course of a sales talk does not alter the case. On certain topics connected with new cars, he is absolutely mute. His business is not to discourage you.

Cars are advertised at so much and up, and like thousands of others you have probably tried to buy a car without the "up." Chances are you failed. Most persons do.

A common obstacle, as in the case of a friend of mine, is that no model is available to demonstrate. "That model's not goin' so well," said the salesman. "We don't keep any on the floor." When my friend went elsewhere and insisted, the salesman borrowed one. During the demonstration, he called attention to the stiff springs, the shoddy upholstery, the commonplace trim, and laboring motor. My friend bought a more expensive model.

A woman I know demanded a "standard" model instead of the more expensive de luxe job. "It'll take weeks," the salesman moaned. The woman was adamant, but it did take weeks—exactly six. "Gotta run those jobs through special," explained the salesman. Manufacturers and dealers count on the fact that most buyers are easily discouraged at the delay and decide to buy a more costly model.

IF the salesmen had wished, they could have explained that most manufacturers do not set the base or advertised price for their line with any expectation of having to *deliver* many of these "price leaders." The almost invariable rule is to apply the advertising-copy price to a model that has little appeal to consumers. One factory consistently advertises the price of only its "standard" line, which in appearance is inferior to its de luxe line. The purpose, though no salesman will admit it, is to excite consumer interest in the maker's line of cars. Once this end is achieved, the prospect can be "sold up," as the trade phrase goes.

Many "price leaders" come from the factory equipped with extras you must buy if you want the car. When cars still wore radiator ornaments, one make came equipped with an ornamental cap which cost \$6. Buyers who did not wish it could have the car without it, but they got no other cap.

Occasionally a manufacturer attempts to boost sales by appealing to buyers in the next lower-price class. This can be done by slashing the price of only one model. Several years ago one factory which built medium-priced cars advertised that its line was now in the less-than-\$1,000 field. Actually one model was priced at about \$990, and so far as I have ever been able to learn no purchasers ever found it practicable to buy that less-than-\$1,000 model.

ANY time you wish a salesman to lose all power of speech, ask him about operating costs. The automobile industry has no use for such distressing figures. The salesman could tell you that the National Bureau of Standards has published a useful general study of the subject, but he won't—you might put off buying till you had read it. [A summary of this study appears in *Consumers' Digest*, November, 1938, pp. 56-59. 25 cents.—Ed.]

He will be glad to talk gas mileage. He will say, "A man I sold this model to six months ago does a lot of driving. He told me yesterday he's getting twenty-odd miles." The figure he names will be the probable average at 25 to 30 miles an hour—the very best mileage performance of which the car is capable if one could drive always at one selected speed. He does not worry you with a statement that a car giving you 20 miles to a gallon at this speed may give you only $19\frac{1}{2}$ miles at 40 miles an hour, 18 at 50 miles, and only $16\frac{1}{2}$ if you roll along at 60.

One of the things you wait most eagerly to hear a salesman say is the amount of allowance. A good salesman will deliberately build up your suspense. He will start your engine, kick the tires, run his hand over the upholstery, stick his head under the hood, but, if your fenders are undented and the glass unbroken, you will get the price the dealer has previously set on that model. Hesitate and the salesman will prod you with, "You won't get that much next week." That may be true, but more often it will not be. The used-car price guide commonly used is issued every two months.

When you demand a higher allowance and the salesman promises to try to get the deal through, you can believe him if he is not working for an out-and-out gyp. He is paid, as a rule, 5 per cent of the "cash difference," which means the difference between the delivered price of the new car and the allowance on the old. If he gets you \$15 more, he loses only 75 cents in commission; if he loses the sale, the cost to him may be \$15 or \$20. His efforts to get you a bigger allowance are known to dealers as "selling the house." They detest it, naturally.

YOU may be surprised that the demonstrator you drive shows no signs of the severe use it gets. Were the salesman entirely frank, he could often clear up the mystery

by confessing that the "demonstrator" is in reality the new car for which a customer has been awaiting impatiently for a couple of weeks. Before delivery, the odometer (mis-called speedometer in the trade) will be turned back to zero.

In other cases, the demonstrator is frequently a car taken in trade for a flossier model, or perhaps it is a re-possession. It pays to know, if you are ever tempted to buy one. Several years ago I tried to save a few dollars in this way. The title I received proved that I was not the second but the fourth owner of the so-called "demonstrator."

You cannot expect a salesman to divulge all these details. His business is to sell cars. For every important fact he fails to tell you about the car you are buying, his boss, the dealer, may forget two or three himself.



Cleaning Wall Paper

It is not always practicable to try to clean wall paper.

Sometimes wall paper can be cleaned by wiping it with a soft brush covered with a clean soft cloth, or, if the paper is quite rough, with the attachment of a vacuum cleaner.

No very good method of removing grease spots from wall paper has been found. The most satisfactory method is to cover the spot with Fuller's earth or magnesia and allow the powder to remain overnight. In the morning the Fuller's earth should be brushed off gently to prevent the grease-soaked powder from spreading on the paper. Fuller's earth may be purchased at a hardware store.

Paying for the Wrapper

By

RALPH M. BODENWEISER

DOES your grocer make a practice of selling paper bags and cardboard cartons along with and at the price of the commodity wrapped in them? Everyone has seen the grocer weigh a pound of tub butter with a pound weight on one side of the counter scale; on the other side he weighs the butter in a cardboard carton or container, being very, very careful to balance the pound weight on one side with the butter and container on the other.

Now let's figure this out. There are 16 ounces in a pound, and at 32 cents a pound, butter will be 2 cents an ounce. So far, so good. But the grocer included the weight of the carton with the butter thereby charging 32 cents a pound for pulpy paper cartons which you can't eat and did not order. These cartons weigh one-half ounce a piece. So you pay the grocer one cent for the carton every time you buy a pound of butter. If only one-half pound of butter is ordered, you still pay one cent for the carton and get $7\frac{1}{2}$ ounces of butter. It's true that the carton costs money, but it isn't butter, and it's butter the customer is buying. In this manner thousands of dollars are taken from the purchasing public.

HERE'S what your grocer should do (this is for the housewife's ear, for the grocers know it). In weighing a pound of tub butter, a pound weight with an empty carton of the same kind should be placed on one side of the even balance scale and the butter weighed in the same size

carton on the other side. When the scale is balanced, there will be 16 ounces of butter in the carton. Very often these packages are put up ahead by the grocer and stored in the ice box. Naturally the customer accepts them as wrapped, and if care has been used in weighing, she gets what she pays for. But if the grocer carelessly or intentionally neglects to place a carton or bag with the weight to balance the carton or bag used as the container on the other side of the scale, the customer is out of pocket.

Hams often come with paper or cloth wrappings which increase the weight from 4 to 8 ounces. The merchant will weigh the ham and the wrapper and charge for the whole package at the price of ham. To justify this the merchant will point to the weight marking on the wrapper and declare that the packer is responsible for the weight marked. It is generally found, however, that the weight marked by the packer was correct at the time it was wrapped, but moisture evaporated from the ham while in transit and in the store, which accounts for the decrease in weight. This shrinkage is the retailer's loss, and is not properly charged to the ultimate consumer. The proper way to sell these hams is to weigh them at the time of sale and sell them for the actual weight of the ham itself.

BACON is another meat which is often short weighed. It is usually purchased in half-pound lots, and the procedure is for the merchant to first place a sheet of waxed or oiled paper on the scale (usually a computing scale is used). Then he places the bacon on the paper, and when the scale registers 8 ounces, off it comes and into the bag goes $7\frac{1}{2}$ ounces of bacon and one-half ounce of paper. As this is a common practice and happens millions of times daily, it is seen that bringing home the bacon is not so simple.

The same applies to sugar, rice, coffee, lard, and many

other commodities. The only remedy for this is to make certain the grocer with whom you do business is careful to allow for, and not charge for, the weight of the wrapper or container used in packaging your purchase. If you think something is wrong in the manner in which your purchases are weighed, call or write your State or City Weights and Measures Department. They'll be glad to investigate.

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Grading Eggs

To be graded as first quality, or U. S. Special, eggs must have clean, sound shells and regular, localized air cells not more than one-eighth of an inch in depth. The yolks must be well centered with outline indistinct, the whites must be firm and clear, and there must be no visible development of the germ.

The requirements for the second-quality eggs, or U. S. Extra, which are usually the best quality available, are similar to those of the first, except that the air cell may be one-fourth of an inch in depth and the yolk must be fairly well centered and its outline may be moderately defined.

There are several lower grades for eggs, but only the two mentioned are retailed under a "certificate of quality." U. S. Standards may be sold under dated seals which carry the information that they have been officially graded and which must further show the designation Retail Grade B. It is very important to note the date on the seal or certificate of quality, because under unfavorable holding conditions the quality of eggs may deteriorate rapidly after grading.

Besides being graded for quality, the eggs are graded for size. In either quality, one may obtain large eggs, having a minimum weight of 24 ounces per dozen; medium-sized eggs, weighing at least 20½ ounces per dozen; or small eggs, weighing 17 ounces per dozen.

—*Present Guides for Household Buying*

Letters From a Homemaker On House Cleaning

By
ELLA M. CUSHMAN

SHAMPOOING A RUG

Greenacres Farm, Monday.

DEAR FRIEND:

When I was talking to Mrs. Livingston about house cleaning the other day, she said that her plan to buy a new living-room rug this spring had completely fallen through; she doubted now if she could even afford to have the old one cleaned. She seemed to feel badly about it, and said that dingy furnishings always made her feel depressed, so I told her how Mrs. Putnam had cleaned her own rug at no expense. Perhaps you would like to know, too.

Mrs. Putnam's rug was a small one. She turned it face down on a clean bare floor and went over it thoroughly on the wrong side with a vacuum cleaner. She used long, slow strokes, for she found that this method was easiest and that more dirt was removed in this way than by working faster. She next took up the rug, swept the floor where the rug had lain, turned the rug over and cleaned its right side. She said you'd be surprised how much grit, which is never removed by sweeping only the right side of the rug, is embedded in its wrong side. This grit slowly cuts the fibers of the rug so that it wears out more quickly.

Mrs. Putnam told me that her cousin, who did not have a vacuum cleaner, beat her rug on the line with a rattan beater, using quick, light strokes. She removed most of the dirt in

Excerpts from Cornell Bulletin 262, "Letters from a Homemaker to Her Friend on House Cleaning," by Ella M. Cushman.

that way. A neighbor used a metal beater but it seemed to cut the threads. The rattan beaters are inexpensive and may be bought at any hardware store.

The night before she cleaned the rug, Mrs. Putnam mixed a bowl of soap jelly by dissolving 1 part of mild soap flakes in 5 parts of hot water. She said that for a wool rug she never used any soap stronger than she would use on her face and hands, as the stronger soap removes the oil from the fiber, just as it does from the skin, and makes it harsh and dry. The removal of this natural oil makes the rug wear out more quickly. The strong soap also causes the colors to fade.

She next arranged her work by putting a table, on which to place the rug, near the laundry tubs and, at the right of the table, two large pans of warm water with a clean soft cloth in each, and a bowl of soap jelly.

Now comes the interesting part. With an egg beater, she beat a small amount of the soap jelly to a stiff lather, like beaten egg whites. Next, using a soft brush—Mrs. Putnam used an old clothes brush—she put some of the lather on the corner of the rug and scrubbed with a light circular motion a small space about 9 inches in diameter. As the lather went down she applied more, until she was sure that the rug fibers were clean. She then wrung out one cloth from the clear water and wiped off all the lather; with the second cloth, wrung from the second pan of water, she rinsed the same place again. When she was sure all the soap had been removed, she rubbed the nap in one direction. She continued this method until the entire rug was cleaned, always overlapping to avoid streaks. When the rug was clean, she laid it out flat, rinsed her brush, and brushed the nap in one direction. She then hung it on the line, in the shade, to dry.

Mrs. Livingston said she thought she could clean her rug right on the floor as it was too large to put on the table. I advised her to try cleaning a small part of it first, either on the wrong side or in an inconspicuous place, to make sure the colors would not run. I also suggested that she clean the rug on a good drying day and not try to do all of it at once as it is a hard job to clean a large rug on the floor.

When I write again I'll tell you what success Mrs. Livingston had.

Cordially yours,
Mary Smith.

A CHAIR IS WASHED

Greenacres Farm, Saturday.

DEAR FRIEND:

Mrs. Livingston has certainly cheered up since I saw her last. She shampooed her large living-room rug with soap lather and it looks almost like new. She said she really enjoyed doing it. She decided to be experimental, too, and went as far as to try the soap lather on an upholstered chair which she has had for ten years and which had never been cleaned. She said it was so dirty you couldn't tell what color it was, and you could hardly distinguish the pattern. First she was careful to test the colors behind the back, to make sure they were fast. The top of the back was greasy where people had rested their heads. Mrs. Livingston was afraid the soap lather might not take out this grease, so she poured some carbon tetrachloride into a saucer and with a soft brush scrubbed the soiled part until she felt sure that the grease had all been cut. In cleaning it, she used exactly the same method she used with her rug, and was particularly careful not to allow any water to soak through, as she was afraid it might rust the springs.

When Mr. Livingston came home that night, he said "Where did you get the new chair?"

I saw the chair myself and felt that Mr. Livingston was justified in his question. The chair was a very good one, of solid mahogany. Mrs. Livingston wanted to know what to do to the mahogany so it would be as clean as the upholstery, so I told her how Mrs. Broome had cleaned her varnished furniture. When I left, she was mixing the solution; I suppose that the next time I drop in all the varnished furniture and the woodwork in the Livingston house will be clean, for Mrs. Livingston certainly does like to try new ideas.

These are the directions Mrs. Broome gave me; I know that she had good results:

Into a dish containing 1 quart of hot water, put 3 tablespoons of linseed oil and 1 tablespoon of turpentine; set this dish in a pan of hot water. With the mixture wash the varnished surface until all the dirt is removed, then dry and polish with a soft dry cloth. As soon as the mixture becomes dirty, throw it away and mix up a new solution.

Cordially yours,

Mary Smith.

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27 Laws to Stop "Loss Leaders"—24 Now Effective

State	Date Enacted	Classes of Merchandise Covered by Various Laws	Minimum Markup ¹	
			Wholesale	Retail
Arizona	1939 ²	Tangible personal property	12%
Arkansas	1937	All goods and service-trade sales
California	1939 ²	All goods and service-trade sales
Colorado	1937	All goods and service-trade sales
Connecticut	1939 ²	Tangible personal property	2%	6%
Idaho	1939	Tangible personal property	2%	6%
Kentucky	1936	All goods and service-trade sales
Louisiana ³	1936	Drugs and cosmetics
Maine	1939	Tangible personal property	2%	6%
Maryland	1939 ²	Tangible personal property	2%	6%
Massachusetts	1939 ²	All goods	2%	6%
Michigan	1937	Bakery and petroleum products
Minnesota	1939 ²	All goods	2%	10%
Montana	1939 ²	All goods
Nebraska	1937	All goods and service-trade sales	6%
New Jersey	1938	All goods	2%
Oregon	1939 ²	All goods and service-trade sales	6%
Pennsylvania	1937	All goods
Rhode Island	1939	Tangible personal property	2%	6%
South Carolina	1932	All goods
Tennessee	1937	Tangible personal property	6%
Utah	1939 ²	All goods	2%	6%
Virginia	1938	Tangible personal property	2%	6%
Washington	1939	All goods
West Virginia	1939	Tangible personal property	2%	7%
Wisconsin	1939	Tangible personal property	2%	6%
Wyoming	1937	All goods and service-trade sales

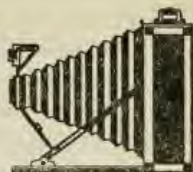
¹ All of the laws prohibit sales below "cost"—which is usually defined as purchase cost or replacement cost, whichever is lower, plus "cost of doing business." Some of the states set minimum markups to cover "cost of doing business," in absence of proof of lower operating costs. These markup percentages are shown here.

² Amends earlier law.

³ Louisiana law applies only to retail sales. Laws of the various other states apply to wholesale trade as well.

Hocus Focus

By
PERCIVAL WILDE



XV, Wiring the Darkroom

WE have all seen darkrooms which resemble spiderwebs: a socket here; an outlet tacked askew to the wall there; switches (like dead flies) dangling everywhere; a tangle of cables, some of them frayed and mended with adhesive tape, radiating in every direction; and, sitting in the center of the web, an earnest individual who thinks he is saving money by his ingenuity, when, as a matter of fact, he is risking far more than he suspects.

The underwriters' codes state how the 110-volt current is to be handled. They are not repressive laws: they are designed to protect the individual and his property, and it is important to realize at the outset that even if poor wiring does not cause a fire, its very existence could conceivably invalidate the insurance on the property should there ever be a serious one. It is logical to reason that the man who permits a dangerous electrical layout in his darkroom will do the same elsewhere in his house—and yet the difference in cost between an unsafe and a safe installation is absurdly low.

Assuming that we have begun the design of our modest darkroom by setting aside or partitioning off a small chamber with one door, no windows, but with adequate forced draft ventilation, our first electrical unit should be a steel cut-out box containing an externally operated switch and two fuse plugs. It belongs near the door, but outside the

room itself, and including 10-watt fuses, should cost under \$1.25.

We begin with it for two reasons: it places our darkroom fixtures on a circuit all their own, so that if anything goes wrong, a fuse will blow, and the house wiring system will not be affected; and it is extraordinarily convenient. Instead of turning off separately the many devices in the room, and wondering, hours afterward, if we have forgotten the dark green safelight or the ventilator, we turn off all of them by throwing one switch, and we have no worries at all. A small refinement, which I use myself and which I commend to my brother amateurs, is a pilot light placed in the nearest hallway and connected in parallel to the "load" side of the switch. While the light burns, the switch is closed; when it is out, the darkroom circuit has been cut off.

IN our safety first darkroom we shall not violate the codes by using lamp cord, either rayon or rubber covered, between permanent outlets, even though such cord costs only about a cent and a half a foot. Instead we squander another cent and a half—an extra fifty cents to a dollar in all—and we run only armored cable, the familiar "BX," to and from our cut-out box.

One line runs to our main white light, dropped from a steel outlet box in the center of the ceiling. It is controlled by a switch at the side of the door, or even better, by an insulated pull chain which permits us to continue the same line to the ventilating fan without using three-wire cable. Another line runs along the entire right and far sides of the room, with steel-housed duplex receptacles every few feet, all so placed that no liquid can ever be splashed into any of them. Permanent lights, of course, will be placed in standard covers, screwed to steel boxes.

It may be of interest to mention that in my own darkroom the arrangement makes possible the use, in any combination,

of the following: radiant heater or immersion heater at the dispensing shelf; dark green safelight illuminating the sink, when desired, through a glass window let into the shelf above it; hanging safelight at the corner; contact-printer or photometer, at the worktable; white light, controlled by key switch; enlarger; transilluminator; safelight for paper-storage shelves; second enlarger outlet. The fact that no fuse has blown during the five years that I have used the system is sufficient proof of its safety—and it is to be noted that it is impossible, accidentally, to turn on any white light.

My enlarger circuits are wired in a manner which evolved itself gradually and which I have not seen elsewhere. It is dangerous to turn on an enlarging machine and forget it while we answer the telephone. At the best, a negative will be ruined, and at the worst, a fire may result. I avoid both disasters by using three-wire cable and a three-way switch: when either enlarger is on, the safelights are out. If I wish to leave the room, I will turn on the safelights first—thus automatically extinguishing the enlarger light. The plan has other advantages, for focusing, estimating contrast, and composing are easier when other lights are out.

I mention, not without qualms, that I have added two three-way switches, housed in a steel box sunk into a corner of the worktable, to the original hook-up. One permits me to switch the current from one enlarger to the other, the machines having different capacities; and the second switch cuts in a resistance, allowing me to use full or one-quarter illumination in either machine. Even with a red filter over the lens, full illumination may be powerful enough to fog the slow films used in the paper-negative process. Quarter-strength makes adjustment safer, and makes it possible, too, to obtain pretty fair enlargements from even exceptionally thin negatives. It is to be noted in passing that controlling enlargers by switches at a distance prevents the vibration which is frequently caused by a built-in switch.

Having reluctantly referred to these intricate but practical devices, I warn my readers that they need not write to me for wiring diagrams. If they cannot work them out for themselves, then they cannot be trusted to install them safely. They will do better to send for a professional electrician, who will not only work out the circuits, but will do the job in approved style.

A FINAL, but an exceedingly important word, remains to be said on high-tension wiring for mercury-argon grids.

Frankly, I do not know if the four thousand to seventy-five hundred volt shock from the transformers used to burn such grids will kill you. A manufacturer who made me a grid of fluorescent glass opined that it would not, while a traveling demonstrator employed by a big electrical manufacturing company expressed the view that such a shock might kill not only one but two or three men at a time. If your health is rugged, you may survive, though I decline to be an accomplice in an attempted suicide, hence warn you, for the sake of the noble photographs you will produce some day, not to try it; but if your heart is weak, and it may be weak even though you do not suspect it, you will be exterminated most expeditiously.

Safety first, and safety always!

Before making any connections, screw the transformer firmly to the ceiling—where you cannot reach it without a ladder, or if the ceiling is low, carefully and fully enclose it.

House your grid in a well-made box, and clamp the lead-in wires so tightly into it that you cannot pull them out. The grid connections may then be made and insulated with several wrappings of rubber tape, and finally wound with friction tape. If you buy box and grid together, be sure that they conform to these specifications: that the insulation is heavy, and that lead-in wires are securely clamped.

We then introduce an intentional "weak link" on the other end of the lead-in wires, by equipping them with ordinary spark-plug terminal clips and snapping these onto the high-tension transformer electrodes. So that tight connections can be made, all four electrodes are usually supplied with washers and nuts. Remove them from the high-tension side, and throw them away. Our deliberate "weak link" guarantees that if you run afoul of the cables in the dark, a break will occur at the ceiling, and not at the box, where it might smash the grid or give you a dangerous shock. And under no circumstances attempt to replace the high-tension cable until you have first entirely disconnected the primary circuit from its source of supply! The control switch must always be on the primary side of the transformer. A cable and a plug should lead from the switch to a receptacle. The last step in an installation is the insertion of the plug; the first, before attempting any adjustments or changes, must be its withdrawal.



Safe Practice in the Use of Electricity

There are five fundamental principles for the safe use of electricity in the home which, when followed, will go far in eliminating shock and fire hazards. They are:

1. Use materials suitable for the job.
2. Keep electrical equipment in good order.
3. Do not tamper with appliances or other electrical equipment.
4. Avoid handling electrical cords and devices with wet hands.
5. Do not use electrical equipment adjacent to water or in damp places unless special precautions have been taken.

Reprinted through the courtesy of the International Assn. of Electrical Inspectors

The High Cost of Distribution

IN buying manufactured goods, how much do we pay for production and how much for the services connected with distribution? Why does this relationship vary so much from product to product?

In answer to these questions, a special research staff of the Twentieth Century Fund has collected for the Fund's Distribution Committee illustrative figures on such items as hats, dresses, cigarettes, candy, shoes, refrigerators, whiskey, drugs, and gasoline. The research report giving the results of these studies in detail has recently been published (\$3.50 a copy). In many instances the research staff was able to analyze the relative efficiency in handling not only different types of merchandise but the same commodities through different types of distributors.

The Fund's report shows, for instance, that on the basis of 1936 figures a standard

grade of men's shoes, costing \$2.08 to manufacture, retailed at \$4 a pair, while a quart of rye whiskey that cost 30 cents to make retailed at \$2.40 a quart (including \$1 in federal taxes). With the shoes, the price spread, or markup, represented 48 per cent of the retail price, while the whiskey showed a markup (not counting the tax) of 78 per cent of the retail price.

Many of the figures were obtained in confidence from manufacturers who asked the research staff not to identify the firms or the products by name. The staff has now completed a factual survey of the costs involved in getting goods from the original producer into the hands of the ultimate consumer.

The spread between cost of production and retail selling price is offered as a rough indication of the total cost of the process of distribution. The report points out, however, that a wide margin between

production cost and sales price does not necessarily indicate either waste or undue profit in the distribution process. Some items cost more to distribute than others. A retailer's margin has to cover his costs as well as his profits, and he may lose money on his enterprise as a whole even though there is a high markup on every item he sells. The selling price, and therefore the spread, are affected by a host of conditions such as competition between producers as well as retailers, seasonability and style changes, distance from the market, state taxes, and many other factors.

Candy Bars

One of the leading manufacturers of candy bars disclosed that the standard unit of 24 bars, retailing at \$1.20 if sold at five cents a bar or 80 cents if sold three for ten, cost him 49 cents to produce, exclusive of his administrative and selling expense. The average price to the jobber was 61 cents and the price to the retailer ranged from a low of 64 cents to a high of 78 cents, depending on competitive conditions in various territories. If the bars were sold at the

standard rate of five cents each, the price spread, which covers the selling and administrative expense and profits of the manufacturer and also transportation, selling, and all other expenses, as well as profits, of the wholesaler and retailer, amounted to about 59 per cent of the price paid by the consumer.

Gasoline

The Fund's survey shows that in 1936 the New York City motorist paid an average price of 17.5 cents for a gallon of gasoline that cost 5.5 cents at the Gulf port where it had been refined. Taxes accounted for five cents of the retail price. Transportation to New York, and terminal and processing charges added another cent. Of the remainder, "the retailer's margin of four cents and the jobber's of two cents, nearly equalled the total cost of producing the gasoline, shipping it by water from the Gulf port to New York harbor, and delivering it in tank cars to the New York jobber."

Commenting on this situation, the report says, "One source of high costs seems to be the excessive number of retail filling stations . . . The

volume of business per station is so small that a margin of four cents per gallon, or nearly 50 per cent of the price to the retailer, is necessary to give the filling station operator an adequate compensation."

Cigarettes

For cigarettes, figures estimated on the basis of various official reports show that in 1937 it cost an average of 3.86 cents to manufacture the standard pack of twenty cigarettes. Added to this was a manufacturer's profit and a federal excise tax of six cents. The pack was sold to the jobber at 11 cents, to the retailer at 12½ cents, and to the public at an average price of 14 cents. In this instance, the retailer's margin was only about 11 per cent of the selling price, one of the lowest margins reported in the whole survey.

Refrigerators

Electric refrigerators are listed as an example of a type of durable goods—such as automobiles, radios, oil burners, etc.—that has a high unit value, representing a considerable investment for the average purchaser and whose "sale usually involves pro-

tracted negotiations, installation and service charges, and frequently installment financing." Computed figures based on averages show that the refrigerators in 1935 cost about \$58 to manufacture and were sold for \$156. About \$12 was retained by the manufacturer to cover his selling and administrative expense and profit, \$16 was the wholesaler's margin, and \$70 represented the costs and profits of the retail dealer. "In other words," says the report, "the consumer paid as much to the retailer for selling the refrigerator as to the manufacturer for making it."

Wearing Apparel

Price spreads of wearing apparel seem to vary greatly. Thus, three different makes of women's hats, each made to retail at \$5, cost \$1.71, \$2.06, and \$2.25 to produce, representing price spreads of 66, 59, and 55 per cent, respectively.

The survey notes that the percentage price spread of high-priced products is frequently greater than low-priced items. For example, a man's hat that cost \$1.70 to make, retailed at \$3.50, while

a hat that cost \$3.74 to manufacture, sold for \$10. Margins were 51 for the lower-priced hat and almost 63 per cent for the \$10 hat.

Similarly, figures listed on women's dresses show that a cotton dress costing \$1.25 to manufacture sold for \$2.95, a price spread of about 58 per cent. A silk or wool dress selling for \$19.75 is estimated to have cost \$7.17 to make, while a dress selling for \$39.50 is shown to have cost \$12.50 to manufacture, representing margins of 64 and 68 per cent, respectively.

Conclusion

In conclusion, the Committee points out that the distribution of commodities in the United States costs too much,

but not because of generally high profits.

"The research findings," the Committee asserts, "show many features of the distribution process which reveal opportunities for savings:

"(a) Duplication of sales efforts, multiplicity of sales outlets, excessive services, multitudes of brands, and unnecessary advertising — all caused by competitive conditions.

"(b) *Unreasonable demands and misinformed buying on the part of consumers.* [Italics ours—*Consumers' Digest.*]

"(c) Lack of a proper knowledge of costs among distributors themselves, too great zeal for volume, poor management and planning, and unwise price policies."



Are Labels Deceiving You?

Color schemes on canned food labels can create optical illusions about size. Read the net weight legend carefully. Don't guess from the appearance of a label that one can is larger than another.

—The Cooperative Consumer

Ratings of 185 Motion Pictures

THE motion picture ratings which follow are based upon an analysis of the reviews which have appeared in 33 different periodicals (see December, 1938, *Consumers' Digest* for names).

The figures preceding the title of a picture indicate the number of critics who have rated the film AA (highly recommended), A (recommended), B (intermediate), and C (not recommended). Thus "Wuthering Heights" is highly recommended by 21 critics, recommended by 5, and rated intermediate by 1.

Ratings are revised monthly by recording the opinions of additional reviewers.

Audience suitability is indicated by "A" for adults, "Y" for young people (14-18), and "C" for children, at the end of each line.

Descriptive abbreviations are as follows:

<i>adv</i> —adventure	<i>mus-com</i> —musical comedy
<i>biog</i> —biography	<i>mys</i> —mystery
<i>com</i> —comedy	<i>nov</i> —dramatization of a novel
<i>cr</i> —crime and capture of criminals	<i>rom</i> —romance
<i>doc</i> —documentary	<i>soc</i> —social-problem drama
<i>hist</i> —founded on historical incident	<i>trav</i> —travelogue
<i>mel</i> —melodrama	<i>wes</i> —western

AA	A	B	C	
3	13	2	—	Andy Hardy Gets Spring Fever. <i>com AY</i>
11	9	1	2	Bachelor Mother <i>com AY</i>
—	11	4	7	Back Door to Heaven <i>mel A</i>
—	4	4	1	Bad Lands <i>mel AY</i>
6	7	3	2	Beau Geste <i>mel AY</i>
—	—	3	—	Behind Prison Gates <i>mel AY</i>
—	1	4	11	Big Town Czar <i>cr A</i>
—	—	1	3	Black Limelight <i>mys AY</i>
—	3	4	3	Blackwell's Island <i>mel A</i>

AA	A	B	C	
—	9	2	2	Blind Alleymel A
—	6	5	—	Blondie Takes a Vacationcom AYC
—	1	6	3	Boy Friendcom AY
—	—	2	2	Boys' Reformatorymel A
—	—	—	11	Bridal Suiterom A
2	5	6	8	Broadway Serenademus AYC
—	—	4	11	Bulldog Drummond's Bridecom AYC
—	—	5	3	Bulldog Drummond's Secret Policemys AYC
—	11	5	3	Calling Dr. Kildaremel AY
—	3	10	4	Captain Furymel AY
2	6	5	2	Careerrom AYC
—	2	2	—	Charlie Chan at Treasure Island ..mys AY
—	4	4	2	Charlie Chan in Renomys AY
3	2	—	—	City, Thedoc AYC
—	1	3	2	Climbing Highcom AY
7	7	1	3	Clouds Over Europemel AY
—	—	—	3	Coast Guardmel AYC
—	—	2	5	Code of the Secret Servicemel AY
19	6	2	—	Confessions of a Nazi Spymel AY
—	—	—	4	Conspiracymel AY
—	—	—	3	Cowboy Quarterbackcom AYC
—	—	—	3	Daughter of the Tongmel AY
6	13	2	1	Daughters Courageousrom AY
—	4	3	—	Dead Men Tell No Talesmys AY
—	—	1	2	Death of a Championmys AY
8	9	7	1	Dodge Citywes-mel AY
5	12	4	—	Each Dawn I Diecr AY
6	15	1	1	East Side of Heavencom AYC
1	5	3	3	Elsa Maxwell's Hotel for Women .com AY
—	2	5	5	Ex-Champmel A
—	1	5	9	Family Next Doorcom AY
2	5	1	—	Fifth Avenue Girlcom AY
—	—	—	3	First Offendersmel A
3	7	2	1	Five Came Backmel AY
—	2	4	4	Fixer Dugancom AY
—	15	3	3	Flying Irishmanadv AYC
—	—	9	4	Forgotten Womanmel AY
—	4	4	2	For Love or Moneycom A
11	3	4	—	Four Feathersmel AY
4	10	1	—	Frontier Marshalwes AY
—	2	2	—	Fugitive at Largemel AY
—	1	2	—	Full Confessionmel AY
—	2	—	1	Gang's All Heremys AY
—	—	1	7	Girl and the Gamblercom AY

AA	A	B	C	
—	5	7	2	Girl from Mexicocom AY
—	—	3	1	Girl from Riomus-mel AY
21	3	—	2	Goodbye, Mr. Chipsnov AY
1	7	4	1	Good Girls Go to Pariscom AY
—	2	9	6	Gorillacom A
—	6	8	2	Gracie Allen Murder Casemys AYC
—	1	7	2	Grand Jury Secretsmel AY
2	14	4	2	Hardys Ride Highcom AYC
—	—	4	—	Hawaiian Nightsmus-com AYC
—	—	2	2	Hell's Kitchenmel AY
—	—	3	3	Hidden Powermel A
—	—	7	11	Hotel Imperialrom AY
2	14	7	2	Hound of the Baskervillesmys AY
—	1	3	4	Housemastercom AYC
—	2	4	3	House of Fearmys AY
1	5	9	7	I'm from Missouricom AYC
—	3	4	1	Indianapolis Speedwaymel AY
6	5	3	—	In Name Onlysoc A
—	—	5	3	Inside Informationmel AY
—	3	5	3	Inspector Hornleighmys AY
3	9	5	4	Invitation to Happinessrom A
—	1	3	1	Island of Lost Menmel AY
—	6	4	3	I Stole a Millionmel A
—	2	6	5	It Could Happen to Youcom A
2	13	5	3	It's a Wonderful Worldcom AY
—	—	4	6	I Was a Convictmel AY
—	10	3	—	Jones Family in Hollywoodcom AYC
21	5	—	1	Juarezhist AY
—	5	6	4	Kid from Kokomocom A
—	3	4	4	Kid from Texascom AY
2	3	4	—	Lady of the Tropicsrom A
—	1	11	8	Lady's from Kentuckymel AY
5	3	—	—	Land of Libertydoc AYC
14	10	1	—	Love Affairrom AY
—	3	5	12	Lucky Nightcom A
—	6	1	9	Magnificent Fraudmel AY
—	7	7	6	Maisiecom AY
5	15	—	—	Man About Towncom AY
4	11	4	—	Man in the Iron Maskhist-mel AY
11	13	1	—	Man of Conquesthist AYC
—	—	5	2	Man Who Daredmel AY
—	—	4	7	Mickey the Kidmel AY
—	3	4	3	Million Dollar Legscom AYC
—	4	5	—	Miracles for Salemys AY
—	—	3	2	Missing Daughtersmel A

AA	A	B	C	
—	3	6	1	Mr. Wong in Chinatown <i>mys AY</i>
—	—	3	—	Mutiny on the Blackhawk <i>mel AYC</i>
—	—	1	4	My Son Is a Criminal <i>mel A</i>
—	2	4	—	Naughty but Nice <i>com AY</i>
—	—	8	3	News Is Made at Night <i>com AY</i>
—	1	2	2	Night Work <i>com AYC</i>
—	—	—	3	North of Shanghai <i>mel AY</i>
—	4	—	—	Nurse Edith Cavel <i>hist AY</i>
2	11	2	2	Oklahoma Kid <i>mel AY</i>
3	5	1	1	Old Maid, The <i>drama AY</i>
4	15	3	—	On Borrowed Time <i>nov AY</i>
13	6	1	1	Only Angels Have Wings <i>adv A</i>
—	4	3	5	On Trial <i>mel AY</i>
—	1	4	4	Our Leading Citizen <i>mel AY</i>
—	—	2	1	Outside These Walls <i>mel A</i>
—	1	1	9	Panama Lady <i>mel A</i>
—	—	3	—	Panama Patrol <i>mel AY</i>
—	—	1	2	Parents on Trial <i>mel AY</i>
—	—	—	3	Pirates of the Skies <i>mel AYC</i>
2	8	6	6	Prisons Without Bars <i>mel A</i>
—	2	2	—	Quick Millions <i>com AYC</i>
—	2	2	—	Rangle River <i>mel AYC</i>
—	3	2	—	Reform School <i>soc A</i>
—	9	5	4	Return of the Cisco Kid <i>mel AYC</i>
—	—	10	5	Risky Business <i>mel AY</i>
—	—	2	3	Romance of the Redwoods <i>rom AYC</i>
—	1	2	2	Rookie Cop <i>mel AYC</i>
—	13	6	—	Rose of Washington Square ... <i>mus-com A</i>
—	12	3	1	Saint in London <i>mys AY</i>
—	9	3	4	Saint Strikes Back <i>mys AY</i>
3	10	6	—	Second Fiddle <i>mus-com AYC</i>
—	3	5	1	Secret Service of the Air <i>mel AY</i>
—	7	9	5	Sergeant Madden <i>mel AY</i>
—	5	2	1	She Married a Cop <i>com AYC</i>
—	—	6	1	Should Husbands Work? <i>com AYC</i>
—	2	4	4	6,000 Enemies <i>mel A</i>
—	—	4	—	Smuggled Cargo <i>mel AY</i>
—	11	4	4	Society Lawyer <i>mys A</i>
—	3	6	5	Society Smugglers <i>mel AYC</i>
—	1	5	7	Some Like It Hot <i>com A</i>
—	7	5	5	Sorority House <i>com AYC</i>
—	—	4	6	S.O.S. Tidal Wave <i>mel AY</i>
—	—	3	2	Spellbinder, The <i>mel AY</i>
2	7	4	5	Spirit of Culver <i>mel AYC</i>

AA	A	B	C	
—	4	—	—	Star Makermus AYC
7	6	3	—	Stolen Liferom A
12	8	3	—	Story of Alexander Graham Bell biog AYC
13	9	2	1	Story of Vernon and Irene Castle biog AYC
—	2	3	1	Streets of Missing Menmel AY
—	6	6	4	Streets of New Yorkmel AYC
1	2	5	2	Stronger Than Desiremel A
—	—	3	2	Stunt Pilotmel AY
—	1	3	6	Sudden Moneycom AYC
—	1	4	8	Sun Never Setsmel A
—	8	7	—	Susannah of the Mountainsmel AYC
—	—	—	3	Sweepstakes Winnermel A
1	6	1	—	Tarzan Finds a Sonmel AYC
—	4	6	1	Tell No Talesmel AY
—	10	3	3	They All Come Outdoc-mel AY
—	—	2	5	They Asked for Itcr A
—	3	4	7	They Made Her a Spymel AY
16	4	1	—	They Shall Have Musicmus AYC
—	5	2	1	This Man Is Newsmys AY
12	13	—	—	Three Smart Girls Grow Up .. com AYC
—	—	2	4	Torchy Runs for Mayormel AY
—	—	—	4	Typhoon Treasuremel A
—	1	4	5	Undercover Doctormel A
1	2	—	—	Under-Pupcom AYC
—	9	6	4	Unexpected Fathercom AYC
18	6	—	—	Union Pacifichist AYC
—	—	5	6	Unmarriedrom A
—	2	2	—	Ware Case, Themel A
—	—	1	5	Waterfrontmel A
—	2	3	2	Way Down Southmus AYC
3	4	1	—	When Tomorrow Comessoc AY
—	1	1	1	Wings Over Africamel AY
—	—	7	4	Winner Take Allcom AYC
—	4	9	8	Winter Carnivalcom AY
—	4	6	7	Within the Lawmel A
7	—	—	—	Wizard of Ozfantasy AYC
—	3	3	1	Wolf Callmel AYC
—	—	3	2	Woman Is the Judgemel A
—	1	3	—	Women in the Windmel A
21	5	1	—	Wuthering Heightsnov A
13	8	1	—	Young Mr. Lincolnbiog AYC
—	2	6	8	Zenobiacom AYC
—	3	4	2	Zero Hourrom A

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Consumers' Digest presents only recommended products in its ratings with the exception of motion pictures and phonograph records. It is to be noted that the absence of any brand from the recommended list does not necessarily imply non-recommendation.

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Please enclose a stamped, addressed envelope for reply.

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Smaller Upkeep For Small Cars

By

KENNETH F. GILBERT

WHEN you buy a new car, one fact you can be absolutely sure of is that nobody has a magic formula for reducing the costs of running it. Long experience by one of the country's largest fleets, consisting of hundreds of small passenger cars and half-ton trucks, has shown that economy of operation depends preponderantly upon a car's weight. Many things can be done to reduce costs, but the heavier car always costs more than the light one to operate.

The individual buyer rarely considers weight, according to H. O. Mathews, automotive engineer, Public Utility Engineering and Service Corporation. He buys for appearance, ride, or something else, and tries to keep down costs by seeking better gasoline mileage, a high trade-in, and perhaps by installing gadgets. He is on the right track, but savings can be made in ways he does not suspect. He has little if any control over the costs of garaging, insurance, and repairs; it is in gasoline, tires, and depreciation that he can cut expense.

In a paper presented at the World Automotive Engineering Congress of the Society of Automotive Engineers, Mr. Mathews pointed out that his company's fleet records revealed the astonishing depreciation figure of only seven and one-half mills (three quarters of a cent) a mile. An owner who drives his small car 20,000 miles in two years and turns

An abstract of "The Utility and Economics of Small Passenger Cars and ½-Ton Trucks" by H. O. Mathews, *S.A.E. Journal*, August, 1939.

it in for about \$400 less than he paid for it, has a depreciation cost of around two cents a mile.

The condition of the used-car market will, of course, affect the trade-in allowance and thus the depreciation. But using a car longer and driving it farther usually slashes this cost without increasing others.

Most of this company's cars, it was estimated, could be driven five years or 65,000 miles. During this time, they are depreciated 85 per cent. The company counts on realizing the remaining 15 per cent on the trade-in, and frequently obtains allowances as high as 20 per cent on cars that have been fully depreciated and have, therefore, no "book value."

Depreciation, it was noted, is not the same for each year of a car's life. Studies showed that the value of a car drops 30 per cent of its retail delivered price the first year, but only 8 per cent the fourth year and a like amount the fifth.

Special conditions sometimes make it more economical for the company to trade in cars before or even after they have gone 65,000 miles. In one area, where usage is severe, it trades in cars before the first major engine overhaul is necessary. This varies between 35,000 and 80,000 miles. The plan has kept depreciation costs under seven mills a mile. Experience has convinced the company that, when the first set of piston rings is required, the car should be traded in. Costs increase five mills (a half cent) a mile if it is kept in service longer.

TIRE mileage is so much higher today than it was a few years ago that further economies in this direction may seem impossible, but they are not. For example, it was found that the 6.00-16 tire, except on some of the economy-model cars, has lengthened mileage. When cars are bought calling for 5.50-16 tires, a change to the 6.00-16 size is requested.

A saving was also realized, by using six-ply tires instead of four-ply. Records showed that the stouter tire increased mileage about 25 per cent for an increased initial cost of only 18 per cent. By using puncture-sealing tubes, the company claimed to have been able to eliminate spare tires from many commercial units. Spares deteriorate faster than tires in use, so this could be considered a distinct economy.

Gasoline mileage can be controlled as much by the driver as by the manufacturer. Occasionally, as in the case of the Willys, surprising gasoline savings were found possible. In one city, where the company's cars made 90 to 150 stops a day, the average with the old cars was 10 miles a gallon. The Willys averaged 20 miles a gallon for the first 7,500 miles, thus offsetting many of the small cars' disadvantages. Drivers complained about the ride, the vibration, and the acceleration, but the Willys was asserted to ride better than the three standard light cars it replaced. It was estimated there would be a saving of at least one cent a mile in the operating costs of these cars as compared with the full-sized cars.

Driving habits determine gasoline mileage to a remarkable extent. Mileage, of course, drops as speed increases, and a special test made by this company proved that trying to beat the other man away from traffic lights takes an appreciable toll of gasoline. In the test, a car was first accelerated to seven miles an hour in low gear, and to 14 miles an hour in second before the shift to high was made. The mileage was 16.5 miles a gallon. Next the car was accelerated to 14 miles an hour in low and to 25 miles in second. The gasoline mileage fell to 14. The tests were made on a straightaway mile with complete stops each tenth mile. The time saved by faster acceleration was only five seconds.

In the case of one of the company's fleets, the best mile-

age was obtained when Model A Fords were used. When eight-cylinder models supplanted them, there was a loss of two miles a gallon. The 60-horsepower car of one maker proved quite unsatisfactory in many localities, and the 85-horsepower car, on the other hand, provided too much power. In one hilly city, the records showed, the costs of the 60-horsepower models were five mills a mile higher than for the 85.

MANY owners turn to gadgets to keep down operating expense. About 99.9 per cent of them, said Mr. Mathews, are worthless.

Top-cylinder lubricants, supposed to prevent wear of the upper cylinder when starting, were said to do no particular harm as most of them are merely perfumed lubricating oil. Sludge removers may or may not be satisfactory, but it was considered safest not to use them.

Private owners, according to Mr. Mathews, will find strict control of operating costs even more important in the future. The 1939 models, now virtually out of date, showed little improvement over the previous year's models, he said, so far as economy was concerned. Higher compression, reduced bearing clearances, and so on have in the last few years made it more difficult for owners to keep costs down. Several engineers believed that 1940 cars will be less satisfactory than their predecessors in some respects.



Concerning Automobiles

There have been more than 4,000 makes of automobiles since the first car propelled by an internal combustion engine appeared in France in 1868.

State gasoline taxes in 1938 cost American motorists \$766,853,000, a slight increase over 1937.

—Science Service

Those New Corsets

THERE is a story current in certain circles that the corset was first invented in ancient times by a barber to punish his wife. In the good old days when it took a strong man or husky tiring-woman to lace up a lady and a corset was known as a torture chamber, this story must have seemed quite credible. To those women, however, who have been accustomed to wearing a lightweight elastic girdle, this tale no doubt seems a bit far fetched.

Now, however, there is a concerted effort on the part of those who write fashion news and advertising copy to take the modern woman back to the days of her grandmother. The corset advertisements make very entertaining dinner table conversation, but it seems highly doubtful that any large majority will undertake to sacrifice themselves for the cause of fashion. The *New Yorker's* fashion writer Lois Long is frank to say that the new corsets hurt.

The best advice on the subject seems to be that some sort of what the experts are pleased to call "figure control" is in order this year for those who wish to look well groomed. Medical men advise against the use of round garters, and for most people a lightweight girdle is more comfortable than a garter belt. Let us consider what constitutes a satisfactory garment and what you may expect to pay for a good one.

Girdles are available at nearly any price from 49 cents up. One expert, however, has estimated that \$5 is the lowest price at which one may reasonably expect to purchase a serviceable corset.

HOW long should you expect a girdle to last? According to one source of information, a conservative estimate of a satisfactory life of a two-way stretch garment is three months. This is the maximum length of time which it can be expected to hold its shape and control the figure.

A new fitting is called for each time a corset or girdle is purchased. Many women feel it is important to make their purchases in the regular corset department, and, if possible, to be taken care of by an expert rather than make their purchase from the bargain table without a fitting. It is usually necessary to pay \$10 or \$15 for a girdle purchased in this fashion. Since girdles are customarily worn next to the skin, it is desirable to wash them frequently, at intervals of two weeks at the very least. Be sure to save directions for washing that are attached to the garment when it was purchased and follow them carefully.

If you are tall, it is important to buy a garment of the right length. The "riding up" of a girdle or corset is usually caused by the fact that it is too short, that the garters are too long, or that the girdle does not fit properly in general. Those who are inclined to have a roll of flesh at the top of the girdle should wear a brassiere that overlaps and fastens to the girdle smoothly to eliminate the bulge.

All this discussion, of course, applies to the woman with an average figure. For those who have special problems, the best advice is to put themselves into the hands of the most expert fitter in the corset department. One way to find the most expert person is to ask for the buyer, outline one's problem in brief, and ask her just which one of her sales force is most competent to be of assistance. Do not feel obliged to pay for such service by buying the most expensive garment exhibited. As a rule, the sales personnel of the corset department is quite familiar with "figure problems," and the assistance which is required in a particular case is all in the day's work for them.

How to Save Money by Paying Cash

“**W**HERE can I buy a washing machine at a discount, a vacuum cleaner, a refrigerator, or any other household item requiring a large expenditure?” This is a question frequently asked by consumers who may never have heard of resale price maintenance, but who do know about a friend of a friend of a friend who bought a new washing machine at 40 per cent off list price. Such a retail outlet will be difficult for some readers to locate nearby. A discount buying service may be here today and gone tomorrow because manufacturers whose products are price fixed may have caught up with its operations and have refused to supply it with goods, either direct or through authorized wholesalers.

One buying service that guarantees to get you any item, large or small, from pans to perambulators, is located in Boston. It aims primarily to supply to its members at a discount, products recommended by Consumers' Research. This Massachusetts Merchandise Service, Inc., as it is called, was organized as a kind of experiment by Mr. Roger W. Babson of the well-known *Babson Reports*, whose statistical work taught him that although Consumers' Research advises consumers as to what brands to buy, there is also a time factor—a question of *when* to buy—to be considered. Mr. Babson's idea is that the con-

sumer should know, for example, that when the price of raw cotton is abnormally low and likely to advance, she should plan to stock up on sheets, pillowcases, and towels made of low-cost cotton—that is, after the price of raw cotton has been low for a season.

Furthermore, Mr. Babson believes that it is important to know where to buy. The shrewd consumer who is interested in getting the most merchandise for his money, if he is assured of not being gypped, may be willing to climb the stairs to a second- or third-floor warehouse in a somewhat inaccessible part of town in order to save \$10 or \$15 on the purchase of a sofa, leather chair, or some other piece of furniture needed for the household.

ONE young couple just starting housekeeping purchased mattresses, silverware, luggage, a sofa and chair, blankets, sheets, and golf clubs which came to a total of \$1022.32. The discount from the Massachusetts Merchandise Service brought their net expenditure to \$855.89, making a total saving of \$166.43. In these days when reports from the nation's capital discuss expenditures in the terms of millions and billions, this may seem like a small sum, but to a new couple setting up housekeeping, it might easily represent a large part or the whole of the honeymoon expenses.

Another young couple who moved to Boston from the West, furnished an apartment with purchases totaling \$684.64 on which their discount amounted to \$139.36.

These cases could be multiplied indefinitely. "Nothing," says Miss Pendleton, who is manager of the service, "is too much trouble for us or too unusual. . . . At the present time, this business appeals most to that thrifty class of people who are most interested in getting a good buy, and knowing and seeing how it is made, rather than in making their selection amid luxurious surroundings."

No merchandising service can get people "something for nothing." This one merely claims that those who are willing to shop in the wholesale district where rents are low, are willing to pay cash, and perhaps wait for a factory shipment are entitled to a discount. No such "service" (and no honestly represented buying agency of any kind) can give a discount and at the same time give all the conveniences and privileges rendered by a centrally located department store. A consumer must be willing to earn the discount by a little inconvenience if she is to buy at "wholesale." It's often possible, however, to make very sizable savings at the cost of a very moderate amount of inconvenience.

IT naturally is difficult to render such service by mail. The housewife desiring to purchase a refrigerator of a make recommended by Consumers' Research should call at 38 Newbury Street, Boston, or telephone the office (Commonwealth 3520). If not a member of the Merchandise Service, she must join by payment of a moderate fee. Then Miss Pendleton will give the housewife a card to some wholesaler. There the housewife sees the refrigerators and selects the size best suited to her home. The discount of about 30 per cent is divided upon some fair basis between the housewife and the Merchandise Service when the housewife pays. The refrigerator is delivered by the wholesaler direct to the housewife.

The Massachusetts Merchandise Service also operates a secular "Sunday School" to train children in buying and the importance of promptly paying their bills. By a family payment of one dollar a year, the children are entitled to save their family's receipted bills for purchases and turn them in to the Massachusetts Merchandise Service for a cash consideration. For instance, the Massachusetts Merchandise Service has arranged with certain stores in Bos-

ton and elsewhere to receive a small discount for recommending their stores and for *inducing prompt payment of bills*. Each family holding one of these certificates is given a list of these stores.

To the extent that families buy from these Massachusetts Merchandise Service stores, the mother can turn the receipted bills over to the oldest child—or some other one who has a business sense or instinct for collecting. Once a month the child will mail the receipted bills to the Massachusetts Merchandise Service and receive a check or credit. This money can be spent for something the child wants very much or can be deposited in a local bank toward a Christmas or educational fund. This is Mr. Babson's latest experiment in business training, and it both interests the children and acquaints the family with the Massachusetts Merchandise Service—and, incidentally, with Consumers' Research. Good merchants naturally like to have their stores listed.

We wish Massachusetts Merchandise Service, Inc., all success and hope that we shall discover many more organizations similar to it in different parts of the country. It represents a trend on the part of consumers to circumvent needlessly large merchandise markups due to luxurious sales facilities and expensive sales methods and enables them to resist the effects of legalized resale price maintenance and monopolistic price-fixing agreements. As consumer resentment against such laws and practices increases, more "merchandise services" will undoubtedly make their appearance. Let *Consumers' Digest* know about them.

« « « » » »

Improvement

Out of three million surgical operations in the United States and Canada each year, less than four per cent result in death; in contrast with the past century when 60 per cent of those operated on died.

—*Science Service*

Dangers of Eating Uncooked Pork

PORK products of kinds customarily eaten without cooking [such as Italian-style ham, capocollo, and summer sausage], which are not wholly prepared in a meat-packing establishment that operates under Federal supervision, must be regarded as unsafe for consumption without cooking, unless one has firsthand assurance that competent inspection identical with that required by the regulations of the U. S. Bureau of Animal Industry is provided for.

During the winter season, particularly during the holidays, severe outbreaks of trichinosis are likely to occur. At that time of the year, smoked and dried sausage and various other products containing pork are eaten without cooking in households in which the eating of uncooked pork is customary. Such products, if they happen to have been made from hogs that were affected with trichinae, are some of the sources of trichinosis in this country. Entire families may be stricken, and numerous cases of trichinosis have resulted from the meat of one hog served as uncooked sausage, ham, or some similar product at a gathering or a family reunion . . .

Tasting sausage to ascertain when the seasoning is satisfactory in preparing it is one method of acquiring trichinosis. Hamburgers also frequently contain some pork and, when not sufficiently cooked, may cause trichinosis. It should be remembered that large pieces of pork require much more cooking than small ones . . . and that large pieces that are well cooked on the outside may be imperfectly cooked or almost entirely raw in the center. . . .

Evidently a considerable number of persons do not cook pork sufficiently to destroy trichinae. Care should therefore be taken that pork is "done" throughout.

—U. S. Department of Agriculture

Little Digests

By

ROBERT S. KNERR

If you hear shooting, don't be alarmed—it's probably just an advertising scheme imported, appropriately enough, from war torn Europe. A mortar shoots a bomb 360 feet in the air; the bomb explodes, scaring the daylighters out of unwary spectators who then see a figure of the advertiser's product emerge from the smoke. Presumably the idea is that the consumer is so glad it isn't an air raid that he dashes out and buys the advertiser's goods.

✕ ✕

NOTE to the building industry: According to an estimate by *The Curtis Courier*, if all classes of labor were paid on the same wage scale as carpenters, bricklayers, and other building tradesmen, we'd pay 60 cents a quart for milk, \$2 a dozen for eggs, and \$3 a pound for steak. That sort of price level would no doubt be resented even by the skilled craftsmen who profit by the exceptional wages obtained in the building trades.

✕ ✕

ELMER TWITCHELL, Columnist H. I. Phillips' creation, is skeptical of what he calls the "non-excitement pact" drawn up by the big radio chains. Elmer doubts that announcers are going to be "temperate, moderate and well poised" in reporting the war. The radio audience, Elmer says, has been trained to expect "important broadcasters to talk as if they were in full flight from a fire and addressing an institute for the deaf." What radio has sought, says

Elmer, is the lad who could "describe two pugs going to sleep in each other's arms as if it were the first Battle of the Marne."



INVETERATE slot machine players looking for a thrill may find it in a machine that pays out a 25-pound block of ice wrapped in waxed paper. Whaddaya do with the jackpot?



PAULINE-PRY trap is a steam-sensitive printing ink which changes color in the presence of steam. Imprinted on envelope flaps, it assures nervous boarders that the landlady isn't steaming open their mail.



SUGGESTION to the ladies, gleaned from *Nation's Business*: Consumers who buy first and shop afterwards, abuse return privileges, and make arbitrary deductions from their bills, should improve their buying habits before reforming business. Otherwise, says the magazine, they are in the position of living in glass houses while heaving dornicks at business.



AN advertising agency's survey of coffee drinking in this country is reported to show that about 40 per cent of the women in the country use too little coffee in the brew but, oh, does it burn the little woman up when you tell her she doesn't drip a good cupful! Breakfast seems to be the most popular coffee hour, with 50 per cent of the consumption being used to help stimulate the energies and stiffen the old backbone for another day. The other 50 per cent is divided among lunch, dinner, and between meals.

THE lady friend may now buy "personalized" lipstick—her own initials inserted in the case. Aside from the obvious embarrassment-hazard of another initialed feminine frippery, it seems that manufacturers are still woefully unconscious of the need for more attention to contents than to cases.



MERE man may blush at an article on sales tactics in *Radio and Television Retailing*. The article describes various means of leading the victim to the trap, including the old one of playing on the average man's vanity. Men "rarely will admit they don't know what you are talking about when you mention [technical details] . . . Appeal to them as expert to expert . . . Do it in front of the 'little woman' and it's twice as effective."

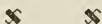


A LETTER to the editor of *Printers' Ink Monthly* expresses amazement at the inadequacy of the English language. It must be the language, said the letter writer, because certainly the advertising copy writers would do better if the English language were adequate. He makes his point by quoting an advertisement for a packaged soap product in which "amazing" appears ten times. "Amazingly new" was one example given of the use of the word in this advertisement and, altogether, the writer is simply amazed. He feels that there should be other adjectives to describe "the truly exciting qualities of bubbles caused by soap" (now who's being naïve?) but he doesn't seem to know what to do about it. Ever see a thesaurus?



THE Great Britain Spiritualist Church, Detroit, its officers and directors, received a "cease and desist" billet-doux from the Federal Trade Commission. The Commis-

sion says that "Grendeline Holy Oil," "Fox Fire Powder," "Mintolean Mojou Lucky Oil," and "Jungles Floor Wash" are purchased right there in Detroit and not, as the GBSC claims, made or compounded in or imported from Africa or India. The Commission also finds no truth in claims that the products cure sickness, induce health, wealth, happiness, and love, or that rubbing dice with "holy oil" will bring on a pleasing succession of naturals.



SHICK DRY SHAVER, INC., is splashing with heavy advertising to promote its new line, the "1940 Captain," at \$12.50. Trade-ins will be allowed, with \$2.75 credit to be given on any razor traded in—be it a two-bit Gillette or a \$20 Italian Vico. A dollar extra is allowed on old Schicks, making the credit \$3.75 to old customers. It's a new price-cutting strategy.



FLORIDA'S new maturity laws which are designed to keep citrus fruits on the trees until they show a "natural break in color" should do a lot toward getting better fruit in the North. The fruit is still picked before it is fully ripe, but it should be somewhat better than the green-picked, artificially ripened oranges that too frequently have found their way to market in former years.



SWEET land of gadgetry . . . Pinlex Panties, a diaper with rubber buttons . . .

Skin Salves and Ointments

NEARLY every family has its pet antiseptic for small cuts, scratches, and bruises which is promptly applied when Junior falls down and bumps his knee or hurts his finger. If you were to ask just how that particular brand had come to be selected, probably no one could really tell you.

The best all-purpose antiseptic is generally agreed to be a weak tincture of iodine. There are some, however, who prefer an antiseptic ointment. These people will, undoubtedly, be interested in a recent test by the North Dakota State Regulatory Department of nineteen skin ointments. This state has an excellent food and drug law and has for many years been a pioneer in consumer-protective measures intelligently and skillfully applied.

According to an official release from the office of the Food Commissioner and Chemist of this Department, 17 samples, when examined for antiseptic properties were classed as follows: six showed no antiseptic properties, one was poor, two were fair, six were good, and two were very good. One product recommended as a sterile dressing was found to be sterile as claimed. Five samples were considered to be misbranded since their antiseptic properties, if any, were not sufficient to warrant antiseptic claims. One other sample was not antiseptic and there were no claims made on the label for antiseptic properties.

"It will be noted from the tabulated results," points out the report, "that the amounts of phenol which were found in various ointments do not correspond with the degree of antiseptic properties exhibited by the ointments. This, how-

ever, is not surprising since recent research that has been done on the activity of phenol in ointments, shows that 2% of phenol incorporated in the usual ointment bases of petrolatum, wool fat, wax and mixtures of these in varying proportions had no antiseptic value. It has been found that such ointments must contain at least 4 or 5% of phenol to be effective antiseptics. Two per cent of phenol, however, in certain bases which contain large amounts of water, such as glycerites and cold creams, has been found to be active. Since the activity of phenol in ointments varies considerably with the base which is used, the amount which is present cannot be taken as a true criterion of the antiseptic value."

It should, furthermore, be pointed out in this connection that phenol (carbolic acid) is a substance which had best be avoided in cosmetics and drugs which are self prescribed and administered indiscriminately or regularly (for example, each day or several times a week). That eminent dermatologist, Dr. William Allen Pusey in his little book on "The Care of the Skin and Hair" has this to say on the subject: "Carbolic acid, which is very commonly used, is not a safe or satisfactory antiseptic for popular use on the skin, either pure, in solutions or in ointments. It has many disadvantages and some dangers and should be left to physicians."

The essential information (with a few exceptions) from the North Dakota report is reproduced on the following pages for the benefit of those who may be curious to know just how their pet ointment rated. The Regulatory Department has made a number of studies of misleading packaging and has worked out what is considered to be a proper ratio of size (volume) of tube to size (volume) of the carton in which it is packed. This ratio for a normal carton is 1:2.3. When the ratio exceeds 1:2.6, North Dakota considers the carton definitely deceptive. In the test of ointments, eight were found to exceed the normal ratio.

OINTMENTS

Product and Manufacturer	Weight of Contents Claim oz.	Ratio of Contents Found oz.	Ratio of Tube To Carton	Claim %	Phenol Found %	Antiseptic Properties	Remarks
AFKO Antiseptic Balm Am. Pharmaceutical Co., Inc, New York	1½	1.5	1:3.1	..	0.76	good	e, h
Antiseptic Ointment C. E. Jamieson and Co., Detroit.....	1½	1.5	1:3.7	..	1.0	good	c, d, h
Certified Hospital Burn Ointment Certified Hospital Prod. Co., Detroit	1½	1.7	1:3.1	..	1.10	good	c, d, h
Cuticura Ointment	¾	0.8	0.16	0.27	good	e
Fungo Antiseptic & Anesthetic C. E. Jamieson and Co., Detroit.....	1	1.1	1:3.5	..	0.29	good	c, d, h
Germicide Ointment Meyer Brothers, Los Angeles.....	..	0.7	0.41	none	b, c, g
Heal A Burn Unguent Saxon Laboratories, Duquesne, Pa....	..	1.7	1:2.4	..	1.24	poor	b, c, f, g
Heal-Quik Ointment McKesson & Robbins, Inc., New York	..	1.1	1:2.5	..	1.43	fair	b, c
K. Y. Sterile Lubricating Jelly Johnson & Johnson, New Brunswick	2½	2.3	1:2.6	sterile	d, e
Nyal Burn Ointment Nyal Company, Detroit.....	1½	1.6	1:2.4	..	1.31	none	d, e

Picro-Benzyl Ulmer Pharmaceutical Co., Minneapolis..	2½	2.6	1:2.4	0.50	0.45	none	e, g
Quinolor Lubricant E. R. Squibb & Sons, New York.....	69 gm	67.1 gm	1:2.6	very good	a, d, e
Rex Salvine United Drug Co., Boston.....	1½	1.2	1:2.4	..	0.71	none	a, e, g
Solguent Wm. S. Merrell Co., Cincinnati....	1	1.0	1:2.8	..	0.84	none	e, g, h
Sterile Petrolatum Eli Lilly & Company, Indianapolis...	1	1.1	1:3.0	h
Sunex Improved Antiseptic Cream Abbott Laboratories, North Chicago	..	1.5	1:2.6	..	0.08	fair	b, e, f
Unguentine Norwich Pharmaceutical Co., Norwich....	..	1.2	1:3.1	..	0.88	good	b, e, h
Zonite Ointment Zonite Products Corp., New Brun- swick	1.4	1:3.4	none	b, c, g, h

(a) Misbranded—Short weight.

(b) Misbranded—Weight of contents not stated on label.

(c) Misbranded—Active ingredients not stated on label.

(d) Misbranded—Weight of contents stated but not on face of both tube and carton labels.

(e) Misbranded—Active ingredients stated but not on face of both tube and carton labels.

(f) Misbranded—Name and address of manufacturer stated but not on face of label.

(g) Misbranded—False claims made for antiseptic properties.

(h) Deceptive carton.

Write Your Congressman

SOME forty-four states now have fair-trade laws on their statute books. The recent Miller-Tydings federal enabling act makes possible the operation of the whole system.

Ingenious methods are being reported of the efforts of some dealers to sell to the consumer at a lower price. One large department store in New York City invented its own book club and rebated to "club" members 25 per cent on price-fixed books.

Others who want to beat the fixed fair-trade laws on nationally advertised brands have put their stores on the installment basis. Drug products, for instance, are advertised for a down payment which would be the same as the cut price would normally be. Customers are then to pay so much a week until the total "fair-trade price" is paid, but, of course, not too much effort is used to collect.

Suggestions are made that the drug price-cutters might try the trade-in allowance dodge, which is used to break the prices on radios, typewriters, and other high-priced goods whose prices have been fixed under the fair-trade laws. Save your old bottles, jars, and boxes—they may have a high trade-in value any day now!!

What does this mean to the consumer? The government regulates, and prices are lowered (railroads, electric power, etc.); the government again regulates and prices are raised (fair-trade law). It might pay the consumer to investigate some of this regulating to see if his own interests are being properly protected. Doesn't it seem peculiar that business has to do all this scheming to find ways and means of staying within the law in order to sell to the consumer at lower prices?

Reprinted from "Consumer Education Notes." by Ray G. Price, in *The Business Education World*

Letters From a Homemaker On House Cleaning

By
ELLA M. CUSHMAN

IF YOU WOULD WASH WOOD

Greenacres Farm, Friday.

DEAR FRIEND:

Just as I thought all the varnished furniture—and the woodwork, too—in the Livingston home has been cleaned. Even their varnished floors have been done by Mrs. Broome's method.

Have any of you been in to see Mrs. Wayne lately? I got stuck in the mud in the road in front of their place the other day and went in to ask for help. While Mr. Wayne's team was dragging my car out, I was improving my time by watching Mrs. Wayne clean her painted kitchen walls, and by learning her methods.

She said she had cleaned all of the painted woodwork in the front part of the house with neutral soap jelly and warm water. She washed a small space at a time with an up-and-down stroke, then rinsed off every bit of soap with clean water, and wiped the wood dry with a soft cloth. She overlapped the strokes so there would be no streaks. Wherever there were finger marks, she used a little whiting soap paste which she made by mixing four parts of whiting with one part of soap jelly. The whiting came from the hardware store and cost five cents a pound. Mrs. Wayne said she liked it better than a coarser scouring powder for this purpose, because it was less likely to take off the paint.

Excerpts from Cornell Bulletin 262, "Letters from a Homemaker to Her Friend on House Cleaning," by Ella M. Cushman.

I asked Mrs. Wayne if it would not have been easier to use a stronger soap. She said yes, but that her neighbor had used a strong soap on her painted woodwork last year and it had removed the top surface of the paint and had even changed its color. Now the paint gets dirty much quicker than it did before, and it is also harder to clean. So Mrs. Wayne says she prefers the neutral paste.

I noticed that she was not using the soap jelly in her kitchen and asked her why. She said her kitchen was much dirtier than the rest of the house because she burned coal in the kitchen range and so she was trying a different method there, which Mrs. Schuyler had told her about. She dissolved 1 large bar of mild soap in 1 gallon of hot water, and also dissolved 2 ounces of granulated glue in 1 quart of boiling water. When the two mixtures were both dissolved, she poured them together. She had put this solution on the entire wall surface and was now wiping the wall with warm water and a soft cloth to remove the glue and dirt. Little Eunice Wayne was giving it a final rinse with warm water and wiping it dry with a soft cloth. The granulated glue came from the hardware store and cost twenty-five cents a pound.

Why don't you stop in and see Mrs. Wayne and the clean paint all through her house?

Cordially yours,

Mary Smith.

FOR POLISHING PORCELAIN

Greenacres Farm, Thursday.

DEAR FRIEND:

Mrs. Steuben stopped in to see Mrs. Wayne's freshly cleaned kitchen walls and learned how to clean paint. When she got home and began cleaning the paint in her own house, her little girl, Lois, aged seven, asked for a dish of soap jelly to clean her doll's bed. She gave her some and showed her how to use it, and Lois found it such fun that she cleaned not only her doll's bed but her own bed. Now she wants to keep the lavatory clean.

I asked Mrs. Steuben how Lois happened to want to clean the lavatory. She said that when she threw what was left of

the whitening soap paste into the sink, it cleaned the sink so well that she decided to make up a jelly glass of the mixture and keep it on the sink shelf just for that purpose. She says this mixture is the best thing she has ever used for cleaning enameled iron.

Lois watched her do this and when Mrs. Steuben had finished, Lois asked if she might have some of the paste to clean the lavatory. So Mrs. Steuben filled a cold-cream jar, which had been on the top shelf of the cupboard for weeks, and gave it to Lois. Lois then asked if she couldn't have the special job of keeping the lavatory clean. Mrs. Steuben told her that would be a real help, and gave her some old blue and white striped outing flannel from which to make three cleaning cloths. When Mr. Steuben came in, Lois told him about her new job and showed him her jar of soap paste and her pretty blue-and-white cleaning cloths.

He told her he was proud that she was going to be such a help to her mother, and he spent the evening making a little shelf to put beside the lavatory, low down so that Lois could reach it; and he put hooks underneath to hang the cloths. Mr. Steuben remembered that there was some ivory paint in the back room so he hunted up a paint brush and showed Lois how to paint the shelf. Mrs. Steuben then thought of a small scrub brush which an agent had left one time, so she brought that out and Lois painted its handle.

Mrs. Steuben says that nothing has happened, not even Christmas, which has made Lois as happy as giving her a job of her own and helping her to fix up a convenient work place. Lois shows it to all her little friends and the last report is that Teddy Monroe wants to keep their lavatory clean.

Cordially yours,
Mary Smith.

WIPING DOWN THE WALLPAPER

Greenacres Farm, Wednesday.

DEAR FRIEND:

Speaking about family cooperation in connection with house cleaning, I never saw a better example than that which took

place in the home of the Jeffersons last spring, when Mr. and Mrs. Jefferson and the three children cleaned all the wallpaper in their house. They had planned to have some of the rooms repapered until they found that the kinds of wallpaper they liked best cost a good deal more than they could afford with the price of eggs and milk so low.

The clerk who was showing them papers seemed very sympathetic and asked why they did not clean the paper they had. He then showed them some paper cleaner which he was selling for about three cans for a quarter. He even opened a can and showed them how to use it.

It isn't hard to do. You take a handful and knead it into a soft ball which is a good deal like a kneaded rubber eraser. Then you go over a section of the paper with a series of down strokes, kneading in the dirt each time so it won't be rubbed back into the paper with the next stroke. You also, after each stroke and using a soft clean cloth, lightly dust off any crumbs which may have stuck to the paper. To avoid streaks, each new stroke should overlap the last one.

The clerk told them that this method was good only for surface dirt and that it would not remove grease or any dirt that had soaked in the paper. He also warned them to try the cleaner in an inconspicuous place as it had been known to remove the surface finish from some types of paper. The Jeffersons were so pleased with this method of cleaning paper that they bought half a dozen cans.

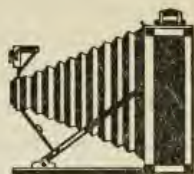
They went home quite excited, for it is always fun to try new things, and as soon as dinner was over, pitched in and cleaned the entire sitting room before going to bed. Mrs. Jefferson left the dishes that night, for once. Mr. Jefferson cleaned the ceiling and Mrs. Jefferson did the upper part of the side walls, while the children did the lower part.

They were about two-thirds through, and having a beautiful time, when the Lewis family dropped in. Of course they wanted to learn the trick too, so Mr. Jefferson "let" Mr. Lewis finish the ceiling for him.

Cordially yours,
Mary Smith.

Hocus Focus

By
PERCIVAL WILDE



XVI, Supplementary Lenses

THE subject of supplementary lenses is one of extreme importance to the amateur. He likes the thought of owning a set of gadgets which will transform the lens which came with his camera into a wide-angle, a portrait, a copying, or a telephoto lens; and the catalogues to which he turns are full of misinformation, due, I am persuaded, chiefly to the ignorance of businessmen who deal in goods they do not properly understand. They can calculate a discount of 40% plus 5% plus 2% to a cent; but when they wrestle with chemistry, physical chemistry, and optics, they come croppers.

I asked a clerk at one large establishment if the addition of a supplementary lens would not reintroduce into the optical system all the errors which the lens maker had striven so hard to correct. He said, "Not at all. The lens maker allows for the supplementary lens."

His reply was wholly wrong. If a lens were built to "allow" for a supplementary lens, then the errors left in it would be great indeed, and it would, by itself, be a most unsatisfactory investment; and since supplementary lenses are supplied in many strengths, and are made of glasses whose refractive indices vary widely, it would be a mathematical impossibility to construct a lens which would "allow" for so many possible attachments. Another reply to my question was given by a clerk at the Carl Zeiss sales office. He said, "Of course a supplementary lens will re-

introduce all of the errors. That is why we advise our customers to stop down to $f:22$ when using them."

Bearing in mind this answer, it is interesting to turn to a catalogue put out by a large mail-order dealer and note the true but highly misleading statement that a portrait attachment marketed by the concern increases the speed of the lens with which it is used. By transforming it into a lens of shorter focal length without diminishing its effective opening it will unquestionably increase the theoretical speed*, as it will also increase the apparent size of the noses of the person photographed. But, if used for general photography it will introduce various elements of distortion in the images projected through it—unless stopped down so far that the newly acquired speed, and more, is lost.

A fact known to a small minority of photographers should be emphasized in passing: the focal lengths of simple, one-glass lenses (a classification which includes *all* supplementary lenses), and of most photographic lenses (with the exception of a number of high-class objectives such as the Bausch & Lomb Tessar and Protar, the Kodak Anastigmat, the Leitz Hektor and Elmar, and the Zeiss Tessar, Protar, and Biotar) change materially as the diaphragm is closed, increases or decreases of two millimeters or more being frequent. The picture which was perfectly focused when the iris was wide open may be badly out after the ring has been rotated to $f:22$. The supplementary lens, therefore, makes it difficult for the amateur to secure sharpness unless the light is so brilliant and the conditions so favorable that he can successfully use a ground glass *after* stopping down. Even then there will be no way in which he can deal with chromatic aberration, which brings rays of different colors to foci at different distances, an error which the lens maker removes almost completely, but which the supplementary lens brings back.

* See "Hocus Focus" V & VI, *Consumers' Digest*, February, 1939.

A BIT of mathematics is in order if the effect of an added lens is to be properly understood. If we wish to change the focal length of an objective from 6 to 5 inches, we may do it by adding a glass whose focal length equals the fraction $\frac{6 \times 5}{6 - 5}$ inches = 30 inches = $\frac{30}{39}$ meters.

Since the dioptric number of a glass is one divided by its focal length in meters, we have the second fraction $\frac{30}{39} = 1.3$,

and it is evident that a spectacle lens ground to +1.25 diopter will do the trick. Should we wish to increase our 6-inch focal length to 7 inches, we shall have $\frac{6 \times 7}{6 - 7} = -42$, the second fraction will be $\frac{-42}{-42}$, and a lens of -0.875

diopter will be about right. The plus sign indicates a glass whose center is thicker than its sides; the minus sign indicates the opposite, and I call particular attention to the foregoing discussion because good spectacle lenses, obtainable in even dioptics and in all eighths between, are infinitely superior to some of the "supplementary lenses" now on the market; and if chosen of the toric variety ("toric" not being a trade name) are likely to bear comparison with the best attachments to be had at any price.

It follows that additional lenses are not gadgets to be used thoughtlessly. The "portrait" attachment permits the camera to be brought nearer the sitter, but may, unless the features are unusually small, cause unpleasant caricature, since it violates the elementary rule that the longer the focus, the better the drawing. "Copying" and "wide-angle" attachments may distort even more seriously, and the wretched quality of some offered by the dealers is

astonishing. A "copying" attachment, on my desk as I write, turns out to be a bit of glass whose outward surface is flat and not concave, as it should be. Since the center will be much nearer the camera lens than will its edges, we may foresee exaggerated spherical aberration. In an actual test our prophecy is confirmed: the central part of the image is fair, but as we proceed toward the margins straight lines curve and focus is lost. It is a ten-cent magnifying glass placed in an inexpensive mount and retailed at twenty times the cost. I have made far better copies with a spectacle lens of +4 formula, though for exacting work an unadorned anastigmat in a camera with a double extension bellows is called for.

A really good "tele" supplementary, with the camera on a tripod, and a bellows long enough to deal with increased focal length, will cause the least distortion, provided, always, that a small stop is used. There will be chromatic aberration, evinced by a more mushy focus than that yielded by either the independently corrected "tele-negatives" or the more usual telephotos, the latter entirely replacing the camera lens; but marginal distortion may be insignificant: the increased focal length of the combination results not only in a larger image, but in such increased covering power that only its central part is recorded by the sensitive emulsion.

AN unusual but highly satisfactory use for supplementary lenses of the plus variety may be called to the attention of ambitious amateurs. Any "plus" glass, attached to the lens of an enlarging machine, will shorten its focal length, and make possible the projection of larger images. "Blow-ups" of several times the previous maximum number of diameters may easily be obtained. The amateur who desires to experiment may purchase a filter-holder designed to take squares or oblongs, the "Rhaco"

type, which will accept curved glasses, being suggested. At a nominal price he may obtain from an optician discarded spectacle lenses, which may be described as "spherical," "toric," and of formula +1, +2, and +4. These last may be ground down to fit the filter-holder on an emery wheel, two cuts from opposite sides sufficing.

While the enlarging lens fitted with the improvised supplementary will *not* make photo-murals, definition becoming poorer as we near the sides of the huge image, it will deal admirably with the problem so frequently encountered: that of enlarging part of a large negative or all of a small one by a number of diameters beyond the capacity of a machine which cannot be swung to project on the wall or on the floor. On account of the small distances involved, chromatic aberration will be slight, merely softening the focus; and flatness of field is generally so good that stopping down is not required.



Correction to Listings of Coal Stokers

Will readers of *Consumers' Digest* who are saving the article on coal stokers which appeared in the October, 1939, issue kindly make the following corrections in their copies:

On page 6, line 3, change **Stokol** to **General** which is the name of a product of General Stokers, Inc.

On the same page, the sixth listing **General Mercury** should be changed to **Stokol Mercury** which is the name of a product of the Schwitzer-Cummins Co.

This error was made in some inexplicable fashion by the printer, for the stokers were correctly credited to their proper makers by *Consumers' Digest*.

The model number for the recommended bituminous stoker **Winkler De Luxe** should be 3 instead of 30.

Buying Blankets by the Pound

On a cold winter's night have you ever piled so many covers on the bed that you woke up next morning feeling tired from the weight of the bedclothes? Perhaps you were under the impression that weight makes for warmth in blankets. It all depends.

Several years ago, according to a study reported in a bulletin issued by the Kansas Agricultural Experiment Station, it was found that a five-pound all-wool blanket with a slight nap gives less protection against cold than a four-pound blanket of the same size, quality and construction which had a deeper, more compact nap. As a result of this discovery, there has been a trend toward lightweight fluffy blankets finished with a deep, compact nap.

For maximum warmth, however, it is important that blankets be all wool and of as good quality wool as the purchaser's pocketbook can afford. If cotton is used only for the fine warp threads that

hold the wool yarns in place, then the warmth or heat-retaining properties of the blanket will be only slightly less than those of an all-wool blanket. On the other hand when the filling yarns, which are those that receive the napping, are cotton, the warmth supplied by the blanket will be decidedly less than that of one which is 100 per cent wool. Cotton blankets with a wool content even as high as 25 per cent are not considered worth while as an investment for keeping off the chill of a winter night.

The napping process which makes for warmth and lightness has one disadvantage. It weakens the strength and impairs the durability of the blanket. The strength is a large factor in determining how long a blanket will stand up under laundering and wear. Excessive napping has been found to weaken the strength of the filling yarns as much as 81 per cent, and a blanket weakened in this fashion

might easily tear when given a strong tug by a sleeper trying to shield his neck from a chilly draft. A weak blanket may sometimes even pull apart under its own weight when wet and hung up to dry.

Weight

To a certain extent, weight goes with strength and warmth according to the Kansas Agricultural Experiment Station's report. Strong blankets were found to be the warm ones. Comparisons of several blankets showed that a blanket which weighed less than 12 ounces per square yard was lacking in either warmth or strength or both. One conclusion of this investigation was that a single blanket in size 60 x 84 inches should weigh not less than two and three-quarters pounds; a 66 x 84-inch size, not less than 3 pounds; and one 72 x 84 inches, not less than three and one-half pounds. These weights are to be considered the minimum weights for warm, strong blankets.

All-wool blankets are not cheap, but if you can afford the initial outlay they will give you the most warmth. In very cold regions, some extra warmth may be secured by

using thin cotton flannel blankets instead of sheets. Since these blankets are made from cotton, they launder easily. When economy is important, there is no need to pay a high price for blankets in fancy colors with elaborate bindings. While silk and rayon fabrics used for edging may resist soil more readily than sateen, they may also need to be replaced oftener.

Care of Blankets

Good blankets should, of course, be given proper care. To maintain their softness and fluffiness, they should be aired frequently. Dry cleaning is the most satisfactory method for cleaning them, since by this method there is less danger of their shrinking than if they are laundered. If it seems desirable to wash them, the same method should be used as for any high-quality wool, which demands lukewarm water, pure soap, and a minimum of rubbing.

If you do not plan to do your blankets at home and are not certain of the type of work done at your local laundry, write to the Laundryowners National Association, Joliet, Illinois, for the name of the nearest approved laundry.

This Association endeavors to keep a check on the quality of work of laundries on their approved list.

Mothproofed Blankets

If the blankets have been mothproofed, the dry-cleaning method will be likely to remove the mothproofing preparation if the mothproofing method was of a type which is relatively safe from the consumer's standpoint—that is, one which used non-poisonous materials.

On the other hand, mothproofing of textiles by any method which will remain effective after dry cleaning must, according to Consumers' Research, be regarded somewhat dubiously. Compounds of arsenic and fluorine may be used by drycleaners for the mothproofing of woolen textiles, and it is doubtful if chemicals so poisonous as these should ever be brought into intimate contact with human beings or used under conditions where dust or lint from the fabric could be breathed for long periods by anyone. It is not possible to give any very positive advice on the desirability of purchasing mothproofed

fabrics except to say that the mothproofing is, as a rule, not practicable for articles which must be cleaned or laundered at fairly frequent intervals. In fabrics which can go for years without cleaning, a practical and harmless solution of the problem may be feasible.

Labeling

Department stores are showing increasing interest in accurate labeling of the fiber content of textiles. If you think you may not be able to remember all the points to look for in buying a blanket, including size, amount of wool present, nature of the binding, and the desirable minimum weight of the various sizes, sit down with a Sears Roebuck or a Montgomery Ward catalog. A fairly close study of their blanket sections will give you a good idea of the sort of information you have a right to expect from your favorite department store or shop. Look for an all-wool blanket, preferably of virgin wool, which weighs at least two and three-quarter pounds in the 60 x 84-inch size, three and one-half pounds in the 72 x 84-inch size. Then compare prices.

In The Groove

By

WALTER F. GRUENINGER

THE astonishing rise in record sales from 33 million disks in 1938 to a predicted 50 million in 1939—still 50 per cent below the all time high of 100 million, just before radio—creates news on four eastern fronts:

Bridgeport

Benny Goodman, Duke Ellington, Eddy Duchin, Jack Teagarden, Horace Heidt, and other big name bands appear on Columbia's new popular Red Label records priced at 50 cents a 10-inch disk—25 cents lower than usual for recordings of some of the bands but 15 cents higher than usual for others. The first ten records released in this series, which is driving Columbia's production of Masterworks far behind schedule, deserve a rating of AA for fidelity—and that includes a consideration of surfaces which are uncommonly quiet for low-priced disks, in fact, more quiet than some of this month's Masterworks. A considerable portion of the new \$600,000 advertising appropriation of Columbia will publicize this series. Dealers inform me, however, the records are not moving off their shelves as quickly as they are being pressed.

Hereafter Brunswick records, also manufactured by the Columbia Recording Corporation, will be released monthly specializing in the "standard" field. First releases include Blue Danube, Merry Widow Waltz, Glow Worm, and Stars and Stripes Forever performed by Brunswick orchestras and bands. The set-up follows that of Victor's low-priced Black Label Series, from which several releases were rated last month.

Moses Smith, music critic of the Boston Transcript, has been appointed director of Columbia's classical division.

Princeton

The music loan library of Princeton University announces that more than 15,000 withdrawals, all free, were made last year by students from a collection of 4,000 classical and semi-classical records. With this year's 40 per cent enrollment increase in music courses, new highs in students' use of records are anticipated. Three years ago the library consisted of only 400 worn disks. Open five days a week for one and a half hours a day, the library lends as many as 325 records a day and 2,500 a month. Beethoven is the most popular composer, followed closely by Mozart and Brahms with Wagner, Schubert, Schumann, and Tschai-kowsky not far behind. The class of 1939, in the annual senior poll, voted Professor Welch, lecturer in "An Introduction to the Art of Music," favorite and most inspiring teacher.

Camden

Victor improves the descriptive pamphlets released with new record sets. The introduction of excerpts from the score, in particular, facilitates an understanding of what's going on.

Victor's 35-cent Bluebird records are featuring twelve new sets for children—stories, songs, history, fables, musical comedy, and opera. The Rimsky-Korsakoff is rated in this issue. Dealers charge 50 cents for the album, which you need not buy unless you wish.

All of Beethoven's string quartets will be recorded for Victor by the Coolidge Quartet and released through special arrangement at \$1.50 a disk instead of the usual price of \$2. The first release is rated in this issue.

New York

Record pressing equipment has been ordered designed by

a firm widely known in the electrical transcription field, though virtually unknown to record buyers in general. They will release under their own label, I am informed, and will press records for small firms unable to afford equipment.

Three new companies have just released their first records—Solo Art, Labor Stage, and the U. S. Record Company which releases Varsity and Royale.

Carl Fischer and Steinway, famous names in music circles, have opened retail record departments—Steinway, I am informed, at an investment of \$60,000. I hear, too, that Steinway may issue records under their own label featuring an exceedingly popular concert pianist.

Carl Fischer and Victor jointly offer prizes totaling \$1,500 for a violin concerto by a native-born American. If the work warrants it, a recording will be made by "one of the leading violinists of the world."

The new catalogue of Radio Wire Television, Inc. (100 Sixth Ave.) formerly Wholesale Radio Service, Inc., devotes nine and one-half pages to combination radio-phonograph sets in addition to pages of phonographs and accessories. Three new items that I have used with satisfaction since last winter appear for the first time in this catalogue: first, the \$10.88 Audak Microdyne magnetic pickup; second, Actone Shadowgraph steel needles at 38 cents a hundred; third, the \$23.69 phonograph amplifier that Consumers' Research recommended after incorporating inverse feedback. (This feature was not furnished with the amplifier as listed in last year's catalogue, but is included this year.) Many prices announced by this mail-order house are comparatively low. I had to return the amplifier for adjustment, however, and I have twice returned one of their own pickups which they "repaired" but not yet to my satisfaction.

The September *Fortune* featured an informing article on the return of the phonograph record.

Code: AA—highly recommended; A—recommended; B—intermediate;
C—not recommended.

ORCHESTRA	Quality of Music	Inter-pretation	Fidelity of Recording
Beethoven: <i>Consecration of the House—Overture</i> (3 sides) & Egmont: <i>Death of Clarchen</i> (1 side). London Phil. Orch. under Weingartner. Columbia X140. \$3.50.	B	AA	AA
Bizet: <i>Carmen—Suite</i> . London Phil. Orch. under Beecham. 4 sides, Columbia X144. \$3.50.	A	A	AA
Franck: <i>Les Eolides</i> (3 sides) & Couperin: <i>Les Petits Moulins A Vent, Soeure Monique, Le Trophee</i> (1 side). Columbia Broad. Symph. under Barlow. Columbia X145. \$3.50.	B	B	A
Handel: <i>Concerto Grosso 5</i> . London Phil. Orch. under Weingartner. 4 sides, Columbia X142. \$3.50.	A	A	B
MacDowell: <i>Suite 2</i> (Indian). Columbia Broad. Symph. under Barlow. 8 sides, Columbia M373. \$6.	A	A	A
Mozart: <i>Symphony 41</i> (Jupiter). Vienna Phil. Orch. under Walter. 7 sides, Victor M584. \$5.75.	AA	A	B
CONCERTOS			
Bloch: <i>Concerto</i> . Szigeti (violin) & orch. 8 sides, Columbia M380. \$6.	B	AA	A
Brahms: <i>Concerto</i> . Heifetz (violin) & orch. 9 sides, Victor M581. \$9.	AA	A	A
Handel: <i>Concerto 3</i> . Miller (oboe) & orch. 2 sides, Columbia 69660. \$1.50.	A	A	A
Handel: <i>Organ Concerto 10</i> . Biggs (organ) & orch. 4 sides, Victor M587. \$4.50.	B	A	A
INSTRUMENTAL AND CHAMBER			
Beethoven: <i>Quartet, Op. 18, No. 1</i> . Coolidge Quartet. 6 sides, Victor M550. \$5.	AA	A	A
Chopin: <i>Sonata 2</i> (5 sides) & <i>Mazurka 6</i> (1 side). Kilenyi (piano). Columbia M378. \$5.	AA	C	B
Mozart: <i>Sonata 24</i> (K296). Milstein (violin), Balsam (piano). 4 sides, Columbia X143. \$3.50.	B	A	B
Bach-Gounod: <i>Ave Maria & Wagner: Tannhauser—Evening Star</i> . Bluestone (violin). 2 sides, Brunswick 8462. 75c.	A	C	B

	Quality of Music	Inter- pre- tation	Fidelity of Record- ing
VOCAL			
Dvorak: Goin' Home & Old Ballad—Bailiff's Daughter. Tibbett (baritone). 2 sides, Victor 15549. \$2.	A	B	B
Dvorak: Songs My Mother Taught Me & Bridge: Love Went A-Riding. Flagstad (soprano). 2 sides, Victor 2009. \$1.50.	A	A	A
Grieg: A Swan & Jordan: Listen & Drinking Song. Melchior (tenor). 2 sides, Victor 2007. \$1.50.	A	AA	AA
Palestrina: Super Flumina Babylonis & Vittoria: Ave Verum Corpus. Westminster Abbey Choir. 2 sides, Columbia 17146. \$1.	A	A	A
Deanna Durbin Volume 2. Six Songs & Operatic Arias. Durbin (soprano). 6 sides. Decca Album 75. \$1.95.	A	B	B
From the Opera: Six Popular Arias. Crooks (tenor). 6 sides, Victor M585. \$6.50. Best disk— Lalo: Le Roi d'Ys—Vainement, Ma Bien Aimee & Massenet: Manon—Ah! Fuyez, Douce Image! Victor 15543.	A	A	A
Spirituals: Water Boy & Steal Away to Jesus. The Charioteers. 2 sides, Brunswick 8459. 75c.	A	A	A
LIGHT MUSIC			
von Suppe: Morning, Noon & Night in Vienna—Overture. Boston Pops Orch. under Fiedler. 2 sides, Victor 12479. \$1.50.	B	B	A
Sousa: Stars and Stripes Forever & J. F. Wagner: Under the Double Eagle. Brunswick Military Band. 2 sides, Brunswick 8460. 75c.	A	B	B
Strauss: Blue Danube & Lehar: Merry Widow Waltz. Brunswick Salon Orch. 2 sides, Brunswick 8457. 75c.	AA	C	B
Liadow: Musical Snuff Box & Lincke: Glow Worm. Brunswick Salon Orch. 2 sides, Brunswick 8458. 75c.	A	B	B
CHILDREN			
Rimsky-Korsakoff: Bumble Bee Prince (Abridged). Junior Programs Opera Co. 8 sides, Bluebird BC 14. \$1.50.	AA	A	A

Milk Inspection Reports

By
HARRY SEALS

SOME like it hot, some like it cold—but most of us like it pure. Milk, I mean. We all know when it's hot, and we all know when it's cold. But how many of us know when it's pure? Not very many, unless we live in a community like the Oranges and Maplewood in eastern New Jersey, or Washington, D. C.

Boards of health with an eye to the well-being of the taxpayers can make the dairies police themselves. Some, like the District of Columbia Board of Health, publish monthly mimeographed bulletins giving the results of milk tests. The Washington bulletin, mailed to "any interested person upon request," includes a listing and rating of all dairies supplying the district. The milk record is a report based on "the average cattle, farm, and dairy scores and the chemical and bacteriological examination of the milk for the month."

Ice cream dealers are also put under the spotlight, with each flavor sold having its butterfat content and bacteria count stated in the listing.

In the Oranges and Maplewood, records of this type have been kept on hand in the public library so that the interested consumer may see and admire—or disapprove—his milk source, even though he is not on the mailing list.

The policing angle to this service is that few, if any, dairymen or ice cream manufacturers are going to take a chance on the public's tolerating a consistently low standing. Any dairy that ignores the danger signal of a regularly low rating will soon have his attention called to it by his customers.

There is no reason why this service can't be performed

by the health department of any good-sized city or town. Yes, there would undoubtedly be yowls from the dealers at first, but the local parent-teacher groups, women's clubs, and taxpayer leagues can out-yowl the dealers any day the organizations really put their minds to it.

The expense of the service should be only a trifling factor in any community that has a policy of inspecting milk supplies properly and regularly. The records in such a community are already compiled for the benefit of the health department, so that the only additional expense would be that of mimeographing and mailing the reports.

That expense is not the main consideration is indicated by the fact that New York City, a much larger and richer city than Washington, does not provide its taxpayers with this information.

In one small city recently a newspaper reporter attempted to learn the name of a milk dealer who was to be prosecuted because "six successive [milk] samples showed a high bacteria count." The reporter was told by the health officer that "we never give out these names. It is unfair to the dealer, his competitors, and to the public."

When the reporter asked if the name of the dealer would be made public after the case was prosecuted, he was told, "If the magistrate wishes to reveal the name, that is his affair. We can do nothing about that."

In this particular case, the health officer justified his action by saying that "that has been our practice and the newspapers have always played ball with us."

Consumers who realize the importance of clean milk can easily find out which attitude their own board of health takes by writing to it. A little well-placed prodding by the county medical society, clubs, and others might accomplish wonders in persuading the authorities to do their obvious duty if a published record of milk purity is not available.

The Good Housekeeping

Exaggerated, Said FTC

"A preparation alleged to have a vitamin content which would feed the capillaries and furnish nourishment to the skin; that it contained a life-giving element essential to the color and texture and that with its use dryness, wrinkles, coarse texture would disappear and youthful freshness would be swiftly restored, when in truth and in fact the product contained no such qualities;

"A preparation through which the reader was advised she could 'Wash Sunlight into your Hair with New Shampoo and Rinse'; that she could bring out the full radiant loveliness of blonde or brown hair and that it washed the hair two to four shades lighter and brought out the lustrous golden sheen, the alluring highlights that make her so attractive. In truth and in fact, the preparation contained no such qualities;

"A hand lotion claimed to restore smoothness and beauty to hands within 37 seconds. The product would produce no such results."

THE news that the Federal Trade Commission had proceeded against *Good Housekeeping* magazine on the grounds of misleading practices in the issuance of Guaranties and Seals of Approval and had charged the publication with printing in its advertising pages grossly exaggerated and false claims for certain products, burst like a bombshell among ad-men and popular magazine editors during the latter days of August.

Specifically, the Commission's complaint charged that the several guaranties issued by *Good Housekeeping* were so much alike that consumers were confused and led to believe that any product bearing any *Good Housekeeping* Seal had been *scientifically* tested and guaranteed. Further, the complaint charged that all the articles advertised in *Good Housekeeping* and all the articles carrying the various seals of approval had not been tested and approved by any scientific laboratory. Furthermore, the Commission charged that *Good Housekeeping* had accepted advertising in its pages of preparations which it presumably tested and guaran-

Seals of Approval

teed, which contained grossly exaggerated and false claims, including those listed in the boxes on these two pages and the two following.

According to one report, the complaint has been "in the works" for nearly two years so that consumers may have difficulty in identifying the products to which the claims cited refer unless they do a little research in back issues of the magazine. The Commission, at present writing, has not identified the products, but according to one advertising trade journal, it pointed out that some of these advertisers involved in the specific allegations contained in the complaint against *Good Housekeeping* have already entered into stipulations with the Commission to cease and desist making the particular claims cited.

The Federal Trade Commission complaint will be fought through the courts by Hearst Magazines, Inc., publishers of *Good Housekeeping*, and the outcome will, therefore, not be known for some time. The Commission's step is history making in that it is the first case against a publisher under the Wheeler-Lea

Exaggerated, Said FTC

"A cosmetic which it was claimed would furnish an extra supply of vitamins for the future needs of smart girls who cared to provide against the loss of the 'Skin-Vitamin.' The product would produce no such results;

"A bath powder which the manufacturer claimed would make the body beautiful easily and quickly, would cleanse the pores as they could not otherwise be cleansed and make the skin imperfections disappear and the body take on new loveliness, when in truth and in fact the preparation contained no such properties;

"A proprietary medicine which it was claimed would destroy pimples in sixty seconds and kill the 'pimple germ,' when in truth and in fact the preparation would not accomplish the results claimed;

"A preparation for the treatment of inflamed eyes which was allegedly endorsed by 6,000 eyesight specialists, when in truth and in fact the said preparation had not been endorsed as advertised."

Exaggerated, Said FTC

"A cosmetic claimed to refine the pores to invisibility, remove puffiness from eyes, change sallowness to a transparent delicacy; cool, smooth and freshen the texture of the skin and pick up the contours. In truth and in fact the preparation would produce no such results;

"A butter featured as containing fine cream and 'all its country sweetness,' when in truth and in fact some of the butter was found to be, in whole or in part, composed of decomposed or putrid animal or vegetable substance;

"A butter which was advertised as one of the highest quality, with a score of 93, when in truth and in fact it was shown that some of the alleged butter contained less than 80 per cent by weight of milk fat, which is the minimum required for butter;

"Raisins which were advertised as 'California's finest — the most tender, meaty, full-flavored raisins you ever tasted,' some of which were shown to have contained hydrocyanic acid in an amount which might have rendered them injurious to health."

amendments to the FTC Act, which gave the Commission the right to proceed against the publisher of a magazine containing allegedly false or misleading advertising as well as the manufacturers of the particular products for which misleading claims were made. There is no doubt that the case is one of considerable importance, because it is believed that if the Commission is upheld it will very likely go on to scrutinize closely other seals of approval, perhaps the one used by *Parents' Magazine*, for example.

Good Housekeeping changed the phraseology of its guaranty with the August and September issues, and those who are interested in pursuing the matter in detail will no doubt be able to secure a copy for June and compare the former guaranty with the current one. Specifically, the present guaranty no longer states categorically that every product advertising in *Good Housekeeping* is guaranteed as advertised in the magazine, and the new guaranty points out that "Products that bear the Good Housekeeping Seals of Approval must be actually advertised in our Magazine to come under our Guaranty."

One advertising journal, *Advertising Age*, deploras the Federal Trade Commission's step on the ground that it will discourage publishers from assuming a moral responsibility for the advertising which they disseminate. It is true that *Good Housekeeping* on the whole has excluded many of the more worthless and dangerous nostrums, many potentially harmful hair dyes, and has not lent its pages to the cruder forms of deceptive advertising of many "patent medicines" which take their toll from the very ignorant and poor. The fact, however, that it has taken certain steps to assure its readers of better and more honest advertising has surely put it under obligation of being like Caesar's wife—above reproach.

The attitude of advertising men discussing the matter in their trade journals seems to be that having made some progress in cleaning up its advertising, *Good Housekeeping* should be excused from going all the way and should not be held to a strictly literal interpretation of its original statement that "Every product advertised in *Good Housekeeping* is guaranteed by us as advertised in our magazine." It has long been

Exaggerated, Said FTC

"A reducing preparation which was guaranteed 'to cause the user to lose from one to three pounds the first week' and that users will not only look better but feel better; the preparation had no such qualities;

"The representation by an advertiser that the reader could earn an independent income, that hundreds were making big money, and that the reader was given an absolute warranty backed by a \$1000 gold bond, when there was no gold bond or adequate warranty and the claims were in truth and in fact grossly exaggerated;

"A powder to be sprinkled on false teeth plates for which it was claimed that the product 'holds teeth firm and comfortable. Makes breath pleasant,' when in truth and in fact the powder did not accomplish the results claimed;

"A preparation represented to have been brought by a Traveling Merchant from Bagdad for use in treating chronic constipation, in which it was alleged there were no drugs, when . . . it did contain drugs."

our observation that the advertising man is of a mind with Humpty Dumpty who said to Alice in Wonderland, "When I use a word, it means just what I choose it to mean—neither more nor less."

Since *Good Housekeeping* has chosen to fight the Commission's order, it will be some time before we know the outcome. On the whole, the courts have tended to support advertising men's printing what they have characterized as "harmless puffery." It remains to be seen whether *Good Housekeeping's* claims fall in this class. If *Good Housekeeping* is really in trouble with its claims and guaranty, a good many popular magazines and a good many advertising agencies who go in for guaranties of various loose and vague kinds can look forward to future troubled relations with the Federal Trade Commission. According to the *New York Times*, one of the points made in a brief for *Good Housekeeping* in reply to the Commission's complaint is that "no factual allegation is set forth that the magazine ever represented that it scientifically tested any product." This defense, if we read it correctly, would seem not to be one calculated to enhance the magazine's and its Institute's standing with consumers generally.



Dentifrices

No safe dentifrice will change the color of the teeth, either in one operation or over a period of time. No dentifrice will change the chemistry of the mouth from acid to alkaline or vice versa. No dentifrice will cure bad breath, pyorrhea, or any other disease. No dentifrice will prevent dental decay. Tooth "bleaches" are not safe to use.

—United States Public Health Service

So You're Going to a Foot Doctor

By

WILLIAM A. ROSSI

IF your feet were troubling you and you wanted professional advice and treatment for them, to whom of the following would you go: Technopedist, Chiropodist, Orthopedist, Foot specialist, Podiatrist, Pedicurist, Orthopedic surgeon, Footologist, Practipedist, Foot correctionist, or Orthopraxist?

The above are a sample of some of the advertised brands of foot experts to whom the confused public go for advice and treatment for their foot troubles. Some are qualified foot experts, legally and technically, but most are not. Combined, they annually pocket inestimable millions of dollars for their services.

The foot treatment racket has grown by leaps and bounds in the last decade. The public has become intensely foot-conscious, what with "World's Fair feet" (New York, San Francisco, and Chicago), advertising of "arch-supporter" shoes and commercial foot products, and, lastly, the clever propaganda of the questionable foot "doctors." Because of the millions of defective feet (statistics show that eight out of every ten persons have some form or degree of foot defect) stumbling around in despairing search of relief, a large clan of quacks posing under various pedic titles has sprung up throughout the country. The use of so many titles designating a foot specialist has grown to such a point of confusion that the true identity of the charlatans is concealed behind the public's lack of knowledge as to who's who.

THE sale of arch-supporters is the foundation of this foot-fixing racket. After a course of "treatments" on some complex but worthless piece of apparatus, an arch-supporter is always prescribed. The arch-supporter is inevitable. Prices for the treatments and appliance range from \$30 to \$200, depending upon the gullibility of the patient and the sales ability of the "doctor."

The foot "specialist" functions as follows. He takes a short course of study and training (from one to three weeks) at an "orthopedic institute" or he may take his course by correspondence. Plumber, porter, or peanut vendor may take the course. Then the erstwhile student sets himself up in office—shingle, diploma, white coat, and all. He may select one of any number of imposing titles, from "Technopedist" to "Podologist," whichever suits his whim and fancy.

There are practically no restrictions to his means of advertising himself. He may take every unethical step, from direct-mail to newspaper advertising. Often he does a successful mail-order business selling arch-supporters, his special course of foot study (he is now a "professor"), various foot exercisers, or any number of magic foot products "guaranteed" to cure anything from flat feet to bromidrosis (excessive perspiration accompanied by an offensive odor). He also acquires an impressive array of medical-sounding terminology which he lavishly uses on his gullible patients. His business thrives.

There is no means to estimate the total number of these specialized quacks. They are concentrated in the larger cities. This is an illustration of the grip they are able to obtain on a large section of the public: In a good-sized mid-western town one of these pseudo foot experts established himself. There was no qualified foot practitioner in the town. The field was wide open. The quack was a smart chap, quick of wit and slippery of tongue. Being an

ingenious salesman he sold himself along with his product. The town's physicians, who were not acquainted with the ethics and qualifications in the foot field, were soon referring their cases of foot disorders to him. He lectured at the women's clubs, schools, and parent-teachers' association. Although he had no earned degree, everyone bestowed the title of "Doctor" upon him until it stuck. It was not long before he became one of the town's leading citizens.

Along came a young foot practitioner just graduated from a recognized College of Podiatry and fresh from having passed his State Board examination, licensing him to practice. He hung up his shingle in the town and soon learned that the already established foot specialist was really a quack practicing illegally. Immediately he took steps to get rid of the unqualified competitor. He went to the local authorities and presented them with a copy of the law requiring the licensing of foot practitioners. The officials scoffed at him, refusing to take action against the well-liked quack. The young man then took the issue before the State Board of Registration. They promised action, but no sooner had they started when a deluge of protesting letters poured in from the town's officials and leading citizens. The town with its large population carried some political weight. The representatives from that district took counter-action against the mild opposition of the State Board of Registration. They put through a special bill in the state legislature under the terms of which the quack was made a legalized practitioner!

The really qualified foot practitioner was forced to leave town and settle elsewhere. State legislation is the only means to curb these quacks, but we have seen how "flexible" the law can be in some cases.

OUTSIDE of the physician there are only three types of foot specialists who are qualified, legally and tech-

nically, to give foot advice and treatment. These are the orthopedic surgeon, the chiropodist, and podiatrist. The orthopedic surgeon is a physician, trained in a medical school, who specializes in orthopedics, including foot orthopedics. The chiropodist and podiatrist are one and the same although chiropodist is the term more frequently used by the public and profession both. The title of podiatrist is more popular in some parts of the country—the East, for example.

Every state in the union now has a State Board of Registration for Chiropody (or Podiatry), with well-defined laws regulating the practice of Chiropody. Before a candidate for state license can practice he must pass examination, first showing that he is a graduate of a recognized college of Chiropody.

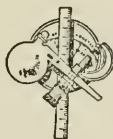
The educational standards and ethics of the chiropodist have been rapidly elevated. To be recognized by the National Association of Chiropodists, a college of chiropody must require that an applicant be a high school graduate and have one year of liberal arts or science college credit before entering a chiropody course of three years. Some recognized schools require four years, and in New York State, beginning in 1940, two years pre-chiropody training and three years of chiropody will be required.

Thus the modern chiropodist is well equipped with professional training to give advice and treatment to those with defective and troublesome feet. Other self-styled foot specialists are not qualified by training to treat foot troubles. Their experience is valuable only in the fitting of shoes, and it is there alone that they should ply their trade.

The case against the quack foot doctors would not be so important if it were not for the great harm they do to the nation's feet and the countless hard-earned dollars they extract from consumers' pockets. If the consumer has his feet treated by one of these unqualified and incompetent in-

dividuals, he is not only wasting his money but he may be exposing his foot health and comfort to serious danger.

Don't be "taken in" by the sight of impressive-looking treatment apparatus, a gilt-edged diploma, and a white-frocked, professional-looking individual who spouts medical terminology. A license from the State Board of Registration in Medicine (or Chiropody) legally authorizing its owner to practice his profession is what the consumer should look for.



Dear Doctor!

Incidentally, the Chicago Better Business Bureau reports a novel method of handling another nuisance—the unordered merchandise scheme. It seems that a physician received three neckties from an eastern mail-order house, with the following letter:

"Dear Doctor—We are taking the liberty of sending you three exceptionally fine ties. Because these ties have the approval of thousands of discriminating dressers, we know you will like them. Please send \$2.00.

The physician replied as follows:

"I am taking the liberty of sending you \$2.00 worth of extra fine pills. These pills have helped thousands and I am sure you will appreciate my thoughtfulness in sending them. Please accept them in payment of the ties which you sent me recently."

It's a pretty safe bet that this particular physician has not been bothered again by the firm sending out unordered goods. And we don't believe there is anything unfair about the doctor's comeback.

You must have *something* around the house you'd like to trade when you receive unordered merchandise.

Misbranded Cosmetics

IT will come as no surprise to readers of *Consumers' Digest* that the Federal Food and Drug Administration has ruled that certain names which have long been employed in the labeling of cosmetics are considered to be in themselves violations of the new Food, Drug, and Cosmetic Act.

From time to time in these pages we have discussed the meaningless, silly, and downright misleading and false names and claims of a number of cosmetics which claim to make a new woman of any feminine user overnight. Here are some typical examples which, according to an official release, the Food and Drug Administration regards as false or misleading names when applied to cosmetics:

Contour cream	Circulating cream
Crow's-foot cream	Enlarged pore preparations
Deep pore cleanser	Hair revitalizing preparations
Depilatories for permanent removal of hair	Muscle oil
Products represented as depilatories but which merely bleach the hair	Nourishing cream
Eyelash grower	Pore paste
Eye wrinkle cream	Skin conditioner
Hair color restorer	Skin firm
Hair grower	Skin food
Hair restorer	Skin texture preparations
Nail grower	Skin tonic
Non-allergic products	Stimulating cream
Peroxide cream	Tissue cream
Rejuvenating cream	Wrinkle eradicator
Scalp food	Cosmetics represented as valuable because of their vitamin content

As a result of the Food and Drug Administration's action, surely it will no longer be possible to charge large sums for the standard cold cream with a lanolin base, simply by calling it "nourishing cream" or "skin food."

If You Like Oysters

By

ROBERT S. KNERR

“OYSTERS R in Season” may have been a pearl of wisdom once, but it’s now just a pebble in the stew. This is on the authority of the U. S. Department of Commerce and the Oyster Growers and Dealers Association of North America. Before the days of quick freezing, these organizations imply, it was a problem to transport sea food any appreciable distance and have it reach its destination fit for anything but feeding the cat; nowadays storing and shipping is a snap.

Oysters caught in the summer breeding season are generally filled with a creamy spawn that impairs their flavor. They are not harmful to use as food, although there is, of course, apt to be some increase in the bacteria content of oysters caught in summer. (Water is usually less contaminated bacterially in winter than in summer.)

Some protection is afforded the consumer in buying oysters although it appears to be far from adequate. The U. S. Public Health Service will furnish a list of certified shippers based on the adequacy of *State* inspection as determined by the Service. From this list and the number on the carton, it is possible to ascertain the name of the packer, who is responsible for the cleanliness and safety of the product as originally packed. How often is the consumer in a position to determine the shipper’s number? Shucked oysters are often purchased from the dealer’s

own cans, while oysters in the shell generally come in bags or barrels which are seldom visible to the retail buyer.

The U. S. Bureau of Fisheries appears proud of the "stringent" sanitary regulations of the oyster industry, but goes on to say that the oyster beds are examined by *State* authorities. Shucking plants, equipment, and employees are periodically examined by various "*municipal* and *State* health authorities." The well-known inadequacy in general of the average city or State inspection of all sorts of food products seems to leave little justification for pride in this case.

PACKERS claim that oysters which are not washed after shucking turn sour very quickly. The trade therefore practices what is called "blowing." This consists of washing the shucked oysters in a bath of fresh water or weak brine solution for not more than three minutes. If the washing is continued too long, the nutritive salts (solids) are washed out of the oysters. Overwashed oysters turn chalky white, absorb water, become puffed and bloated, and are tough when cooked. The U. S. Department of Agriculture has made a good many seizures of oysters adulterated by blowing or soaking. The practice is so common that one state regulatory body found 16 of 26 samples to contain added water!

Properly packed oysters should never contain more than 10 per cent free liquid at the most—so-called "oyster juice" is so much watered stock. Large buyers specify "*no added water*," a specification the consumer can secure only by watchful purchasing.

In connection with adulteration during the "blowing" process, it is interesting to note the practice of "floating." This involves storing the live, unopened, deep-sea oysters in shallow, fresher water while awaiting shipment. One objective is "fattening" which, of course, means letting the oyster fill up with water.

Several years ago the U. S. Public Health Service banned all New Jersey oysters because a stream used for "floating" was polluted. The stream later was purified, but the Service refused to lift the ban on the ground that a stream in which strict policing was necessary to insure purity was unfit for the storing of shellfish. The state health board opposed the ban and politicians took the matter to Washington. Their efforts were unsuccessful because the floating of oysters in that river was discontinued from that time on.

At the present time, however, the Public Health Service approves the sanitary control of the shellfish industry in New Jersey and endorses the certifications which are issued to dealers engaged in shipping in interstate commerce.

According to the U. S. Public Health Service, its Minimum Requirements for Endorsement of State Shellfish Control Measures and Certifications for Shippers in Interstate Commerce are:

"The water storage, cleansing, bedding or conditioning of shellfish shall not be permitted or practiced in

"(a) Artificial bodies of water unless the entering water has a bacteriological quality at all times at least equal to the U. S. Treasury Department Standards for drinking water, or

"(b) Natural bodies of water which are subject to either constant or intermittent pollution as disclosed by the sanitary survey nor any water in such proximity to dwellings, industrial plants, boats, or docks that their cleanliness can be protected only by the strict observance of sanitary regulations by all persons in the vicinity."

LIKE all complete animal organisms, oysters have a particularly high mineral content. A pint of them contains one half the phosphorus, one third the calcium, and all of the iron and iodine needed in the daily diet of an average person. They also contain other minerals, as well

as vitamins A, B, C, D, and G. The dark mass in the body is the liver (not the stomach, as is popularly supposed) and is reputed to aid the body in eliminating copper.

The hazard of copper poisoning from eating oysters is an open question, according to E. J. Coulson, author of a U. S. Department of Commerce pamphlet on the nutritive value of oysters. He states that until the question is settled, oysters having a green color should be avoided.

THE U. S. Department of Commerce, Bureau of Fisheries, publishes Fishery Circular No. 21, entitled "The Story of Oysters," which contains 35 recipes using oysters. This circular may be obtained from the Superintendent of Documents, Washington, D. C., for five cents in cash (not stamps).

Oyster Oddities . . . in Chicago and Oklahoma City they eat 'em for breakfast . . . the little red crabs often found in oysters are entirely edible . . . Chinese in Louisiana once dried oysters, and pickled oysters were sold in New York City late in the last century . . . an oyster strains about 100 quarts of water in a day . . . the first oyster canning plant was opened in Baltimore in 1844 . . . a Pennsylvania state law requires that oysters be sold by number instead of volume, so enterprising dealers began cutting them with scissors to make two oysters sell where but one was sold before.



Ground Meat

A simple test that the housewife can use to determine if her butcher is selling her ground meat containing cereal is as follows: Take a level tablespoonful of the ground meat, boil in a pyrex dish with $\frac{1}{4}$ cup of water for several minutes. Allow to cool and add 1 or 2 drops of iodine solution. If the water turns a bluish color, then you may be assured that the meat contains added starch. After test is made be sure to bury this meat as the iodine is poisonous.

—Market Bulletin (Georgia)

Safe Use of Washing Machines

Electric washing machines must necessarily be used in the presence of water and grounded piping systems and are sometimes used on damp earth. For these reasons special precautions should be employed in their use.

Electric motors of washing machines are usually well insulated, but getting a motor wet may reduce its insulation qualities. The cord is the more likely to become defective. Only rubber-sheathed cords of good quality should be used on washing machines, and these should be replaced when they become worn.

The surest way to safeguard against shock from insulation breakdown in washing machines is to have an electrician connect a special wire between the frame of the washer and a water pipe, and to take care to see that the wire does not become broken and that connections at each end remain secure. With such a connection any failure of insulation which might create a dangerous condition will immediately be indicated by the blowing of the fuse.

As a secondary precaution, it is advisable to connect the washer to a convenience outlet in the wall rather than to a pendent socket, and the outlet should have a cover plate of insulating material. A wall outlet can be controlled by a wall switch, which is the most convenient and safest arrangement. Where washing machines would otherwise be used on earth, a raised wooden platform large enough to take both the machine and the operator, in addition to the protective grounding wire, constitutes a double safeguard.

Reprinted through the courtesy of International Association of Electrical Inspectors

Concerning Lead in Maple Syrup

Not only is lead a potent and peculiarly subtle kind of poison, but its presence in an article of food is totally unnecessary if reasonable precautions for its exclusion are observed. In the maple syrup industry the latter has not been done in the past, and some serious conditions have been brought to light, including such a reprehensible practice as the use of lead-alloy sap containers.

Of late, the Government has effected a number of seizures of syrup found to contain undue quantities of lead which it believed should be subjected to a deleading treatment as a condition of release. . . .

In the case of lead we have a peculiarly insidious poison in that, unlike many others, it is cumulative in character. That is, the ingestion of small quantities is not attended by a corresponding elimination, but instead the poison tends to become stored up in the system, where it gradually proceeds to make trouble—as many eventually have learned to their sorrow in consequence of having over the years drunk our soft and acidulous waters conducted through lead pipe. Hence, if one is indifferent to the approach of such ailments as rheumatism and neuritis, not to mention others, he may continue to scoff at the danger inherent in the consumption of lead-contaminated foods and drink.

Nor does it require any tremendous quantity of lead impurity to result in illness. Not long ago a sample of maple syrup was sent us with the complaint that its eating caused all of the members of the family to be sick and that their tongues “turned black.” In this case the darkening could be attributed to the interaction of the sulphur contained in

egg with the lead in the syrup. The pernicious lead hair dyes, no longer permitted sale in this state [New Hampshire], work on the same principle.

The fact that the maple industry is due for a house cleaning cannot be escaped by efforts at glossing over or concealment of the truth. . . . Again, may we remind that whenever there is anything wrong with an industry, the logical and wise course is in correction rather than in concealment. Only in this way can that industry's reputation be ultimately conserved and enhanced.



STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933

Of Consumers' Digest, published monthly at East Stroudsburg, Pennsylvania, for October 1, 1939.

State of New Jersey } ss.
County of Warren }

Before me, a Notary Public in and for the State and county aforesaid, personally appeared M. C. Phillips, who, having been duly sworn according to law, deposes and says that he is the Editor of the Consumers' Digest and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Consumers' Institute of America, Inc., Washington, N. J.; Editor, M. C. Phillips, Washington, N. J.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Consumers' Institute of America, Inc., a non-profit organization which has no stock, no dividends, and no stockholders.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

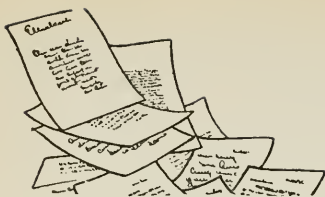
5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is (This information is required from daily publications only.)

M. C. PHILLIPS,
Editor.

Sworn to and subscribed before me this 25th day of September, 1939.

[SEAL]

MARY S. RAUB,
(My commission expires January 8, 1940)



LETTERS TO THE EDITOR

Men's Hose

Sir:

Referring to an article which appeared in the August *Digest*: "Talking about Hosiery" by Bernice S. Bronner, which discusses the question as a woman writer from the woman's hosiery point of view, which clear and open as it is to the general view, does not touch the subject from the man's point of view, not as a looker on at women's hosiery, but as a wearer of socks for his own use.

What I would like to suggest for men's hosiery is the universal use of lastex or elastic tops. These are in general use for anklet socks, and lastex tops are very necessary to this kind of footwear; but what I would like to see is its adoption on all socks, half, whole, or what have you.

Last winter I ran across such a lastex topped full length sock in one of Woolworth's emporiums here, and to say I was delighted is quite mildly expressing my feelings. Perfect leg fit, no sliding down over the ankles, no garters or similar harness to bother with—in a word perfect sock freedom.

I got an idea, though, which helps and which eliminates, for

me, the old-fashioned garter trouble. I had my wife make me a three-inch band of lastex, such as women wear on some of their doodads, and this with one inch over the sock top and two inches on the curve of the leg, holds the sock up securely. But the demand ought to be for complete release from garter thralldom by the universal adoption of the lastex top sock.

A. E. PIERCY,
Minneapolis, Minn.

Applause for Mr. Wilde

Sir:

Although aware of your position in not being able to care for personal correspondence, I am nevertheless taking the liberty of saying something about my hobby-interest, amateur photography, practiced from a minimum monetary standpoint.

The most satisfactory investment I have found was the expenditure of \$1 for a viewing glass, which was suggested by one of the "Hocus Focus" articles in *Consumers' Digest*. It has definitely improved the quality of my pictures. I am of the opinion one of these articles contains more real information than several of the amateur photographic

magazines, which seem to publish anything or everything, including information on equipment and manufacturers which are non-existent—at least that is the experience I have had in corresponding with two of them.

W. B. H.

Bargain Records

Sir:

Thousands and thousands of people are buying phonograph records described in *Time*, July 3, page 26. I think they are worth investigation and report in your record department. The question is, of course, are these cheap records good buys—are recordings, performance, conducting, etc., up to the standards of the regular records, which cost four or five times as much?

ROBERT G. SMITH,
Philadelphia, Pa.

Mr. Grueninger Advises

Sir:

I recommend the symphonic records sold by seven newspapers at approximately 50c for a 12-inch disk.

In my opinion, the quality of music averages a rating of AA, interpretation and fidelity, nearly an A. That rating tops the new black seal classics released by Victor through the retail

channels at \$1, the Decca symphonic records for 75c, and nearly equals the average rating of the best of these recordings now in the catalogues at \$2 and \$1.50.

The September *Fortune* points out that Victor has sold over one million of these records to newspapers. Rumor has it that the unnamed recording orchestras were the Philadelphia, Philharmonic Symphony of New York, New Friends of Music, NBC Symphony under Ormandy, Rodzinski, Stiedry, and Reiner.

No profit has been made by anyone, I am told, and the plan is unlikely to spread to other cities.

Since the terms of sale differ I suggest interested readers write for full information to the nearest newspaper listed below: New York Post, Los Angeles Times, Buffalo Courier-Express, Portland [Ore.] Journal, Oakland [Calif.] Tribune, Philadelphia Record.

The Washington [D. C.] Star already informs me no more records are available through their office.

WALTER F. GRUENINGER,
New York City

Ratings of 184 Motion Pictures

THE motion picture ratings which follow are based upon an analysis of the reviews which have appeared in 33 different periodicals (see December, 1938, *Consumers' Digest* for names).

The figures preceding the title of a picture indicate the number of critics who have rated the film AA (highly recommended), A (recommended), B (intermediate), and C (not recommended). Thus "Wuthering Heights" is highly recommended by 21 critics, recommended by 5, and rated intermediate by 1.

Ratings are revised monthly by recording the opinions of additional reviewers.

Audience suitability is indicated by "A" for adults, "Y" for young people (14-18), and "C" for children, at the end of each line.

Descriptive abbreviations are as follows:

<i>adv</i> —adventure	<i>mus-com</i> —musical comedy
<i>biog</i> —biography	<i>mys</i> —mystery
<i>com</i> —comedy	<i>nov</i> —dramatization of a novel
<i>cr</i> —crime and capture of criminals	<i>rom</i> —romance
<i>doc</i> —documentary	<i>soc</i> —social-problem drama
<i>hist</i> —founded on historical incident	<i>trav</i> —travelogue
<i>mel</i> —melodrama	<i>wes</i> —western

AA	A	B	C	
—	8	3	2	Adventures of Sherlock Holmes .. <i>mys AY</i>
3	13	2	—	Andy Hardy Gets Spring Fever.. <i>com AYC</i>
—	1	3	1	Angels Wash Their Faces <i>mel A</i>
11	9	1	2	Bachelor Mother <i>com AY</i>
—	4	4	1	Bad Lands <i>mel AY</i>
6	11	3	3	Beau Geste <i>mel AY</i>
—	—	3	—	Behind Prison Gates <i>mel AY</i>
—	1	4	11	Big Town Czar <i>cr A</i>
—	—	3	4	Black Limelight <i>mys AY</i>

AA	A	B	C	
—	9	2	2	Blind Alleymel A
—	6	5	—	Blondie Takes a Vacationcom AYC
—	1	6	3	Boy Friendcom AY
—	—	2	2	Boys' Reformatorymel A
—	—	—	11	Bridal Suiterom A
—	—	4	11	Bulldog Drummond's Bride ...com AYC
—	—	—	3	Calling All Marinesmel AY
—	11	5	3	Calling Dr. Kildaremel AY
—	3	10	4	Captain Furymel AY
2	6	5	2	Careerrom AYC
—	5	6	—	Charlie Chan at Treasure Island ..mys AY
—	4	4	2	Charlie Chan in Renomys AY
—	1	5	7	Chicken Wagon Familycom AY
3	2	—	—	City, Thedoc AYC
—	1	3	2	Climbing Highcom AY
7	7	1	3	Clouds Over Europemel AY
—	1	3	5	Coast Guardmel AYC
—	—	2	5	Code of the Secret Servicemel AY
19	6	2	—	Confessions of a Nazi Spymel AY
—	—	2	8	Conspiracymel AY
—	—	—	3	Cowboy Quarterbackcom AYC
—	—	1	2	Dancing Co-Edcom AYC
—	—	—	3	Daughter of the Tongmel AY
6	13	2	1	Daughters Courageousrom AY
—	4	3	—	Dead Men Tell No Talesmys AY
—	—	3	6	Death of a Championmys AY
8	9	7	1	Dodge Citywes-mel AY
—	5	5	3	Dust Be My Destinycr AY
5	12	4	—	Each Dawn I Diecr AY
6	15	1	1	East Side of Heavencom AYC
1	5	3	3	Elsa Maxwell's Hotel for Women com AY
—	—	2	2	Espionage Agentmel AY
—	—	3	1	Everybody's Hobbycom AYC
—	2	5	5	Ex-Champmel A
—	1	5	9	Family Next Doorcom AY
2	18	2	—	Fifth Avenue Girlcom AY
—	—	—	3	First Offendersmel A
3	7	2	1	Five Came Backmel AY
—	2	2	1	Five Little Pepperscom AYC
—	2	4	4	Fixer Dugancom AY
—	1	3	4	Flight at Midnightmel AY
—	—	9	4	Forgotten Womanmel AY
—	4	4	2	For Love or Moneycom A
14	9	4	—	Four Feathersmel AY
4	10	1	—	Frontier Marshalwes AY
—	2	2	—	Fugitive at Largemel AY

AA	A	B	C	
—	3	4	3	Full Confessionmel AY
—	2	—	1	Gang's All Heremys AY
—	—	1	7	Girl and the Gamblercom AY
—	5	7	2	Girl from Mexicocom AY
—	1	3	3	Girl from Riomus-mel AY
5	10	2	—	Golden Boyrom AY
21	3	—	2	Goodbye, Mr. Chipsnov AY
1	7	4	1	Good Girls Go to Pariscom AY
—	2	9	6	Gorillacom A
—	6	8	2	Gracie Allen Murder Casemys AYC
—	1	7	2	Grand Jury Secretsmel AY
—	3	7	2	Hawaiian Nightsmus-com AYC
—	—	6	4	Hell's Kitchenmel AY
—	2	1	—	Here I Am a Strangersoc AY
—	—	3	3	Hidden Powermel A
—	—	7	11	Hotel Imperialrom AY
—	1	3	4	Housemastercom AYC
—	2	4	3	House of Fearmys AY
1	5	9	7	I'm from Missouricom AYC
—	3	4	1	Indianapolis Speedwaymel AY
6	5	3	—	In Name Onlysoc A
—	—	5	3	Inside Informationmel AY
—	3	5	3	Inspector Hornleighmys AY
3	9	5	4	Invitation to Happinessrom A
—	—	6	—	Irish Luckmys AY
—	1	7	6	Island of Lost Menmel AY
—	6	4	3	I Stole a Millionmel A
—	2	6	5	It Could Happen to Youcom A
2	13	5	3	It's a Wonderful Worldcom AY
2	4	1	—	Jamaica Innadv A
—	10	3	—	Jones Family in Hollywoodcom AYC
21	5	—	1	Juarezhist AY
—	5	6	4	Kid from Kokomocom A
2	3	15	2	Lady of the Tropicsrom A
6	6	—	—	Land of Libertydoc AYC
—	3	5	12	Lucky Nightcom A
—	6	1	9	Magnificent Fraudmel AY
—	7	7	6	Maisiecom AY
5	15	—	—	Man About Towncom AY
4	11	4	—	Man in the Iron Maskhist-mel AY
11	13	1	—	Man of Conquesthist AYC
—	—	3	3	Man They Could Not Hangmel A
—	—	5	2	Man Who Daredmel AY

AA	A	B	C	
7	1	—	—	Metropolis 1939doc AY
—	—	4	7	Mickey the Kidmel AY
—	3	4	3	Million Dollar Legscom AYC
—	4	9	3	Miracles for Salemys AY
—	—	3	2	Missing Daughtersmel A
—	3	6	1	Mr. Wong in Chinatownmys AY
4	2	—	—	Movies March Ondoc AY
—	—	4	3	Mutiny on the Blackhawkmel AY
—	—	1	4	My Son Is a Criminalmel A
—	2	7	3	Naughty but Nicecom AY
—	—	8	3	News Is Made at Nightcom AY
—	1	7	3	Night Workcom AYC
3	5	—	1	Nurse Edith Cavelhist AY
7	9	7	1	Old Maid, Thedrama AY
4	15	3	—	On Borrowed Timenov AY
13	6	1	1	Only Angels Have Wingsadv A
—	4	7	12	Our Leading Citizenmel AY
—	—	2	1	Outside These Wallsmcl A
—	1	1	9	Panama Ladymel A
—	—	1	2	Parents on Trialmel AY
—	—	—	3	Pirates of the Skiesmel AYC
—	3	4	2	Quick Millionscom AYC
2	5	1	—	Rains Came, Therom A
—	2	2	—	Rangle Rivermel AY
—	3	2	—	Reform Schoolsoc A
—	9	5	4	Return of the Cisco Kidmel AYC
—	—	2	3	Romance of the Redwoodsrom AYC
—	1	2	2	Rookie Copmel AYC
—	13	6	—	Rose of Washington Squaremus-com A
—	1	2	—	Rulers of the Seashist AYC
—	12	3	1	Saint in Londonmys AY
3	10	6	—	Second Fiddlemus-com AYC
—	5	2	1	She Married a Copcom AYC
—	—	1	5	Should a Girl Marryrom A
—	—	6	1	Should Husbands Work?com AYC
—	2	4	4	6,000 Enemiesmel A
—	—	2	1	Sky Patrolmel AYC
—	—	4	—	Smuggled Cargomel AY
—	1	5	7	Some Like It Hotcom A
—	7	5	5	Sorority Housecom AYC
—	—	4	6	S.O.S. Tidal Wavemel AY
—	1	9	4	Spellbinder, Themel AY
12	9	1	—	Stanley and Livingstonehist AYC
4	8	7	—	Star Makermus AYC
7	6	3	—	Stolen Liferom A

AA	A	B	C	
—	3	3	1	Stop, Look, and Lovecom AY
12	8	3	—	Story of Alexander Graham Bell <i>biog</i> AYC
13	9	2	1	Story of Vernon and Irene Castle <i>biog</i> AYC
—	2	3	1	Streets of Missing Menmel AY
1	2	5	2	Stronger Than Desiremel A
—	2	4	4	Stunt Pilotmel AY
—	1	4	8	Sun Never Setsmel A
—	8	7	—	Susannah of the Mountiesmel AYC
—	—	—	3	Sweepstakes Winnermel A
1	6	1	—	Tarzan Finds a Sonmel AYC
—	4	6	1	Tell No Talesmel AY
—	6	4	3	These Glamour Girlscom A
—	10	3	3	They All Come Outdoc-mel AY
—	—	2	5	They Asked for Itcr A
16	4	1	—	They Shall Have Musicmus AYC
—	5	2	1	This Man Is Newsmys AY
—	—	3	1	\$1,000 a Touchdowncom AY
—	—	4	3	Torchy Plays with Dynamitecom A
—	—	—	3	Tropic Furyadv A
—	—	4	1	Two Bright Boysmel AYC
—	—	—	4	Typhoon Treasuremel A
—	1	4	5	Undercover Doctormel A
8	9	4	—	Under-Pupcom AYC
—	9	6	4	Unexpected Fathercom AYC
18	6	—	—	Union Pacifichist AYC
—	—	5	6	Unmarriedrom A
—	2	2	—	Ware Case, Themel A
—	—	1	5	Waterfrontmel A
—	2	3	2	Way Down Southmus AYC
—	2	1	—	What a Lifecom AYC
3	6	13	—	When Tomorrow Comessoc AY
—	1	1	1	Wings Over Africamel AY
—	4	9	8	Winter Carnivalcom AY
18	4	—	1	Wizard of Ozfantasy AYC
—	3	3	1	Wolf Callmel AYC
—	—	3	2	Woman Is the Judgemel A
7	6	1	—	Women, Thedrama A
21	5	1	—	Wuthering Heightsnov A
13	8	1	—	Young Mr. Lincolnbiog AYC
—	2	6	8	Zenobiacom AYC
—	3	4	2	Zero Hourrom A

An Oculist's Paradise

WHEN I spent a week end recently at a friend's home in Philadelphia, I noticed a dozen or more leading American and European periodicals on his desk. He told me they belonged to a civic leader, hard pressed for time, who turned them over to him for reading, with the understanding that significant articles would be briefed for quick reference.

In looking over last month's issue of *Consumers' Digest* I noticed that you printed references and quotations from a great many different sources. I never thought of it in that light before, but you folks are eyes for thousands of folks who don't often have a chance to spend a day reading books and magazines.

In your recent circular, I noticed that more than 125 periodicals are read regularly by your staff for consumer material. Sounds like an oculist's paradise. I've forgotten who it was who said, "If you want a thing done well, do it yourself." That has a nice, self-reliant sound, but in real life it is about as feasible as a one-man football team. At any rate, with bifocals almost in front of my eyes, I'm quite willing to have you sift out the important consumer material for me.

BY the way, the choicest bit in the September *Digest* was probably the remark about the advertising man who intimated that it was the "privilege of an American to spend his money foolishly in the purchase of luxuries." By the same token, I suppose one is underprivileged if he spends his money wisely. Somehow, it doesn't seem to make sense.

It was not so many hundreds of years ago that a bold pioneer printed the Bible in English so that it might be read by common folks with no knowledge of Latin. He fled the country for his life. In some respects, perhaps, the determined efforts of some advertisers to keep people in ignorance is a carry-over from those ancient days and equally far from being sensible or modern.—FRED RAY.

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CONSUMERS' DIGEST



*The enlightened consumer is a necessary
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Consumers' Digest presents only recommended products in its ratings with the exception of motion pictures and phonograph records. It is to be noted that the absence of any brand from the recommended list does not necessarily imply non-recommendation.

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A General View of 1940 Automobiles

ONCE more the phrase makers in advertising agencies have outstripped the automobile engineers. The 1940 models presented at recent shows were different from the cars you've been used to and somewhat cheaper but decidedly less revolutionary this year, as heretofore, than the word wizards tried to make them appear.

You'll find that improvements in riding comfort and safety in the new cars are modest. They don't often go beyond longer wheelbases, somewhat roomier bodies, and larger windshields and windows of new Hi-Test safety glass. This glass is designed to eliminate all distortion and further diminish the possibilities of shattering.

More manufacturers this year are trying to increase your comfort by using rubber in seats. A few do away with seat springs entirely and give you a cushion of cellular rubber to sit on. Less daring makers keep the springs but cover them with a pad of sponge rubber.

The innovation being hailed most enthusiastically as a contribution to safety is the "sealed beam" headlights. All cars, save the *Willys*, *Graham*, *Crosley*, and *Bantam* have them. The lens of the new light is sealed to the reflector. The sealing serves two ends. Dust and grime can't get in to tarnish the reflector, and no one can get at the bulb to change the focus. Incorrect focus, as you've been told before, is the reason for most of those blinding headlights you meet. The stronger new bulbs throw a beam much farther than the old, but you can't put them in your old car without considerable expense for a larger generator to supply the extra current required, and at least one state

wouldn't approve the change. With the new system of lights, when one burns out you have to buy a whole new unit, which will cost you about \$1.35, or \$1 more than you now pay for a bulb.

IN appearance, there is little about the new cars to startle you, except possibly their pealike similarity. Most of them carry the headlights in the fenders, and a good many have made it easier to get the car dirty, by discarding running boards. Others have made running boards optional. Several makers have tried to give their cars a distinctive touch by using hunchbacked front fenders. If you're fond of sweeping lines, you'll find the effect slightly grotesque. Door hinges on some lines are concealed, as they were on the finer cars of 1913 and 1914. Divided windows are the rule in front doors. Inside the new cars, you'll find a freer use of plastics in the dash and trim. Instruments are moving to the left where the driver can see them.

The majority of the mechanical changes has been cautious. More lines have gone over to the steering-post gear shift and have replaced wire or Bowden controls with rigid connections. Hydraulic brakes are found on every car, and overdrives, which go into operation at lower speeds than before, are optional on many makes. Electric windshield wipers have returned on three lines.

If you've had trouble with your automatic choke in the past, your worries may be over; the 1940 styles are not supposed to flood the carburetor. More non-slamming door latches are being used. Hydraulic valve tappets have come into more general use on the more expensive cars, and rust-proofing is being extended to more parts, on some lines even to the body sheets, which rarely if ever rust through.

It's still hard to find the spare tire without a blueprint. Many manufacturers continue to hide it in the far recesses of the trunk, where you can get at it only by hauling out

all the luggage. Others slip it under a shelf, but a few pioneers, such as *Chrysler* and *Hudson*, have placed it at the side of the trunk where it takes up a minimum of room and is readily available.

AMONG the mechanical innovations, the one that will surely catch your attention is *Oldsmobile's* Hydra-Matic drive, which eliminates both clutch pedal and most of the need for gear shifting. You start the motor, move a lever under the steering wheel, and you're off. You go from a standing start to top speed merely by increasing pressure on the accelerator.

This drive is another adaptation of the fluid flywheel which was introduced on last year's *Chryslers*. In its original form, it displaced the transmission entirely. *Chrysler's* adaptation was set between motor and transmission and the clutch retained. In the 1940 *Oldsmobile*, the fluid flywheel operates an automatic transmission. It is optional equipment, priced, at this writing, at \$57.

Some drivers may wonder about the effect on the battery when starting an *Oldsmobile* with its Hydra-Matic transmission, in the sub-zero weather. The conventional procedure of declutching so that the battery does not have to churn the stiff grease in the transmission cannot be followed since the clutch pedal has been eliminated. The car, however, can be placed in neutral by means of the control lever on the steering column, so that whatever friction is then present should not, we believe, be sufficient substantially to increase the load on the battery.

Buick has corrected two 1939 blunders. The redesigned grille doesn't whistle, and is more pleasing in appearance than last year's too-musical model. The frame has been extended rearward to take the bumper. Damage in gentle collisions proved that last year's extensions weren't stout enough.

Buick also has sought to improve its independent springing by tipping the center line of the suspension four degrees. This, the engineers promise, will give the knee-action a "self-banking" effect to help ease it over obstructions and around curves. And "pressure cooling" will conserve water and antifreeze. A check valve keeps water from overflowing until the temperature rises well above 212 degrees Fahrenheit. Its greatest value will be in high altitudes, where water boils at lower temperatures.

On the outside, concealed hinges smooth body lines, and this impression is heightened by the door handles, which are curved inward even more sharply than before to prevent their snatching at clothing. Mufflers are being made of lead-coated sheets to defeat rust.

THE one 1940 car you'll recognize at a glance is the *Packard*. Its familiar front end is narrower, and its sharp corners have been softened. The changes improve driving vision and give *Packard*, in the opinion of several observers, the best-looking front end it has ever had. The line also retains a fairly wide running board. The overdrive on the *Packard* now cuts in automatically at around twenty miles an hour; it can be made inoperative by moving a dash control.

Packard is one of the several makes employing hydraulic valve tappets. The wiper is electric. Packard's twelve-cylinder model has been supplanted by a 160-horsepower eight.

Of the cars carrying front fenders that bulge aft, *Chrysler* is the most extreme and the one you may like least, but the larger models have highly individual ends. The design seems to be a compound of the present *Zephyr* and *Chrysler Airflow* of several years ago. On some models, the rear fender no longer takes a bite out of the lower corner of the rear door. A straight line has been

achieved by moving seats and motor forward. Theoretically, this should also provide a more comfortable ride.

You'll find the fluid flywheel on more *Chrysler* lines this year, still located between clutch and transmission. For owners whose lack of interest in things mechanical would make them overlook such things, *Chryslers* have a signal to warn them that fuel is low, that the battery is not charging, that oil pressure has fallen, or that the engine is overheating. The wiper is electric. Mechanically, improvements have been confined largely to a new type of gear synchronizer and reshaped gear teeth to make shifting easier. More bearing parts are being "superfinished," an improved surface-finishing process that should extend the life of the motor.

A grave flaw in the *Chrysler* body design is the potentially dangerous blind spot created by the sloping windshield pillars. These are six inches wide measured in a horizontal direction. A foot from the eye, such an obstruction is enough to blot out an approaching car completely at forty feet. Chrysler is by no means alone in this respect. You'll have more or less trouble seeing around the pillars of any 1940 car. It is hard to understand why manufacturers, as they make possible steady increases of driving speeds, go in for marked decreases of car and road visibility.

Even if your taste runs to larger cars, you'll want to look at the *Willys*. It's the cheapest standard-tread car made and better looking than before. The 102-inch wheelbase is approximately the same as the old Model T *Ford's*, but the *Willys'* eighty-one inches of overhang make it far roomier. Steering-post gear-shift is available on de luxe models.

Hudson has gone over to the independent-springing camp, and has placed shock absorbers inside the coil springs. The designers promise that, in case a spring breaks, this

will let you drive home. And, for the second year, you can enjoy safety-plus with Hudson brakes. If the hydraulic system fails, the pedal engages a mechanical brake.

Studebaker stands pat on several innovations it has introduced in recent years. It again carries the rotary, non-slamming door latches it pioneered, and this year introduces a dash made of a plastic material. Its *Champion* is now priced with the three sales leaders. *Chevrolet* is still the only car with a vacuum booster on its steering-post gear shift. One distinction of Cadillac is its refusal to put its headlights in the fenders. Fuel-pump noises are said to be reduced by a section of synthetic rubber in the fuel line.

Of the several *Ford* lines, you may be struck most by the greater eye appeal of the de luxe models. Otherwise none of the many changes seems vastly important. De luxe *Fords* for the first time adopt wing windows in the front doors. Springs are longer and have been relocated on both axles to improve the ride. They are incased in metal covers.

Drivers who may have to change their own tires will welcome the new *Mercury* rear fenders, which don't cover so much of the wheels as before. Better latches let you close the doors more easily. A two-spoke steering wheel gives you an unobstructed view of the instruments, and a plastics dash and plastics trim brighten up the interiors.

With 1940, *Lincoln-Zephyr* places utility before esthetics by abandoning the characteristic beaver-tail rear. The maker claims a thirty per cent increase in luggage space. Horsepower has been stepped up from 110 to 120 by increasing the cylinder bore one-eighth inch.

THERE you have the things that make the 1940 passenger cars new. If you're interested in what the future may or may not bring, you might like to look at the widely advertised *White* truck, which has an air-cooled engine in

the rear. Neither air-cooling nor rear engine is new, but on commercial cars the combination is. White's venture is particularly interesting in view of Franklin's failure to popularize air cooling. This type of engine runs hotter and is therefore more efficient, and of course saves the trouble, risk, and expense of antifreeze required by all water-cooled engines in the winter. The design and location of the White engine have eliminated 551 moving parts, and the gain in driving vision, and, of course, safety of the road, is tremendous.

Labeling Leather Goods

The Tanners' Council of America sponsors an arrangement whereby luggage and leather-goods manufacturers may sign an agreement authorizing them to attach a council label to their products designating the leather used as Top-Grain Cowhide, Split Cowhide, Top-Grain Seal, or Split Seal. These labels also carry the name of the council and the license number assigned the manufacturer by the council. The plan is intended to eliminate the abuse of stamping "Genuine Cowhide" and "Genuine Seal" on both top-grain and split leathers.

A standard of thickness for bag, case, and strap leather has been adopted by the industry and published by the National Bureau of Standards as a Commercial Standard.

—*Present Guides for Household Buying*,
United States Department of Agriculture

Christmas Tree Lighting Sets

DURING each season the joy of Christmas has been spoiled by one or more serious accidents caused by poorly constructed or poorly designed lighting outfits. For example, one year in Newark, New Jersey, a Christmas tree caught fire, due to short circuiting of the wiring, causing a thousand-dollar damage and injuries to two people.

Consumers' Research for a number of years has emphasized the need for caution in the selection and use of Christmas tree lights. Further study of this equipment and the carelessness with which most of it is made and assembled shows that such caution is fully warranted.

The International Association of Electrical Inspectors has this to say on the subject.

"There is one precaution to be observed in lighting Christmas trees with electric lamps. If the molded insulating material, of which the small lamp sockets are made, does not extend far enough beyond the end of the metal screw-shells, the screw-shells themselves or the metal bases of the lamps may be exposed. If metallic tinsel or other metallic decorations come into contact with these exposed "live" parts of two sockets at the same time, a short circuit may result. . . .

Before buying a Christmas tree set, screw a lamp into one socket and observe whether hanging tinsel could make contact with live parts of the socket or lamp. If metal reflectors are used see that the metal foil of the reflectors is well insulated from the metal of the socket and lamp base.

Electric lamps for Christmas trees have largely eliminated a very serious fire hazard, that of decorating trees with lighted candles. For this reason their use should be encouraged, but care should be exercised to select only sets approved by the Fire Underwriters."

Teel

The New Liquid Dentifrice

A NEW dentifrice, *Teel*, advertised as an amazing liquid way to brush teeth, has been introduced by Procter and Gamble this past year. Consumers have been so bombarded with claims for miraculous cure-alls, amazing hair restorers, and revolutionary cosmetics, that the more skeptical among them have wondered whether this was just a new advertising claim or whether Procter and Gamble really had something important—as well as new—in dentifrices.

It will be remembered that Procter and Gamble in the last few years have introduced their products *Dreft* and *Drene*, which have already been discussed in these pages. *Dreft* is a soap substitute which has for its essential ingredient sodium alkyl sulphate, which acts as an effective detergent in cold or hard water. *Drene* is a soapless shampoo based on a similar product in liquid form which has substantially the same properties. The new product, *Teel*, is reported to be Procter and Gamble's effort to develop additional ultimate-consumer uses for their new soapless detergent.

According to the Food and Drug Administration, a recent analysis of *Teel* showed it to be chiefly alcohol, water, glycerine, and sodium salt of sulfonated higher alcohol [sodium alkyl sulphate]. The manufacturer has stated that in addition the product contains sugar, flavoring materials, and a coloring agent approved by the U. S. Department of Agriculture.

Sugar is considered highly undesirable in dentifrices because its taste is likely to corrupt the child's natural and

normal food and beverage taste appreciations, and incline him to favor sweet, artificial flavors. Besides, sugar is the last thing that anyone should leave on his teeth *after cleaning them*. Sugar, indeed, is one of the things that one would want to have completely removed from the teeth in cleaning them by any method.

Whether or not the alkyl sulphate is a desirable ingredient in a dentifrice has not yet been determined. We doubt, indeed, whether the manufacturer himself has more than a general impression on that question. The product *Drenc* has had some unfavorable comment as a shampoo because of its tendency to make the scalp dry. Furthermore, some people appear to be allergic to it.

For the wise consumer, conservatism would seem to be the best approach to the problem of whether to try this new dentifrice and others of similar nature that are even now appearing on the market. It is always best to wait until experimenting with use of a new product, particularly one which is applied so directly to the body's own tissues, is done by those who pride themselves upon trying the latest of everything and who are thus always willing to be guinea pigs. With new medical and dental remedies and applications, it is always safest to "wait and see."

Automobile Miscellany

The average automobile in 1907 cost over \$2,000.

Roads are about one-third more slippery under a light shower than under a downpour of rain, according to a tire company's research.

Tires lose air faster in summer due to the expansion of pores in the rubber, through which air can escape.

The exact tone required for automobile horns is specified in Argentina.

The Common Cold

By

THURMAN B. RICE, M.D.

Chief of the Indiana Bureau of Health and Physical Education

EVERYONE knows more about the cause of the common cold than does the man who has really studied it. There are so many angles to the problem that it requires long and detailed study to really get anywhere with it, and even our best investigators are very far from understanding everything about it. In the first place, there are several conditions which are likely to be called a "cold." We shall enumerate some of them and attempt to define their limits.

1. There is the acute congestion of the nasal passages, the larynx, trachea, or lungs, which can come upon one in a few minutes, particularly if one has been hot and is suddenly chilled, subjected to a draft, goes out without a hat, sits on the cold ground, or does various other things which have been found by various persons to disturb them in this way. This is not a true "cold" and may be rather promptly corrected as a rule by a hot bath or some such time-tried home remedy. A "cold" of this sort is rarely serious unless it is neglected and allowed to run into a true bacterial cold.

2. The bacterial cold is one that may be caused by various bacteria which are found in the respiratory passages and which are capable of more or less serious

irritation of the mucous membranes of those passages. Several strains of the pneumococcus, streptococcus, and various other organisms are responsible. When the streptococcus is at fault, there may be severe sore throat, tonsillitis, quinsy, middle-ear infection, or sinusitis, and considerable mischief may be done. This type of cold is not very infectious, though it will pass to other individuals, particularly if they are heavily exposed or are suffering from some other congestion or irritation of the respiratory passages. The course of the disease, and the outcome, will depend entirely upon what organisms are present and how seriously they have attacked the tissues.

3. There is the so-called "cold" which is observed in those persons who suffer more or less habitually from sinus trouble, or who have some obstruction or abnormality of the nasal passages. These people reinfect themselves upon the slightest provocation or indiscretion. This means simply that the germs are constantly present and make their attack at any time that they may find the resistive processes of the individual low. In many instances surgical correction of the defect is indicated. Change of climate may be of assistance as may also the administration of vaccines, particularly those vaccines (autogenous) which are made from cultures of germs found in the respiratory passages of the individual involved.

4. The true "common cold" is of still another type. In this instance the initial infection is undoubtedly due to a filtrable virus (a germ so small that it cannot be seen with the most powerful microscope), which is extremely infectious and which passes through an entire population within the space of a few days. The first stage of such a "cold" is due to the virus. This phase usually lasts no longer than three days. During this time the patient feels rather badly, has some temperature, headache, aching, and malaise, but he is in no danger of serious consequences.

As the virus phase passes off, he may or may not contract the secondary phase which is not due to the virus, but may be due to any of half a dozen or more bacteria which find their way to the patient. Now the various complications begin, depending on the site and strength of the secondary bacterial invasion—pneumonia, laryngitis, bronchitis, acute sinusitis, middle-ear involvement, tonsillitis, pharyngitis, neuralgia, and a dozen other similar ailments may arise to endanger the life of the patient or greatly prolong his convalescence. The treatment of these latter conditions is one for the physician, though the treatment of the first or virus phase may fairly well be left to the home—rest in bed, free elimination, warmth, and a light diet being the most important. Of the greatest importance is it that the patient in the first phase should avoid contact with others so that he may not spread the disease to others or receive from others such germs as might cause the second phase to develop.

5. Finally there is another condition—apparently a definite clinical entity—which has variously been called influenza, “flu,” “Spanish flu,” “la grippe,” “grip” and various other names. This is a highly infectious virus infection which strikes at intervals. The initial stage of the disease is extremely prostrating. The patient is suddenly quite ill, he is racked with aches and pains and is extremely weak and tired. He frequently is left with a weak heart, a low white blood cell count, poor kidney function, and otherwise in a very bad condition to resist the secondary respiratory phase of the disease. Pneumonia after “flu” is very dangerous for the above reasons. “Flu” is definitely a different disease from the “common cold,” but a great many people are prone to call every attack of cold a case of “flu.” By this means they apparently expect to get more sympathy. This practice of calling every cold a case of “flu” is responsible for much misunderstanding.

There is no doubt whatever that most of the trouble from colds would be avoided if persons with them would go to bed, keep quiet and warm, eat lightly, drink much water . . . and call the doctor as soon as any complication of consequence is observed. The practice of self-medication with powerful drugs as coal tar derivatives, aspirin, and other similar drugs while one is going about his work is very dangerous. People who boast that they worked all day with a temperature of 102 may or may not be demonstrating that they have a strong body, but they are certainly showing the world that they have a weak mind.

Healthy persons who wish to avoid colds may do much in that direction, though to be sure there is no promise implied that they can entirely escape. The maintenance of a proper state of nutrition, sufficient sleep and rest, care as to hygienic habits, and other civilized measures will greatly assist in the avoidance of colds. Many physicians—and the present writer is one of them—believe that respiratory vaccines (cold “shots”) are of use in raising the immunity of healthy persons to the bacterial secondary phase of the various forms of “cold.” The promise cannot be made that persons having taken such shots will certainly be immune, but it is reasonable to suppose that such persons will be considerably less likely to have these complications in serious form.



About Your Eyes

Momentary blindness, a physiological fact, assails every automobile driver for approximately 120 feet after passing an oncoming machine at night.

—Bridgeport Sunday Herald.

Eye-glasses may lose as high as 50% of their efficiency if they get out of alignment or if side-bows permit them to slip down the nose, opticians say.

—Science Service.

Little Digests

By

ROBERT S. KNERR

PUTTING the Statue of Liberty in corsets is carrying "cleverness" (or something) in advertising too far. The advertising department of a Fifth Avenue store in New York tried to promote the sale of a new wasp waist corset by an ad in the *New York Times* showing the famed statue's figure hemmed in. The store's advertising manager, speaking of responses to the promotion, said, "Most of the comments were on the severe side." Plans to run the same copy in the *New York Herald Tribune* were hastily revised.

✕ ✕

WHATEVER else may be said about the lowly hot dog, a report by the United States Department of Agriculture makes the risk of a consumer's contracting trichinosis from franks produced under Federal inspection seem pretty small. The Department examined 1,118 half-pound samples from 175 federally inspected packing houses and found only 11 samples containing the parasites—and they were all dead.

✕ ✕

CHRISTOPHER MORLEY pulls a bright line in *Kitty Foyle*, his latest book: "Everybody has a Public Relations counsel—except the Public."

✕ ✕

JUST as many drops of water will wear away the hardest stone, so recurring criticism has awakened the advertising agencies to the fact that the public is becoming dis-

trustful of testing services maintained by publishers (such as the Good Housekeeping Institute). Now the School of Journalism of Syracuse University has organized a testing laboratory in which advertised products will be investigated at the request of publishers who wish "to determine the merit of advertised claims." A decided upturn in the truth of advertising could result if the testing service remains impartial, if the ad men use it, and if the publishers do not yield to pressure and persuasion to run the ad as is, anyway.

* * *

THE American Bakers Association hopefully asks the Federal Food Standards Committee to allow the Association to drop the use of the term "dried skim milk" and substitute a term such as "non-fat milk solids." The Association claims that the term "skim" is objectionable to producers, *consumers*, the American Dry Milk Institute, and others. Calmly overlooking the fact that the butterfat is removed in skimming, the Association cheerily remarks that ". . . we understand that much of the food values of the milk remains in the product."

* * *

THE Russians have an advertising technique all their own. Testimony heard before the Dies committee indicates that the Soviet shakes down U. S. companies for something like \$3,000,000 annually for advertisements in Russian periodicals. "The advertising is valueless," the witness explained, "because there is no competition in Russia."

* * *

SPEAKING of the cathode-ray oscilloscope, a device used for testing and adjusting radio receivers, a magazine for radio servicemen remarks that a number of servicemen seem unable to get the hang of using the instrument. That doesn't bother the editor, though. He just suggests

that the device be placed where it may easily be seen by the passerby: "The 'scope itself looks awesome and mysterious to the general public and tends to create a valuable atmosphere of scientific precision for any service shop." A good thing to remember is that a serviceman who knows how to use the instrument, which really is a valuable servicing tool, is unlikely to be able to spare it very much of the time for window dressing.

✕ ✕

THE average "poor working girl," reports *Chemical Industries*, spends four times as much for cosmetics as for educational material. She pays \$6.11 a month for creams, lotions, perfumes, lipstick, and beauty treatments. On the other hand, it takes three weeks of her labors each year to pay the *taxes* on her annual supply of beauty aids.

✕ ✕

A *Fortune* survey says there is no good reason why farmers should get as little as 3 cents a quart for milk, or the public should have to pay up to 16 cents. Elimination of home deliveries, says *Fortune*, would drop the price of milk 2 cents to 4 cents, resulting in greater consumption. *Fortune* blames the excess price on (1) big milk distributors who find it to their advantage to reduce store sales competition by pushing home deliveries, and (2) the drivers' union, which has resisted all attempts to cut grocery store prices below home delivery prices.

✕ ✕

THE Federal Trade Commission has filed a complaint against the promoters of a device known variously as the "Segal Pick-Proof Lock," "Segal Pick-Proof Lock Cylinder," and "Segal Pick-Proof Cylinder." Seems, according to the complaint, that the respondents claim the lock is absolutely "pick-proof" under all circumstances and that experts have tried and failed to pick it. The trouble, the

complaint alleges, is that it was Segal's expert who did the picking, and he didn't really try.

✖ ✖

GENERAL MOTORS has announced a new plan to render definite and clear to consumers, retail prices in the automotive industry. Price tags will be hung on the steering wheels of new cars, itemizing the cost of the car to the buyer. The object of the plan is to prevent "price packing," which resulted in some buyers' driving better bargains than others (that is, getting cars at the prices they were intended to be sold at) and loud laments from those who didn't fare so well in the bargaining.

✖ ✖

SWEET Land of Gadgetry . . . From the dearth of peaceful gadgets this month, the inventors must all be working on bomb sights . . .



The Sunshine Vitamin

Cure-all or Menace?

THE time of year is now approaching when those who live in colder climates are beginning to think wistfully of days spent lying in a warm sun. Forgotten are the discomforts of sunburn and blisters, and eye-strain, or headaches from the too bright light. Some will consider Florida, California, or other warm spots; others who are unable to get away will, perhaps, go in for sun lamps or vitamin pills and cod-liver oil.

There is something pagan about this worship of the sun and the sun vitamin. The belief in its healthfulness is based on faddism rather than science, for doctors and scientific workers are coming more and more to the conclusion that it can be considerably, and easily, overdone. They point out that it is not the cure-all which many people believe it to be. Indeed, it has been demonstrated that too much vitamin D, whether from liver oils, irradiated foods, or overexposure of the body to direct sunlight or rays of an ultra-violet lamp, can be quite disastrous. Dr. Chauncey D. Leake, professor of pharmacology at the University of California Medical School in San Francisco, tells of the classic example of Australian shepherders who habitually work in the open without protection from the burning rays of the sun and among whom there is more skin cancer than in any other occupational group in the world.

Before someone pops up to say that cod-liver oil, vitamin preparations, sunshine, and ultra-violet lamps have all proved decidedly beneficial in curing rickets and other diseases caused by vitamin deficiencies, the point should be made that this discussion is written solely for the benefit of

those who are, in general, normal, healthy persons receiving an adequate diet in so far as they are capable of making the proper selection of food and who are not under doctor's care. There is no doubt that vitamin D has its proper place in the treatment of diseases just as any other drug, such as sulfanilamide, quinine, cocaine, digitalis, and strychnine, when administered by a well-qualified physician for the proper ailment, after a careful diagnosis. This article has no intention of presuming to advise physicians or patients who are under physicians' care.

The average person who leads a busy life, however, particularly one who works in an office in a large city, such as New York, Chicago, Pittsburgh, Cleveland, Detroit, or Portland, is apt to think that he can "take something" to ward off colds or a general run down feeling which comes from working in artificially lighted offices, smoky cities, and from failure to get exercise, fresh air, and perhaps adequate sleep or a proper diet. It is such people who feel that if they could only get a vacation in Florida they could, in a short space of time, put themselves into condition to carry through the winter, or who, failing that, take vitamin pills or go in for sun lamp treatments.

AT this time of year it is probably unnecessary to warn most people against too much sun. Suffice it to say that it is a well-known fact that overexposure to the sun's rays can be quite harmful. Vitamin preparations, including cod-liver oil, likewise have their dangers which were touched on in "Cod-Liver Oil—Food, Drug, or Poison?" by Mr. F. J. Schlink, in *Consumers' Digest*, January, 1939. Mr. Schlink adequately made the point that vitamin D is to be considered a medicine with, in some cases, potentially harmful results and should not be taken indiscriminately. This same point was made by Dr. J. C. Geiger as the Director of Public Health of San Francisco, California, in

an executive order of the Department of Public Health which read in part: "There is still considerable question, particularly in the case of vitamin D, of what constitutes the proper dosage of vitamin concentrates. Therefore it is believed that the administration of such products should be in the province of the physician and not in that of the commercial distributor or manufacturer of food products."

For those who contemplate buying a sun lamp or going in for an expensive series of ultra-violet treatments, it may be in order to quote the Editor of the *Journal* of the American Medical Association, who pointed out that "Enough is known [about sun lamps] to indicate the need of great caution. For the ignorant, toying with ultra-violet is like giving the baby a safety razor to play with."

Ultra-violet lamps should be used only by experts who are thoroughly familiar with the fact that it is difficult to obtain equal doses of irradiation from the same lamp in the same length of time at different periods. As Robert G. Bloch, Department of Medicine, University of Chicago, pointed out in an article in *Science*, "Not only will irradiation provided by different lamps of the same make vary widely, but also the effect of one lamp at different times." Furthermore, according to Professor Henry Laurens, writing in the *Journal* of the American Medical Association, the dosage of ultra-violet rays must be varied to suit the individual's needs and sensitivity to ultra-violet ray. Dr. Laurens also points out in another article that while artificial radiation may be used to advantage in treating certain diseases and disabilities, sunlight is only one of the many environmental factors that influence health. "Sunlight," he states, "is of paramount importance to plants, but of secondary importance to animals."

People who are extremely sensitive to the sun are also sensitive to the rays of an ultra-violet lamp. Overexposure for such people is especially dangerous. One man who

had been taking ultra-violet treatments at home in exposure periods of 12 minutes, fell asleep at the end of five minutes one day and slept for an hour. The illness which resulted kept him in bed for about four weeks, and he reported that it was nearly a year before he felt completely normal again.

An article in the *Journal* of the American Dental Association suggests that since the heart and certain large blood vessels may be partly calcified by an excess of vitamin D, it is quite possible that middle-aged people should avoid sun baths, the use of irradiated foods, and sun lamp treatments. This warning is reinforced by a release from the University of California entitled "The Dark Side of Sunshine," which points out that "Experiments have revealed that vitamin D stimulates the activity of the parathyroid glands in such a way as to increase the amount of calcium carried in the blood serum. If an excess of the vitamin is taken into the body the glands in their turn mobilize more calcium in the blood serum than the bones, cartilage, and teeth can absorb. The result is an abnormal flow of calcium to other organs and a consequent hardening of these organs which impairs their natural functions. The arteries and the heart often suffer from this condition, although the kidneys are usually the organs which receive the most damage. Heavy deposits of calcium may also decrease the permeability of the intestines, causing a painful, perhaps even fatal, condition."

ALL in all, it appears to be the consensus of opinion of experts that there is no magic in the sun rays, either from the actual sun itself or the artificial ultra-violet lamps, which acts as a general cure-all or a "keep-you-healthy" charm to be used indiscriminately. If you can't really afford a trip to Florida or some other sunny climate or a series of ultra-violet treatments, console yourself with the fact that you may be better off without them. Don't take to eating vitamin pills and preparations, but look to your diet, exer-

cise, sleep, and proper rest and relaxation.

Remember the legend of the famous Eastern potentate living in Oriental luxury who tried all kinds of medicines and cures to make him healthy. One smart man gave him a golden ball and told him to toss it until perspiration flowed freely. After extensive use of this "medicine" the potentate discovered his health much improved. The moral for modern Americans is not that they should get out in the garden and pitch a golden ball around, but that the fundamental rules for healthful living cannot be neglected with impunity or superseded by vitamin pills, medicines, "health foods," or proprietary health treatments.

Know Your Christmas Turkey

The Bureau of Agricultural Economics has drawn up tentative U. S. Standards for dressed turkeys and for chickens and fowls.

Turkeys are first classified by age and sex. Birds less than one year old, having soft meat and a flexible breastbone, are classed as young hens or young toms. Old hens and old toms are mature birds, with toughened flesh and hardened breastbone. Within each classification are four grades, as follows: U. S. Special, U. S. Prime, U. S. Choice, and U. S. Commercial.

In some markets turkeys are individually tagged with the United States grades; in other places, although the birds may have been commercially graded, they are not tagged for the retail trade.

Chickens and fowls are first classified by age. The young birds are further classified as broilers, fryers, roasters, stags, and capons. Old birds, which may be any age or weight, are classed as cocks or fowls. These older birds are often advertised as "stewing chickens."

Within each class the four grades bear the same terms as the four turkey grades.

—*Present Guides for Household Buying*, United States Department of Agriculture.

An Automobile Has Two Prices

By

KENNETH F. GILBERT

WHILE the salesman is selling you an automobile, his evasions and half truths may irritate you, but, when he leads you, as he does 60 per cent of his customers, into the labyrinth of financing, his mere sales tactics will almost seem the soul of honor and veracity. At the financing stage he has the support of both the dealer and the finance company, and doesn't have to plan his own tactics.

It would not be fair to charge all automobile dealers with beguiling the consumer; some of them, as well as some finance companies, are honest. The moral fiber of these dealers is strong and straight enough to resist the temptation offered by the blank contract so many buyers sign.

Dealing with an honest retailer of automobiles, you have nothing to fear except the mountainous fees exacted by finance companies for a loan that is fully secured. Both dealer and finance company are careful not to speak of these fees as interest. To do so would involve them with usury laws, or with the Federal Trade Commission, as it has already done in some cases.

Until two years ago, a few car manufacturers who operate or control their own finance companies advertised a "6 per cent plan." The implication was that the buyer paid only 6 per cent per annum for the money advanced by the company. Because the buyer would have the use of only a fraction of the loan for a full year, the per annum rate was actually nearer $11\frac{1}{2}$ per cent. A cease and desist order by the Federal Trade Commission in 1937 persuaded these companies to discontinue the practice, although the companies still argue that no deception was intended.

Despite the Federal Trade Commission, however, you are still required to pay nearly 12 per cent per annum if you wish to purchase a new car through a finance company. The rate for a used car is staggering. A New Jersey buyer I know paid 44 per cent per annum to a leading company for financing a used car. A man in Maryland paid \$30 to finance an unpaid balance of \$35.

You don't get sympathy from the courts if you sign a contract that demands such exorbitant charges. The courts have ruled that finance charges are not interest and, no matter how high, do not constitute usury. In another direction, too, you suffer because of this interpretation. No money paid in finance-company charges for help in purchasing an automobile may be deducted from your taxable income. When you borrow from a bank or on your insurance policy, the interest you pay is deductible.

THE finance companies are now harvesting the crop of dissatisfaction they have sowed. Automobile buyers by thousands are turning to banks, both commercial and industrial, and to insurance companies to get the benefit of lower rates. Insurance companies charge a genuine 6 per cent per annum, except for discounting the interest to the next anniversary date of the policy. The Morris Plan Industrial Bank of New York will finance your new car for a flat charge, amounting to 5 per cent of the sum borrowed. One New York commercial bank finances new cars for 4½ per cent.

Dealers profess to be indifferent as to whether you pay cash for your car or finance it. They explain that, as soon as they turn over the "paper," that is, your signed contract, to the finance company, they receive the cash and the deal is as good as closed. The truth is that most finance companies today buy only "recourse" contracts. This means that, in the rare eventuality of the company's being unable

to repossess the car, the dealer must make good the company's loss.

Without knowing it, you pay the dealer for taking this risk. The payment takes the form of a "finance reserve," an amount written into your contract by the dealer, with the finance company's authority. The sum, varying with the company but often \$6 to \$8, is paid the finance company, and rebated to the dealer if all your notes are met. This in some cases explains why the payment book you receive from the finance company almost always calls upon you to pay more than you think you owe. You will not gain anything by protesting to the finance company in such cases. It will explain nothing. If you are like 98 others in 100, you signed the contract without reading it. You are hooked, and you have no choice but to pay, and pay when due.

By failing to read the contract, you can let yourself in for a costly deficiency judgment, should you fail to pay one of the notes promptly. A Chicagoan bought a car and gave a finance company notes for \$510. He paid six notes but defaulted the seventh, leaving \$255 unpaid. The finance company repossessed the car, then notified the buyer it had a judgment against him for \$100. He howled, but the company contended it had sold the car for \$200 at a private sale, which the contract permitted it to do, and had incurred an attorney's fee of \$15, court costs of \$5, and repossession expense of \$25. The fact that the contract permitted a private sale of the repossessed car, without notifying the buyer, made it impossible for him to protect his interest.

The remedy for all this, of course, is to read the contract through. Most salesmen and dealers who "close" sales find it convenient to be pressed for time when the moment arrives for you to read the finance contract, and few of them will fill it out before handing it to you to sign. You are often made to feel that your dallying is cheating them out of a chance to make another sale, and, if you ask to

have the complete figures in writing, the "closer" may become indignant. But you owe it to yourself to insist, firmly and steadily; it may save your owing some money you didn't bargain for.

A FAVORITE device of the tricky dealer (and he can use it only with the aid and connivance of a finance company) is the "pack." When you sign a blank finance contract, he simply adds to the financing charge as much as he thinks he can get away with. In one case in Chicago, where the practice has become notorious and costs Chicagoans an estimated \$1,000,000 a year, the "pack" was shown to be \$100. Most of the loot is rebated to the dealer.

The pack has developed from the custom, already described, of permitting the dealer to stick the customer with a charge for his "finance reserve." Since buyers were trusting enough to fail to read the contract, or demand a written breakdown of all figures, or protest the imposition too loudly, certain dealers were unable to resist the temptation to boost their take.

Unfortunately, you, as an automobile buyer, cannot always be sure, even when you demand to be shown the financing figures, that the dealer is telling the truth. Even when he shows you a chart prepared by the finance company, he can still be lying, for some companies supply dealers with two or more different charts. The one bearing the correct figures is for his own guidance. The others are used to convince skeptical purchasers, the chart showing the highest charges being reserved, naturally, for the buyer who is judged to be of the type that hates to get tough about a money matter.

Probably no section of the country is free of packing, and some dealer groups have actually attempted to justify it. In Seattle, it has been explained that social security, unemployment, vocational, and a variety of other taxes

place a new burden on the dealer, and that he has the right to pack finance charges to cover these costs. In Chicago, all but one finance company operating there are reported to have countenanced packing.

Conditions in Chicago had become so bad, in fact, that last year the city's Better Business Bureau undertook an elaborate campaign to educate the car-buying public. Newspaper advertisements, radio discussions, and billboards were utilized to warn buyers of racketeering in automobile finance.

It is not to be assumed, however, that the pack is the only tricky tactic at the disposal of a dealer or finance company that sets seriously about separating the unsuspecting buyer from his dollars. Insurance, accessories, and the ill-famed balloon note, afford an extensive scope of operation.

(To be concluded in January)

Correction to Supplementary Lenses

Mr. Percival Wilde calls our attention to the fact that in his article on Supplementary Lenses, November, 1939, issue of *Consumers' Digest*, the first complete sentence, page 28, should read:

"A 'copying' attachment, on my desk as I write, turns out to be a bit of glass whose outward surface is convex, while its inward surface is flat and not concave as it should be."

An error was made by *Consumers' Digest* in transferring some later additions to the original manuscript. We hope that all readers who are saving Mr. Wilde's "Hocus Focus" articles will make this correction in their copies.

When Buying Shoes

NEVER ask for a certain size but have both feet measured while standing. Whenever a purchase of shoes is to be made, judge the fit of the shoe from the following points:

1. A straight inner border should follow the line of the normal foot.

2. Size should be one-half inch longer than the foot and wide enough to allow room for toes without crowding. The vamp should be the proper length to fit the foot.

3. A heel should be broad enough and properly placed to provide for correct balance. High-heeled shoes are designed primarily for dress occasions and should not be worn when standing or walking for long periods at a time. Most authorities agree that there is no danger in wearing high-heeled shoes when they are worn for the purpose for which they were originated. The heel of the shoe should be so snug that the heel of the foot cannot slip in walking. A heel height of $\frac{3}{4}$ to $1\frac{1}{2}$ inches is considered practical for general wear.

4. The ball of the foot, which is the widest part at the large toe joint should be directly over the widest part of the shoe.

5. The shank of the shoe should fit snugly; opinions differ as to whether this shank should be flexible or rigid. The normal foot may find greatest comfort in the flexible shank since it permits greater freedom of the muscles. Many people, however, find that some type of rigid arch is more comfortable since it gives the necessary support to a slightly weakened arch.

Reprinted from *Shoes*, a bulletin of the N. J. State College of Agriculture Extension Service

6. The cut of the shoe should conform to the foot. The height of the instep may affect the fitting of the shoe.

7. The foot should tread so evenly that the first sign of wear on the sole comes under the ball of the foot. When shoes wear out at the toes or sides it is evidence of a poorly balanced shoe or improper walking habits.

8. Soles on street shoes which are reasonably thick will cushion the feet and absorb the shock of walking. Rubber lifts on heels also tend to absorb the shock.

9. The weight of the shoe and particularly of the leather should be determined by the individual's foot and by the purpose for which the shoe is intended.

10. A shoe is satisfactory if it has the above properties and feels comfortable from the start. A shoe should not have to be "broken in." Perfect fitting shoes permit of a springy walk and absolute unconsciousness of the feet.

11. X-ray machines are now being used extensively in fitting shoes.



New Hampshire Regulates The Sale of Vitamin Concentrates

Vitamin concentrates, those commonly in the form of small capsules, the contents of which usually are less than sixty minims (drops) are to be sold only in drugstores in New Hampshire, henceforth.

According to New Hampshire ruling, these fall in the category of "potent drugs" as defined in Chapter 210, Public Laws. Notice has been given operators of such places as "cut-rate" stores, department stores, groceries, etc., that sales of such preparations will render them liable to prosecution.

—*New Hampshire Board of Health.*

In The Groove

By

WALTER F. GRUENINGER

“NOW that I have a phonograph, which sets should I buy?” readers ask me. Permit me to answer that question and another it suggests during this holiday season—which sets should I present to musical friends?

I have chosen the sets which appear below with the object of providing a broad base to musical understanding. I refer, of course, to the list of twelve sets that should form the nucleus of a library of classical recorded music. Hear these recordings. Develop your preferences for one or more composers or musical forms. Pursue your preference. But at least know which composers and forms millions of music lovers have found enchanting.

Bach: *Suites 3 & 4*. Adolf Busch Chamber Players. 10 sides, Victor M339. \$7.50. Tuneful introduction to the light side of the great eighteenth century master.

Beethoven: *Symphony 5*. London Phil. Orch. under Weingartner. 8 sides, Columbia M254. \$6. Most popular symphony, played with virility.

Brahms: *Symphony 1*. Philadelphia Orch. under Stokowski. 10 sides, Victor M301. \$10. Monumental work spaciously recorded.

Chopin: Piano Music. Rosenthal (piano). 8 sides, Victor M338. \$8. Recommended assortment of charming small pieces.

Grieg: *Concerto*. Giesecking (piano) with orch. 8 sides, Columbia M313. \$6. Entrancing melodies performed with élan—sometimes called the perfect amalgam of soloist and orchestra.

Mendelssohn. *Concerto*. Szigeti (violin) with orch. 8 sides, Columbia M190. \$6. Szigeti's sensitive performance of this beautiful music has never been approached on a recording.

Mozart: *Quartet in C Major*. (K465). Budapest Quartet. 6 sides, Victor M285. \$6.50. Polished performance of an outstanding chamber work by the No. 1 quartet of the day.

Sibelius: *Symphony 2*. Boston Symph. Orch. under Koussevitzky. 11 sides, Victor M272. \$11. Comparatively melodious introduction to the greatest symphonist of our time.

Tschaikowsky: *Symphony 6* (Pathétique). Philadelphia Orch. under Ormandy. 10 sides, Victor M337. \$10. Straight performance of an impressively dramatic favorite.

Wagner: Excerpts. Phil. Symph. Orch. of N. Y. under Toscanini. 10 sides, Victor M308. \$10. Memorable performance and recording of highspots in the Wagnerian orchestral repertoire.

Stars of the Metropolitan. 10 sides, Victor M329. \$10. Assorted operatic arias by contemporary Metropolitan favorites.

Lieder Recital. Schumann (soprano). 12 sides, Victor M383. \$9. Most subtle lieder singer of our time performs exquisitely songs that you should know.

AS TO the second question—which sets shall I present to musical friends? For a comparatively recent release, I suggest a selection from this list of outstanding albums of 1939:

Bach, K. P. E.: *Concerto for Orch. in D Major*. Boston Symph. Orch. under Koussevitzky. 4 sides. Victor M559. \$4.50.

Haydn: String Quartets. The Pro Arte Quartet plays 5 albums of them, 14 sides to an album, \$14 per album. Begin with Victor M526.

Haydn: *Symphony 102*. Boston Symph. Orch. under Koussevitzky. 6 sides, Victor M529. \$6.50.

Mozart: *Concerto 24* (K491). Casadesus (piano) & orch. 7 sides, Columbia M356. \$6.

Mozart: *Magic Flute*. Complete Opera in 2 acts sung by Strienz, Roswaenge, Berger, Lemnitz, Husch, and others. 2 volumes (18 & 19 sides respectively). Victor M541, \$13.50 & Victor M542, \$14.25.

Mozart: *Quartet 14* (K387). Roth Quartet. 6 sides, Columbia M374. \$5. A lovely work smoothly performed.

Mozart: *Sonata* (K332). Iturbi (piano). 4 sides, Victor M565, \$4.50. A charming work deftly played.

Scarlatti: *Eleven Sonatas*. Casadesus (piano). 6 sides, Columbia M372. \$5. Richly satisfying group of short compositions.

Schubert: *Sonata in A Major*. Schnabel (piano). 9 sides, Victor M580. \$9. Posthumous work that sings to the last measure the immortality of Schubert.

Schumann: *Concerto, Op. 54*. Hess (piano) & orch. 8 sides, Victor M473. \$6.50. Played without objectionable personal "interpretation."

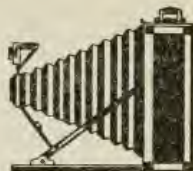
Code: AA—highly recommended; A—recommended; B—intermediate;
C—not recommended.

ORCHESTRA	Quality of Music	Inter- pre- tation	Fidelity of Record- ing
Brahms: <i>Symphony 1</i> . London Symph. Orch. under Weingartner. 10 sides, Columbia M383. \$7.50.	AA	A	A
Chavez: <i>Sinfonia India</i> (3 sides) & <i>Sinfonia de Antígona</i> (3 sides) & Buxtehude-Chavez: <i>Chaconne in E Minor</i> (2 sides). Symph. Orch. of Mexico under Chavez. Victor M503. \$6.	A	AA	A
Goldmark: <i>Rustic Wedding Symphony</i> . Columbia Broad. Symph. under Barlow. 10 sides, Columbia M385. \$7.50.	A	AA	AA
Rossini: <i>William Tell</i> —Overture. NBC Symph. Orch. under Toscanini. 4 sides, Victor M605. \$3.50.	A	AA	A
Schubert: <i>Symphony 9 in C Major</i> . London Symph. Orch. under Walter. 12 sides, Victor M602. \$9.	AA	A	A
INSTRUMENTAL & CHAMBER			
Bach: <i>Sonata 3</i> . Wolff (harpsichord) & Scholz (viola da gamba). 4 sides, Columbia X147. \$3.50.	B	A	A
Beethoven: <i>Septet (Op. 20)</i> for strings & wind. Catterall, Shore, Gauntlett, Cruft, Thurston, Camden, Thonger. 10 sides, Victor M571. \$7.50.	B	A	A
Beethoven: <i>Trio 2</i> . Pasquier Trio. 6 sides, Columbia M384. \$5.	A	AA	AA
Carrillo: <i>Preludio a Cristobal Colon</i> . 13th Sound Ensemble of Havana under Reyes. 2 sides, Columbia 7357. \$1.25.	B	AA	A
Debussy: <i>Preludes—Book II</i> . Gieseking (piano). 12 sides, Columbia M382. \$6.	B	AA	A
Faure: <i>Quartet 1</i> for strings & piano. Henri & Alice Merckel, Marchesini, Zurfluh-Tenroc. 8 sides, Victor M594. \$6.	A	AA	A
Handel: Harpsichord Suites 2, 5, 7, 10, 14. Landowska (harpsichord). 12 sides, Victor M592. \$12.	A	AA	A
Handel: <i>Sonata</i> for 2 flutes. Marcel & Louis Moyse & Neubauer: <i>Adagio</i> for flute & viola. M. Moyse & Honegger. 2 sides, Victor 12492. \$1.50.	B	AA	A
Hindemith: <i>Trauermusik</i> . Hindemith (viola). 2 sides, Victor 15643. \$2.	B	AA	AA
Kreisler: <i>Old Refrain</i> & Dvorak: <i>Humoresque</i> . Bluestone (violin). 2 sides, Brunswick 8465. 75c.	A	B	B

	Quality of Music	Inter- pre- tation	Fidelity of Record- ing
Mozart: <i>Divertimento</i> for strings & horns. No. 10 (K247), Movements 3 & 4 omitted. Philadelphia Orch. under Ormandy 6 sides. Victor M603. \$5.50.	A	A	AA
No. 17 (K334), Lener Quartet, Aubrey & Dennis Brain. 10 sides, Columbia M379. \$7.50.	A	AA	A
Veracini: <i>Sonata in E Minor</i> . Thibaud (violin). 2 sides, Victor 15568. \$2.	A	AA	B
Vivaldi: <i>Sonata in D Minor</i> . Blot (violin). 2 sides, Victor 12491. \$1.50.	B	B	B
VOCAL			
Charpentier: <i>A Mules & Les Chevaux de Bois</i> . Planel (tenor). 2 sides, Columbia 69734. \$1.50.	B	AA	A
Monteverdi: <i>Maledetto, Chio me D'ore, Chime dov e il Mio Ben & d'India: Lagrimo Occhi Mici</i> . Castellazzi (soprano) & S. Sedira (contralto). 2 sides, Victor 15466. \$2.	A	AA	AA
Puccini: <i>Manon Lescaut—Donna non vida mai</i> & Donizetti: <i>Lucia di Lammermoor—Fra poco a me ricovere</i> . Masini (tenor). 2 sides, Columbia 17159. \$1.	B	A	A
Schubert: <i>Im Abendrot</i> & Franz: <i>Im Herbst</i> . Flagstad (soprano). 2 sides, Victor 15645. \$2.	A	A	A
Spirituals: <i>Swing Low, Sweet Chariot & All God's Chillun Got Shoes</i> . The Charioteers (quartet). 2 sides, Brunswick 8468. 75c.	A	AA	A
Verdi: <i>Simone Boccanegra—Ensemble Act III & Duet, Act II</i> . Tibbett, Martinelli, Bampton, Warren. 2 sides, Victor 15642. \$2.	A	A	AA
10 Favorite Negro Spirituals: Hampton Institute Quartet. 10 sides, Musicraft Album 35, \$5.50. Best Disk: <i>Ezekiel Saw de Wheel & Mary an' Martha Jes' Gone 'Long</i> , Musicraft 232.	A	AA	A
Lily Pons in Song. 10 songs, principally for coloratura soprano. Pons (soprano). 8 sides, Victor M599, \$6.50. Best Disk: <i>Blue Danube & Villanelle</i> , Victor 15610.	B	B	A
LIGHT MUSIC			
Gypsy Songs: <i>Two Guitars & Dark Eyes</i> . Brunswick Salon Orch. under Palitz. 2 sides, Brunswick 8463. 75c.	AA	B	A

Hocus Focus

By
PERCIVAL WILDE



XVII, Wide-Angle and Telephoto Lenses

THE next time you meet a minimaniac friend, and observe, in the leather-covered plush-lined accessory case he so proudly carries, the large, unwinking eye of an imposing lens, and ask what it is, he will tell you it is a telephoto, used to obtain large scale images.

For various reasons, chief among which is my preference for sizable negatives, I do not favor the miniature camera; but I have carried telephotos to fit my large reflex for years, and if you ask me what I do with them, I shall tell you that while they have made thousands of portraits, I have yet to use them for straight telephotography. I have shot Mont Blanc and the Jungfrau and Big Ben and the Eiffel Tower and various and sundry spires and steeples, and I have been content to record them as the naked eye sees them. Their surroundings belong, it seems to me, because they dwarf them; but if I hope to make a portrait which will be better than a mere snapshot, the telephoto comes into use, and it is the purpose of this article to explain why I use it.

Figure 1¹ is a simple plan. It represents four trees and a badly placed bench which we shall photograph from the ground. In the same way these symbols may represent the skull of our model as seen from above, the line, in that event, standing for the nose.

The normal lens, 50 mm. for the miniature negative or 150 mm. for the quarter-plate ($3\frac{1}{4} \times 4\frac{1}{4}$), will at the

¹ See diagram page 37.

proper distance, A, make a negative whose plan is substantially as shown in Figure 2, with slightly exaggerated perspective. But if, instead, we use a wide-angle lens, of half normal focus, at B, or a telephoto, of twice normal focus, at C, so that all three render the dots in the front row alike, what will then be their plan views?

I have been amazed to learn that not more than one of forty or fifty amateurs answers these questions correctly.

Here are the solutions: Figure 3 shows the plan of the wide-angle representation; Figure 4 that of the telephoto. It is well to study them attentively.

Our camera was set up so that all three lenses spaced the front row alike; but the short-focus lens doubles the apparent depth of our construction and the length of the bench, and creates a violently exaggerated perspective. The telephoto shortens the distance between front and rear rows and the length of the bench, and gives us a perspective which is flat though it is true.

LET us apply these principles:

You wish your garden to photograph impressively. You and I know that it is small, but it will not hurt if your friends think it is majestic. Therefore we use a wide-angle lens from a point fairly near, and increase your possessions without increasing your taxes.

Take the opposite problem. You are selling a house to a commuter, and its distance from the station is important. A telephoto used from the end of the street may put it so near that your purchaser may fear the screech of brakes will interrupt his slumbers.

Consider problems of greater importance:

Your cook has fallen down a flight of steps owned by you, and brings suit, claiming that the steps are unnecessarily steep. You examine the head-on photograph her attorney shows the jury, you notice that the steps do appear

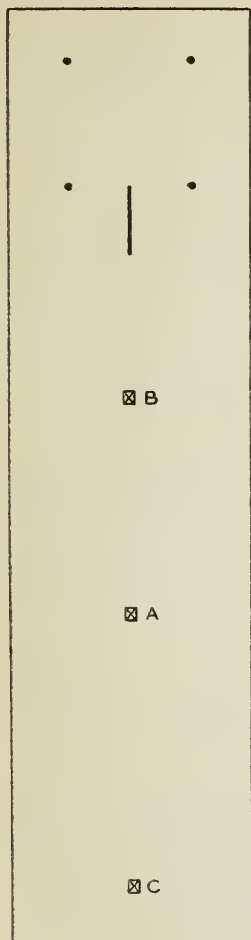


Fig. 1

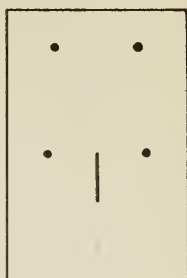


Fig. 2



Fig. 3

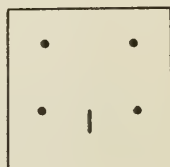


Fig. 4

Fig. 1—plan; Fig. 2—with normal lens; Fig. 3—with wide-angle lens; Fig. 4—with telephoto lens.

to be steep—steeper than they really are—and knowing lenses, you tell your own lawyer to ask the photographer the focal length of the objective he used. He hems and haws, but finally admits that he used (*a*)! Fill in the blank, and turn to the end of this article to see if you did so correctly.

Quite naturally you hurry home, photograph the steps yourself, or get a professional to do it for you, and the print your lawyer exhibits shows stairs so gentle that the jury thinks you copied them from the Lincoln Memorial. You used a (*b*) lens.

The judge, however, having read this article, sends a third photographer to make a negative, and he uses (*c*), which tells the truth.

Perhaps the camera never lies; the lens often does.

Consider the tales told by the three lenses if, from the three viewpoints shown in Figure 1, we draw tangents to a circle whose circumference passes through all four dots.

The angle from B, the viewpoint of the wide-angle lens, is large; that from C, whence the telephoto surveys the scene, is narrow.

Bearing in mind the substance of the preceding section, imagine what may occur when your rich Aunt Julia, who really ought to remember you in her will, begs you to take her picture.

Her lips, let us say, spread the usual distance toward her cheeks. One of our lenses will exaggerate that distance, making them appear like the "trolley-car slot" of the ancient ditty. Therefore we do not use that lens. We use the (*d*).

Her nose is prominent. It juts out like a crag. Shall we represent it as it is (using the (*e*) lens), or shall we make it still more prominent, a veritable awning, as it were, by using the (*f*)? Or shall we reduce the apparent size of the proboscis, thereby inducing the old lady to double her legacy to us, by using the (*g*)?

One important detail must not be overlooked. In the foregoing I have assumed that the photographer can move his camera from place to place so that he turns out images of the same size. But set the camera say thirty feet from the subject and use the three lenses in turn. Since the angles made by the tangents to the circle are identical, the representations will be identical—though the normal lens will yield an image twice the size of that produced by the short-focus lens, and the telephoto will turn out one four times the size. By enlarging the smaller images we can make prints which are almost indistinguishable from each other, and the reader who wishes to pursue this important subject further may well turn to the admirable illustrations in Ansel Adams' volume, "Making a Photograph."

The practical limitations of photography move experienced workers to use objectives of the longest possible focus except in the fields—interiors, architecture, photography in cramped quarters—where only the wide-angle will serve. Precisely the same considerations make some workers prefer cameras turning out original negatives of greater than postage-stamp size. When I start with a quarter-plate film, less than four diameters of enlargement produce a print of the usual salon size, eleven by fourteen inches, and problems of fine-grain and the resolving power of the emulsion do not exist. The miniature negative must be enlarged by three times as many diameters to duplicate my print, and the final result, if successful, is quite as much a technical as an artistic triumph.

Were it not for the necessity for enlargement, and the fact that any enlargement is, at best, a poor substitute for aerial magnification, the wide-angle lens used at a sufficiently great distance from its subject, would solve many photographic problems.

The Swiss-made Compass camera, sold in England, and probably the smallest high-grade miniature in the world, is

thus equipped with a built-in wide-angle lens of only 37 mm. focal length, with a working aperture of $f:3.5$. If the user is careful to keep a proper distance from his subject, this one lens, in a miniature especially designed for it, may take the place of a whole battery.

* * *

I do not wish to terminate this article without making one point perfectly clear. As a child you were taught to write, and it was assumed that you would not use that skill to forge checks. At some time in your later life you picked up some understanding of medicine, and it was again assumed that you would not use it to swindle insurance companies by pretending that you suffer from ailments which have given you a wide berth. I have felt free to discuss some of the principles underlying photographic distortion, because that knowledge is essential to the making of good pictures. If you use what you have just learned to make your Ford look as long as a Rolls-Royce, and then try to sell it on the strength of the photograph, I pray that all of your bearings will burn out at once while you are giving your prospect a demonstration.

ANSWERS TO QUESTIONS:

- (a) The telephoto made the steps appear too steep.
- (b) The wide-angle made them gentle.
- (c) Any lens, used at a sufficient distance, or a normal lens, used at thirty feet, will tell the approximate truth.
- (d) The spread of lips would be slightly exaggerated by the wide-angle, and much exaggerated by all lenses if used at too short range. The telephoto or the long-focus portrait lens, at proper range, will do best.
- (e) Making images of identical size, the normal lens will slightly exaggerate the prominence of the nose.
- (f) The wide-angle will greatly exaggerate it.
- (g) The telephoto will minimize it.

Birthstones

There are many sources for the belief in natal stones, but the modern custom cannot well be dated back more than two centuries or so, and seems to have originated in Poland among Hebrew gem traders. It is a very attractive idea, as the stones are durable and the sentiments attached to them have been handed down for many centuries.

Following are a few interesting facts about several well-known natal gems.

The garnet is a variety of quartz and varies in color from a light to a dark clear purple. The reddish purple is the most highly prized. The finest stones come from Siberia, Uruguay, the Auvergne, Brazil, and Ceylon.

The bloodstone is a closely compact, crypto-crystalline variety of quartz with red spots. It is a favorite for signet rings. The Mexicans cut this stone into heart-shaped amulets in the belief that it was a remedy for heart ailments and that it would staunch bleeding.

The emerald is a grass-green or blue-green variety of beryl. Superstitious persons used to believe that this stone was a charm against illness. An almost perfect emerald is very rare, and since 1910 the finest emeralds have commanded from one to five times the price of the finest diamonds of equal size.

Moonstones in India are supposed to be sacred and to bring good fortune. The stone has a milky blue color and a soft luster with a moon-like reflection. Usually it is cut *en cabochon*.

The name of the turquoise shows that in the medieval times the Europeans got these stones or "turkis" from Turkey, for the finest Persian stones came by way of Tur-

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key. The turquoise is a phosphate of lime and is often of a beautiful blue color.

The sardonyx is composed of layers of sard and onyx. The layer of sard is of a deep brown or reddish color, while the onyx is the delicate pink of the finger nail. These stones are often used for cameos.

The sapphire is the symbol of truth and virtue. Most sapphires are of a clear blue shade, ranging from a pale blue to a deep indigo blue. Ceylon is famous for its sapphires, although many fine ones are found in Siam and Burma.

The opal, the symbol of hope, is a white, fire-flashing stone. This gem shows many colors; soft purples, reds, and blues. This play of colors is caused by tiny fissures crossing in all directions and is due to the dispersion of light. No two of these are exactly alike. Because of their rarity, black opals are very costly.

The topaz is commonly yellow but is found in an almost endless variety of colors. The finest stones are of a bright citron shade, at times showing a clear golden color. The greater part of the gems come from Brazil.

The ruby, when large and fine, is one of the most valuable of all stones its size. It is a vivid red in color, with sometimes a bit of purple or pale rose-red. Upper Burma provides the greater part of the fine rubies. A few are found in Ceylon, Siam, and India.

The lapis-lazuli, or azure stone, is of a rich blue color, having gold specks in it. It is far more intense in color than is any other opaque blue stone. To obtain it, the rock in which it is found must be split by fire. For centuries it was considered very valuable.

Pipes for Men for Christmas

SO you're going to buy him a pipe for Christmas! Will it be one of these new trick pipes that can be completely dissembled for cleaning, or an expensive briar? One experienced tobacco man advises that good pipes must be made from briar roots which have lain dead in the ground for a century or more. These roots come from France, Italy, Syria, and Cyprus. One maker claims to age his pipes for 40 years. Another puts the wood in oil, and still a third subjects the wood to oven heat for six weeks, according to an article in *The William Feather Magazine*.

In the opinion of this same expert, one should expect to spend not less than \$5 for a pipe, although it is admitted that a plain corn cob pipe which sells for a dime is one of the best because it is the most porous and quickly absorbs moisture. The meerschauum is next, and then comes the briar. The thicker the wood in a pipe bowl, the cooler the smoke.

Some of the best pipes are made from Algerian and Cor-

sican white straight-grain briar. The chief reason for the desirability of briar from these two sources is that the wood is aged, and light.

Although some men are extremely particular about their pipes, it is suspected by the experts that actually it is the nature of the tobacco which is the all-important factor in the smoking quality. Don't give too much weight to sales talk that a *pipe* is sweet because the bowl has been treated with honey. This process is done to sweeten the *smoke*, and the effect of it will wear off in time.

The various types and sizes of metal inserts which are found in many pipes are believed to be of little practical value, and probably had best be removed. As one confirmed pipe smoker put it, "The best pipes are free of 'plumbing' and all metal gadgets inside . . . The hole through the stem should be just large enough for a thick cleaner to go through with a tight fit—then there are no spaces to catch stuff and make the pipe strong."

If the pipe is not to be the de luxe type for a Christmas present, here is a money-saving hint. The filling in of small defects, such as worm holes, has no effect on the smokability of the pipe, and a good but inexpensive pipe can be secured by buying so-called "seconds."

Those who have pet pipes that need repairs of one sort or another will be glad to learn that some of the more common ills that briar, meerschauam, and calabash are heir to can be remedied by John Middleton. A list of prices for various types of repairs

can be secured by writing John Middleton, Inc., 1211 Walnut St., Philadelphia. Let us hear about any others.

Through the courtesy of Consumers' Research, we present listings of pipes by brand name for those who would like to have some suggestions as to good makes. The models reported are not necessarily the Christmas variety, but were selected primarily for men who wish an economical buy. No doubt the same type can be secured with a more expensive trimming and packaging if that seems important to the gift buyer.

QUALIFIED RECOMMENDATION

- BBB Natural Grain 08** (A. Schulte Cigar Stores, N.Y.C.) \$1. Weight 0.9 oz.
- Colonel Adams** (Sold by Wally Frank, Ltd., 93 Nassau St., N.Y.C.) \$1 with 2 packages of tobacco. A "second." Weight 1.2 oz.
- Hyde Park 13** (Joseph Murray Co., 219 Broadway, N.Y.C.) \$1.60. Made in England. Weight 1.2 oz.
- Imperial Yello-Bole 3110** (Sold by United Cigar Stores, N.Y.C.) \$1.50. Claim to be cured with real honey of no significance. Weight 1.3 oz.
- Singapore** (Robinson & Co., Ltd.; sold by Wally Frank, Ltd.) \$1.66. Made in England. Corsican briar. Weight 1.0 oz.
- Rosebery Extra 64** (Sold by R. H. Macy & Co., N.Y.C.) \$1.52. Made in England. Algerian briar. Weight 1.2 oz.
- Royal British 06** (Sold by United Cigar Stores) 98c. Weight 0.8 oz.

Scotsman 101 (John Surrey, Ltd., 72 Nassau St., N.Y.C.) \$1.50. Made in England. Weight 1.3 oz.

Straight Grain (Sold by Wally Frank, Ltd.) \$1.25. Judged a "second," pits or worm holes being filled with composition; otherwise same quality as "first" of this brand selling at \$5. Weight 1.6 oz.

Surbrug Special Lumberman (John W. Surbrug, 24 Vesey St., N.Y.C.) \$2. Weight 1.2 oz.

Surbrug VR (John W. Surbrug) \$2. Made in England. Weight 1.2 oz.

* * *

Ajay (A. J. Sorbello, 45 Jay St., N.Y.C.) \$1. A novelty pipe in which the bowl can be removed and composition stem slid apart and fully opened up longitudinally for easy and complete cleaning. Fastening bowl to stem by metal clamp considered a practical disadvantage. Weight 1.2 oz.

• ————— •

Why Not Try Arsenic?

The following letter was received by the New Hampshire State Board of Health:

"Permit me to let you know we threw dirty water and went through the well and became soapy water. We pumped out to the bottom of the well and put a can of saltpetre in the well to pure the water.

"What will you give me something to clean water out."

We hastened to advise this party that the first thing to do was to pump the well completely to free it from the saltpetre. Taken in quantity the latter is an active poison and many fatalities have resulted from swallowing it by mistake for some other substance. Some years ago a number of cows died as a result of drinking water from a trough in which some nitrate of soda sacks had been washed out. It is true that saltpetre has been used, in small quantities, in the curing of meats, but the practice is an objectionable one, in view of the definitely toxic character of this chemical.

—New Hampshire Health News

Hints on Buying Toys

THE toy buying season is upon us, when fathers and uncles can be found three deep in front of electric train displays, and fond mothers are figuring with pencil and paper to keep the toy budget down in order to buy more needed and practically useful things. Scrutiny of toy shops with a cold and practical eye often leads one to the conclusion that many toys are made exclusively for adults to buy. Some of the more glittering, expensive, and fragile objects on display suggest, furthermore, that Christmas in some respects may be just one of the several ways of "keeping up with the Joneses."

The sad thing about buying children toys which please adults, or buying expensive and novel toys which make an impressive display but are not functional, is that the child for whom they are intended is likely to be bored or even miseducated by them. Undoubtedly there will always be a certain number of adults who buy a toy because it appeals to themselves, without any real consideration of its suitability for the child who is to receive it. On the other hand, there has been a decided tendency of late on the part of thoughtful parents to select toys for their educational value.

For those who are really interested in making a wise selection, there are a few general principles on which experts are fairly generally agreed.

(1) Be sure the toy is suitable for the child's age. Any complexity in a toy has no place in the life of a one- or two-year old.

(2) Try to select toys that require a child's participation in their use. Avoid toys which simply amuse or entertain. It is important to develop resourcefulness at an early age

in order that the child may learn to draw on his own talents for entertainment and not be entirely dependent on outside sources, such as the movies or funny papers, for his amusement.

(3) Look for sturdiness, durability, and safety in the toys you buy. A favorite toy which breaks within a short time after it is received is a great disappointment to a child. Poorly made mechanical toys which cease to work after the first few times they are played with can be a source of great grief. Toy electrical appliances had best be avoided unless they can be carefully tested or are positively known to be safe from hazards of shock or burning. Paint on blocks and other toys should be free from lead. Toy chemical sets should have all substances properly labelled and should, of course, be free from any and all chemicals which could cause poisoning, burns, or explosions if improperly used.

(4) Miniature reproductions of real objects *should work*. A toy washing machine that cannot be used, a sweeper which will not work, and toy pans which cannot be put in the oven are frauds and cheats in a child's eyes, and no better than pictures which can be cut out of a magazine or catalogue. An exception to this is furniture for a doll house which may need to be too small to permit it to function.

(5) Don't give too many toys. Psychologists are agreed that too great a variety of playthings is apt to be distracting. No one toy is fully explored and because there are so many, breakage seems of little consequence to the child, and he will not learn to take care of his playthings. One or two really good presents supplemented with a moderate number of inexpensive gifts may provide a more judicious and equally appreciated selection. With older children particularly, it is customary in some families to give one big thing such as a wagon, a velocipede, roller skates, a tent,

a football or basketball, a bicycle, doll carriage, or a small phonograph, with the remaining gifts being largely of the 10-cent or made-at-home variety which may be easily put in a stocking.

It is possible to find interesting, educational, and attractive toys at low prices by judicious shopping, but you must begin early and do some extensive looking from store to store. Busy mothers often do not have time to do this. For them it may be wise to send for catalogues from some of the better manufacturers of educational toys in order that they may study at leisure the various types available before they set out to make their purchases.

The following manufacturers will, as a rule, send their catalogues without charge to anyone on request: Playskool Institute, Inc., 900 South Clinton Street, Chicago; Holgate Brothers Company (complete catalogue, 10 cents) Kane, Pennsylvania; Milton Bradley Company, 399 Codwise Avenue, New Brunswick, New Jersey; and Fisher-Price, Inc., (pre-school blocks, wooden animals such as Snoopy Sniffer) East Aurora, Erie County, New York. Another very interesting catalogue is put out by the Educational Equipment Company, 69 Bank Street, New York City, which lists toys and playground materials, and playground equipment and musical instruments as well. It is available at 50 cents and may prove to be too elaborate for the average family's needs, but it will provide many interesting suggestions for playground supervisors, nursery school teachers, and others working with children's groups.

It is never necessary, however, to spend large sums on children's toys. Many attractive ones may be made at home. There are rag dolls, homemade blocks, clothes pins and spools which may be painted, modeling clay which can be found near many streams or wherever bricks are made, doll houses, and doll furniture made from old boxes

and fruit baskets. An excellent bibliography which lists books and pamphlets that contain instructions for making homemade playthings will be found in "Playthings for the Different Ages" by Nell Boyd Taylor of the State Teachers College, St. Cloud, Minnesota, price 15 cents. The Extension Circular "Toys You Can Make" by Angeline C. Anderson, contains instructions for making doll and nursery furniture as well as toys, and a single copy is available without charge from the Nebraska College of Agriculture, University of Nebraska, Lincoln.

During the first three years particularly, children will play quite as readily and happily with crude homemade toys as those purchased at the most expensive and exclusive shop. There was one little boy of two, well supplied with attractive toys, whose favorite entertainment was to get into his mother's pan closet, extract a bowl and the egg beater, and play with his "wound and wound," or drop a spoon in the milk bottle and jingle it, in preference to all other toys.

THERE are certain items which are "must" selections and should not be overlooked in any Christmas list. As soon as a child is old enough to read, he should be given a book or two every Christmas. Don't forget to include a well-illustrated volume of some of the old favorites. Be sure that a game that can be played by all members of the household has a place on the Christmas list each year, such as checkers, Chinese checkers, dominoes, croquinoles, anagrams, flinch, tiddlywinks, pick-up-sticks, and ring toss. A wagon, sled, velocipede, scooter, or roller skates might well be given at the proper age to provide outdoor activity.

Remember that a child's play corresponds to an adult's work. The more effectively his play materials stimulate and develop his resourcefulness, alertness, intelligence, and general ability, the more certainly will he be prepared to

cope with the problems of the grown-ups' world when he is obliged to deal with them as an adult. The wise selection of toys is a real responsibility of parents and relatives and should not be just an amusing shopping adventure.

Those who wish to give careful study to the problem may find some excellent advice in "The Wise Choice of Toys" by Ethel Kawin, University of Chicago Press, Chicago, available at \$1.50. The indulgent aunt or uncle will perhaps serve a child's best interest by keeping the glittering, fragile, and impractical novelty on his mantelpiece or her bureau or dressing table, rather than putting it under the Christmas tree. A well-balanced, well-poised, and resourceful man or woman may be so largely because of his mother's or father's judicious selection of his childhood playthings. It is a responsibility not to be passed over lightly. The child's character is actually in an important way determined by the things he plays with in infancy and early childhood.

Get a Ladder!

If the electric light bulb on the ceiling of your bedroom burns out, don't stand on the head of the bed or its foot to replace the lamp. Get the stepladder. The foot of the bed was not made to climb upon and will probably not stand the gaff. A broken leg or a sprained ankle is no fun.

—National Safety Council News Letter

Fountain Pens

By

F. J. Schlink

FOUNTAIN pens are no longer in the class of expensive luxuries. Important improvements have been made in the last two or three years which make it possible to buy a good, serviceable pen for as little as 25 cents.

For many years attempts were made to make a satisfactory pen without using 14-karat solid gold for the point. The strong corrosive action of the ink, however, made this appear to be a hopeless task. In recent years, however, stainless steel points of satisfactory quality have been developed, and at the present time fountain pens can be bought at the 5-10-and-25-cent stores which are almost, if not quite, as good as some of the expensive kinds which may cost ten to twenty times as much.

Aside from the question of resistance of the point to corrosion over a long period of years, there are many other considerations which are in-

involved in making a satisfactory fountain pen, and all of these must be evaluated by the consumer who wishes to make a satisfactory purchase.

Filler Mechanisms

The wise consumer will be wary of novel filler mechanisms—especially those whose action he cannot see or readily understand. Experience indicates that the simplest fillers are on the whole the best. Too elaborate filler mechanisms have usually resulted in difficulties, sometimes after the pen has been in use a year or two. One pen, which was widely advertised for a time, has gone through a number of radical changes in its filler design. Its first filler mechanism was attention getting, full of sales "oomph," but after the pens had been in use for a short time the invention flopped completely and the maker had to rush around to find a new solution to the problem.

The most satisfactory mechanism seems to be the flat lever filler which operates a simple bar contained in the barrel compressing a conventional ink sac.

Ink Flooding

Many unsuccessful fountain pen designs have resulted from attempts to obtain very large ink capacities. Unfortunately, when extra-large ink capacity is achieved, it will commonly result in a serious fault—namely that the pen will flood seriously when the ink in the reservoir is about two thirds empty. Flooding, however, may also come from an actual defect in the pen, such as a tiny pin-hole or crack in the ink sac, although its usual cause is in too large an ink capacity.

When the ink sac or barrel is too large, the pen is also peculiarly subject to flooding occasioned by changes of temperature. If a pen is cold when you first start to use it, the heat of your hand warms the air in the partly filled ink reservoir and forces some of the ink out faster than it is consumed. Similarly, if the pen is left lying in the sun in a horizontal position, the ink

may often be expelled into the cap and smear your hands in the most exasperating fashion the next time the cap is removed.

One manufacturer tried to correct this last defect by a valve which was to hold the ink when the cap was in place, but the terms of a recent complaint of the Federal Trade Commission against The Wahl Company indicated that this may have been more of an advertising claim than a real solution to an important problem.

Clogging

The material used in making the barrel and pen sections is particularly important, though this is never noticed or known by the purchaser until some time after the pen has been put into use. Sometimes the materials that are commonly used in the cheaper pens react with the ink (i.e., with a good ink of the type which has permanence or lasting qualities) causing precipitation of the ink solids in such a way as to clog the feed. A pen which does this chronically had best be discarded or transferred to use with an entirely different type of ink of a less perma-

ment quality. It will be useless to try to keep such a pen flowing freely with a first-rate blue-black ink or writing fluid. Before deciding, however, one should be sure that the clogging trouble is not due to mixing inks, for many pens will cause deposits of solids from ink if one type of ink is at any time mingled with another, even in quite small proportions.

For this reason it is essential to use only one kind of ink in a pen, if you are fussy about fountain pen performance and want it to begin to write the minute the point touches the paper.

Unbranded Department Store Pens

High-priced, unnamed, or "bargain" fountain pens offered by department stores are usually a risky buy even when they have gold points. The most common weakness of such pens is that in achieving cheapness the nibs have been made too flexible, and the pen quickly gives out, or the bargain-sale pens may have iridium tips of poor quality, and the pens will scratch. On the whole, it will be better to buy several pens of the 5-10-and-25-cent-store variety rather

than to risk much money on the average department store's private brand at a dollar or so.

Inexpensive Pens

Nowadays a pen can be obtained for twenty-five cents that is good enough for school children and for people given to losing pens or dropping them. Such pens, as a class, cannot be given a blanket recommendation. Extreme care is needed in making a good selection because some of them won't write well as long as a week due to corrosion of the point and clogging of the feed.

The best of these cheap pens have smoothly finished iridium tips which, while not as durable as such tips on gold pens, seem to be good enough for most practical purposes. The best pens also have manifold tips (points stiff enough to make one or two good carbon copies with thin writing paper), which are, on the whole, the most satisfactory tip for fountain pens.

Unfortunately for the consumer, the manufacturers of the 5 - 10 - and - 25 - cent - store fountain pens have been pretty casual about identifying their products. The only prac-

licable means of identifying them that can be suggested is that the prospective buyer note carefully the details of the wording which appears on the point and clip.

Some of these cheaper pens which have given good service are carefully identified insofar

as is possible in the second group of listings which follow. There will, of course, be defective pens in the store's selection but this is a risk that must be taken in view of the relatively poor factory control and inspection that goes with low-cost mass production.

RECOMMENDED

HIGH- AND MEDIUM-PRICED PENS

- Esterbrook** (Esterbrook Steel Pen Mfg. Co., Camden, N. J.) \$1. Interchangeable point and feed section. Extra nibs are 25c and 50c. Latter is believed to be the better purchase for those who write a good deal. Black barrel. Users report some trouble with colored barrels of this make of pen at one time, possibly corrected, but the black ones have given good service. Lever-and-bar filling mechanism.
- Sheaffer** (W. A. Sheaffer Pen Co., Fort Madison, Iowa)
- Sheaffer Junior** (W. A. Sheaffer Pen Co.)
- Wasp Vacuum-Fil** (The Wasp Pen Co., Inc., Fort Madison, Iowa) \$1. About equal in quality and finish to *Esterbrook*, as near as can be told at this writing. Interchangeable pen and nib sections. Lever-and-bar filling mechanism.
- Waterman's Ideal** (L. E. Waterman Co., 191 Broadway, N. Y. C.) \$2.75. \$3.25 with manifold nib. \$5 with manifold nib and unbreakable holder.

CHEAPER PENS

All of the following have corrosion-resisting, stainless-alloy points.

Wearever. This name appears on clip. Words, "Iridium tipped U.S.A.," on pen proper, which is not gold plated but a bright platinum color resembling the platinumized gold points used on some of the high-priced fountain pens. Lever-and-bar filling mechanism.

"Platinum Alloyed Iridium Tip U.S.A." This wording appears

on the point, which is not gold plated, but a bright platinum color like *Wearever*. This pen substantially identical with preceding *Wearever* except for the added words "Platinum Alloyed" on the point.

Wallace. Has name on clip, with WALLACE F or WALLACE C (perhaps signifying fine or coarse point) on gold-plated point. Lever-and-bar filling mechanism.

"EPENCO Iridium TIPPED." Has that name stamped on point. Gold-plated clip and band on cap. Pens have a stiff point, and it is believed are more likely to wear well than the *Wallace*. Lever-and-bar filling mechanism.

"Durium 6" (Desk Pen). Has that name stamped on gold-plated point. Long handle, which is unscrewed to reveal the pump filler, is available in bright colors. Transparent ink barrel. Has performed successfully for some months with high-grade ink. Very satisfactory large and smooth point.

Bigger Than We Thought

Twenty-five million people are involved in the consumer movement! That is the estimate which the *Linotype News* quotes in an editorial designed to arouse local printers and editors to combat "attacks on advertising by consumer groups and propagandists . . . right in their home communities."

The trade paper goes on to attack schools and colleges as being "full of misinformation about advertising and nationally graded goods" and urges publishers and printers to "enlighten" the teachers "who spread such harmful doctrines" but who "are usually sincere about it." . . .

Really, if our antagonists continue to puff the consumer movement, we are in danger of really thinking that we amount to something. If publishers only knew it, without consumers their pages would be worthless.

—*The Cooperative Consumer*

Ratings of 184 Motion Pictures

THE motion picture ratings which follow are based upon an analysis of the reviews which have appeared in 33 different periodicals (see page 55 of this issue for a complete list).

The figures preceding the title of a picture indicate the number of critics who have rated the film AA (highly recommended), A (recommended), B (intermediate), and C (not recommended). Thus "Intermezzo: A Love Story" is highly recommended by 10 critics, recommended by 6, and rated intermediate by 2.

Ratings are revised monthly by recording the opinions of additional reviewers.

Audience suitability is indicated by "A" for adults, "Y" for young people (14-18), and "C" for children, at the end of each line.

Descriptive abbreviations are as follows:

<i>adv</i> —adventure	<i>mus-com</i> —musical comedy
<i>biog</i> —biography	<i>mys</i> —mystery
<i>com</i> —comedy	<i>nov</i> —dramatization of a novel
<i>cr</i> —crime and capture of criminals	<i>rom</i> —romance
<i>doc</i> —documentary	<i>soc</i> —social-problem drama
<i>hist</i> —founded on historical incident	<i>trav</i> —travelogue
<i>mel</i> —melodrama	<i>wes</i> —western

AA	A	B	C	
—	8	3	2	Adventures of Sherlock Holmes .. <i>mys AY</i>
4	1	1	2	All Quiet on the Western Front .. <i>mel AY</i>
3	13	2	—	Andy Hardy Gets Spring Fever.. <i>com AYC</i>
—	1	3	1	Angels Wash Their Faces <i>mel A</i>
—	1	2	1	At the Circus <i>com AY</i>
10	4	1	—	Babes in Arms <i>mus-com AYC</i>
11	9	1	2	Bachelor Mother <i>com AY</i>
—	4	4	1	Bad Lands <i>mel AY</i>
6	11	3	3	Beau Geste <i>mel AY</i>

AA	A	B	C	
—	—	3	—	Behind Prison Gatesmel AY
—	—	3	4	Black Limelightmys AY
—	5	8	5	Blackmailmel A
—	6	5	—	Blondie Takes a Vacationcom AYC
—	—	4	11	Bulldog Drummond's Bride ...com AYC
—	—	5	4	Call a Messengermel A
—	—	2	6	Calling All Marinesmel AY
—	11	5	3	Calling Dr. Kildaremel AY
2	6	5	2	Careerrom AYC
—	—	2	1	Cat and the Canarymys AY
1	4	3	—	Challenge, Theadv AY
—	5	6	—	Charlie Chan at Treasure Island ..mys AY
—	1	5	7	Chicken Wagon Familycom AY
4	5	1	—	City, Thedoc AYC
7	7	1	3	Clouds Over Europemel AY
—	1	3	7	Coast Guardmel AYC
—	—	2	5	Code of the Secret Servicemel AY
—	—	2	8	Conspiracymel AY
—	—	—	3	Cowboy Quarterbackcom AYC
—	4	3	3	Dancing Co-Edcom AYC
—	—	—	3	Daughter of the Tongmel AY
6	13	2	1	Daughters Courageousrom AY
—	4	5	2	Day the Bookies Weptcom AYC
—	4	3	—	Dead Men Tell No Talesmys AY
—	—	3	6	Death of a Championmys AY
—	—	1	2	Demon Barber of Fleet Street ...mys AY
—	3	1	—	Disputed Passagenov AY
1	9	5	4	Dust Be My Destinycr AY
5	12	4	—	Each Dawn I Diecr AY
6	15	1	1	East Side of Heavencom AYC
1	5	3	3	Elsa Maxwell's Hotel for Women com AY
—	4	7	8	Espionage Agentmel AY
2	5	4	—	Eternally Yoursrom AY
—	1	5	1	Everybody's Hobbycom AYC
—	3	3	7	Everything's On Icecom AYC
—	—	4	3	Fast and Furiouscom A
2	18	2	—	Fifth Avenue Girlcom AY
1	7	1	3	Fight for Peacedoc A
—	—	—	3	First Offendersmel A
3	7	2	1	Five Came Backmel AY
—	4	3	2	Five Little Pepperscom AYC
—	1	3	4	Flight at Midnightmel AY
—	1	2	3	Flying Deucescom AYC
—	—	9	4	Forgotten Womanmel AY
14	9	4	—	Four Feathersmel AY
4	10	1	—	Frontier Marshalwes AY
—	2	2	—	Fugitive at Largemel AY

AA	A	B	C	
1	5	5	4	Full Confessionmel AY
—	1	3	3	Girl from Riomus-mel AY
5	12	2	—	Golden Boyrom AY
1	7	4	1	Good Girls Go to Pariscom AY
—	6	8	2	Gracie Allen Murder Casemys AYC
1	3	—	—	Great Commandment, The.....drama AY
—	3	9	5	Hawaiian Nightsmus-com AYC
—	—	3	1	Heaven with a Barbed Wire Fence com AY
—	—	6	4	Hell's Kitchenmel AY
—	6	5	2	Here I Am a Strangersoc AY
—	—	1	3	Hero for a Dayrom AYC
7	5	2	—	Hollywood Cavalcadecom AY
4	14	2	—	Honeymoon in Balicom AY
1	2	4	3	Housekeeper's Daughtercom A
2	4	—	1	I Met a Murderermel AY
—	3	4	1	Indianapolis Speedwaymel AY
6	5	3	—	In Name Onlysoc A
—	—	5	3	Inside Informationmel AY
10	6	2	—	Intermezzo: A Love Storyrom A
—	—	6	—	Irish Luckmys AY
—	1	7	6	Island of Lost Menmel AY
—	6	4	3	I Stole a Millionmel A
—	2	6	5	It Could Happen to Youcom A
2	13	5	3	It's a Wonderful Worldcom AY
2	12	6	1	Jamaica Innadv A
—	—	4	1	Kid Nightingalecom AY
2	3	15	2	Lady of the Tropicsrom A
6	6	—	—	Land of Libertydoc AYC
—	—	2	1	Legion of Lost Flyersmel AY
—	6	1	9	Magnificent Fraudmel AY
5	15	—	—	Man About Towncom AY
4	11	4	—	Man in the Iron Maskhist-mel AY
11	13	1	—	Man of Conquesthist AYC
—	—	3	5	Man They Could Not Hangmel A
7	1	—	—	Metropolis 1939doc AY
—	—	4	7	Mickey the Kidmel AY
—	3	4	3	Million Dollar Legscom AYC
—	4	9	3	Miracles for Salemys AY
9	1	—	—	Mr. Smith Goes to Washington com AYC
—	3	6	1	Mr. Wong in Chinatownmys AY
4	2	—	—	Movies March Ondoc AY
—	3	3	—	Mutiny in the Big Housemel A
—	—	4	3	Mutiny on the Blackhawkmel AYC

AA	A	B	C	
—	2	7	3	Naughty But Nice..... <i>com AY</i>
..	—	8	3	News Is Made at Night <i>com AY</i>
—	1	7	3	Night Work <i>com AYC</i>
6	3	—	—	Ninotchka <i>com A</i>
11	10	—	2	Nurse Edith Cavel <i>hist AY</i>
7	9	7	1	Old Maid, The <i>drama AY</i>
4	15	3	—	On Borrowed Time <i>nov AY</i>
—	—	4	6	\$1,000 a Touchdown <i>com AY</i>
—	—	2	1	On Your Toes <i>mus AY</i>
—	4	7	12	Our Leading Citizen <i>mel AY</i>
—	—	2	1	Outside These Walls <i>mel A</i>
—	2	3	1	Pack Up Your Troubles <i>com AYC</i>
—	—	1	5	Parents on Trial <i>mel AY</i>
—	—	—	3	Pirates of the Skies <i>mel AYC</i>
—	—	2	1	Pride of the Blue Grass <i>mel AYC</i>
—	—	—	3	Prisoner of Corbal <i>nov A</i>
9	—	2	—	Private Lives of Elizabeth and Essex <i>hist A</i>
—	3	5	4	Quick Millions <i>com AYC</i>
11	7	3	—	Rains Came, The <i>rom A</i>
—	2	2	—	Rangle River <i>mel AYC</i>
4	16	—	—	Real Glory, The <i>mel AY</i>
—	9	5	4	Return of the Cisco Kid <i>mel AYC</i>
—	—	1	2	Return of the Frog <i>mys A</i>
—	2	3	12	Rio <i>mel A</i>
—	4	1	—	Roaring Twenties..... <i>mel AY</i>
—	1	2	2	Rookie Cop <i>mel AYC</i>
—	2	1	2	Royal Divorce, A <i>hist A</i>
4	6	2	—	Rulers of the Seas <i>hist AYC</i>
—	—	1	3	Sabotage <i>mel AY</i>
—	12	3	1	Saint in London <i>mys AY</i>
3	10	6	—	Second Fiddle <i>mus-com AYC</i>
—	5	2	1	She Married a Cop <i>com AYC</i>
—	—	1	5	Should a Girl Marry <i>rom A</i>
—	—	6	1	Should Husbands Work? <i>com AYC</i>
—	2	4	4	6,000 Enemies <i>mel A</i>
—	—	5	1	Sky Patrol <i>mel AYC</i>
—	—	4	—	Smuggled Cargo <i>mel AY</i>
—	—	4	6	S.O.S. Tidal Wave <i>mel AY</i>
—	1	9	4	Spellbinder, The <i>mel AY</i>
12	9	1	—	Stanley and Livingstone <i>hist AYC</i>
4	8	7	—	Star Maker <i>mus AYC</i>
7	6	3	—	Stolen Life <i>rom A</i>
—	3	5	3	Stop, Look, and Love <i>com AY</i>
1	2	5	2	Stronger Than Desire <i>mel A</i>

AA	A	B	C	
—	2	4	4	Stunt Pilotmel AY
—	—	3	1	Sued for Libelmys A
—	1	4	8	Sun Never Setsmel A
—	8	7	—	Susannah of the Mountiesmel AYC
—	—	—	3	Sweepstakes Winnermel A
—	—	1	2	Takuadv AY
1	6	1	—	Tarzan Finds a Sonmel AYC
—	—	3	2	Television Spymel AY
—	6	4	3	These Glamour Girlscom A
—	10	3	3	They All Come Outdoc-mel AY
—	—	2	5	They Asked for Itcr A
16	4	1	—	They Shall Have Musicmus AYC
—	5	2	1	This Man Is Newsmys AY
—	2	3	1	Those High Gray Wallsmel AY
—	1	2	4	Three Sonsmel AY
—	10	5	1	Thunder Afloatmel A
—	—	4	3	Torchy Plays with Dynamitecom A
—	2	2	1	Torpedoedmel AY
—	—	4	—	20,000 Men a Yearadv AY
—	—	3	5	Tropic Furyadv A
—	2	8	1	Two Bright Boysmel AYC
—	—	—	4	Typhoon Treasuremel A
1	8	2	—	U-Boat 29mel AY
—	1	4	5	Undercover Doctormel A
9	10	5	—	Under-Pupcom AYC
—	9	6	4	Unexpected Fathercom AYC
18	6	—	—	Union Pacifichist AYC
—	—	5	6	Unmarriedrom A
—	2	2	—	Ware Case, Themel A
—	—	1	5	Waterfrontmel A
—	2	3	2	Way Down Southmus AYC
4	19	2	1	What a Lifecom AYC
3	6	13	—	When Tomorrow Comessoc AY
—	1	1	1	Wings Over Africamel AY
—	4	9	8	Winter Carnivalcom AY
—	—	1	2	Witness Vanishesmys AY
18	4	—	1	Wizard of Ozfantasy AYC
—	3	3	1	Wolf Callmel AYC
—	—	4	5	Woman Is the Judgemel A
10	10	1	—	Women, Thedrama A
13	8	1	—	Young Mr. Lincolnbiog AYC
—	3	4	2	Zero Hourrom A

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First Casualty

MY POCKETBOOK was one of the first casualties of the present war. Modern weapons certainly have a long range. The contract signed last June indicated that a nice "raise" was scheduled for this fall, but when prices started to go up, I realized that I might receive the "raise," but that someone else was apt to take it away. So we went into conference—I don't mean eighteen holes of golf—trying to work out some way of salvaging a bit of the salary check.

With the recollection of a huge government demand for wool in the last war, we decided to buy our overcoats, suits, and blankets at once. My wife says we'll be lucky if we get the bill paid by Christmas, but since reading about the action of Great Britain in reserving all the wool produced within the Empire, I'm more than ever sure we did the right thing.

IN YOUR October issue there was a book review about savings which could be made by purchasing in larger quantities. By going direct to the orchard, we have been able to buy good apples for 50 cents a bushel, and within the next month expect to store enough to last through most of the winter. We are also storing carrots, beets, onions, and potatoes, grown locally, and bought in quantities of a bushel or larger.

The apartment house dweller will ask what that means for him, with no cellar. He might buy flour in lots of 24 or 25 pounds instead of smaller bags, and make a worth-while saving without changing his habits of living. From our own experience, I think that almost any family could go over a week's orders, and by making inquiry, find out how to save without skimping.

The first evening I have at home when the youngsters aren't using my desk for lessons, I'm going to get out a pencil, and some back numbers of the *Digest*, and figure out how our family can have a bit more without spending more.—FRED RAY.



How to cut your Christmas Costs

SANTA CLAUS is always a welcome visitor! But think how much more welcome his coming each year would be if some way were found to make his visits less costly!

Presents for all the children, gifts for relatives and friends, all mount up and cost a substantial sum of money. Sometimes even the cheer that Santa Claus dispenses seems poor compensation for the bills he leaves behind him.

This, of course, is just another place where the value of *Consumers' Digest* is evident. Constant readers of *Consumers' Digest* approach the Christmas season armed with money-saving information which cuts down Christmas expense and enables them to make many of their Christmas purchases with the knowledge that they are getting good value for their money.

SPECIAL RATES FOR GIFT SUBSCRIPTIONS

Consumers' Digest recommends subscriptions to *Consumers' Digest* as a wise Christmas gift—one which gives good value for the money to both the donor and the recipient. Remember that a magazine subscription is the one Christmas gift which comes twelve times a year—and *Consumers' Digest* offers a store of money-saving information which can be used the whole year around.

See the envelope in this issue for special gift rates—and remember you can take advantage of these rates to give yourself a present too. Please add 50 cents a year for each Canadian or foreign subscription.



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