

## Behind The Scenes In American Business

By John Craddock

New York, Oct. 17—BUSINESS—"Peace, it's wonderful." That is quite evidently America's reaction to the calmer international atmosphere, and to prove it, business and industry are chalking up some highly encouraging statistics. Almost 225,000 shining 1939 autos will roll off Detroit assembly lines this month, with orders for new models in some cases the best in 10 years. Enthusiastic buying last week boosted stock prices to new peaks for 1938. Activity in the nation's cotton mills is moving at a much faster pace than usual for this time of year. National income will rise \$5,200,000,000 in the second half of this year, the biggest jump in a decade, according to estimates.

WASHINGTON — With the general elections only three weeks away political interest now centers on the outcome of the contests for 435 House seats and 33 senatorships. One survey, among newspaper correspondents and politicians, predicted Republicans will gain fifty seats in the House and four in the Senate. In regard to the general economic situation, many in government circles are keeping an eye on the price index—to see that prices don't soar too high and force a recession similar to the one just left behind. Insiders say, however, that no special legislation is in the wind to fix price levels.

ON THE FARM FRONT—Many dairy farms lacking satisfactory refrigeration have been confronted with the perplexing problem of how to cool milk in preparation for shipping. Several devices are on the market which give a solution,

newest of which is a unit consisting of a pan-like aluminum cover which fits the top of the milk can and has motor and shaft to stir the milk. Water from the farm system operates the motor and then drains down over the outside of the can through perforations in the aluminum cover. Tests show that the milk temperature is lowered from 98 degrees to 58 degrees in 15 minutes with water of 52 degrees temperature.

SALES TRENDS — Recent reports of merchandising activity in department stores indicate the following: jewelry — increasing demand for heavy costume jewelry; women's full-fashioned hosiery—sales featured by popularity of subtle beige shades keyed to blend with colorful accessories; furniture—sales of mirror paneling for interior decoration and full-length mirrors for doors are moving up rapidly; lamps—steady gains in low and medium priced floor and table lamps; toys—business about 25 per cent above year ago.

THINGS TO WATCH FOR—Less scribbling on restaurant tablecloths, because of new paper napkins with tik-tak-toe and word puzzles already printed on them. . . . Another magazine for children, called "Jack and Jill" . . . . One more "dated" food to insure freshness; this time its mayonnaise. . . . Fewer misfits in men's suits following introduction of new photographic measuring unit. . . . Fewer unpressed men's trousers due to a recently perfected type of pants with a permanent stitched-in crease. . . . Innovation in the game of bridge, called parbridge, which can be played four different ways and can even supply the often missing "fourth hand."

HEADLINES IN NEW YORK—Half of America's lawyers earn less than \$2,000, Bar Association

estimates . . . 100,000th ship passes through Panama Canal since it was opened in 1914 . . . . Container Corporation of America shows profit in third quarter against loss in previous three months. . . . Home building boom under way, says FHA, predicting 350,000 new homes this year against 50,000 four years ago. Benefiting by quickened building activity, Libbey-Owens-Ford Glass Company earned \$850,586 in third quarter compared with loss in first half, John D. Biggers, president, reports. . . . His company also gave jobs to 1,700 men during July, August and September. . . . Price reduced on steel used in making autos followed by price cuts on several popular makes of cars.

### NEW OLDSMOBILES

The new Oldsmobile automobile will be on display the latter part of October. The advertised delivered prices on the 1939 Oldsmobile will start at \$777. The new cars will be in three series—two sixes and an eight. They will have automatic safety transmission, new handi-shift remote control gear shift. All two and four door sedans offer big built-in trunks with no extra cost.

### NOVEMBER IS VITAL MONTH FOR POULTRY

Poultrymen should be happy during November. Early-hatched pullets should be in full production as that time and old hens carried over either for breeding purposes or for egg production should be coming out of the summer molt and adding their supply to the market eggs.

But poultrymen should think ahead of November profits, warns Prof. Roy S. Dearstyne, head of the poultry department of State College. Winter is approaching and it brings important problems. The mild winter of last year is no guarantee of another mild winter this

year, he sagely points out. These are suggestions he makes:

Sufficient litter should be on hand; the windows of the poultry house should be intact and in good working order; drop curtains should be available where the open front house is used; nesting material for the season should be on hand; and an ample number of nests should be available for the birds.

Ventilation must be carefully watched from now on. The nights will become quite cold and direct drafts on the birds may lead to serious outbreaks of respiratory diseases, such as colds, roup and

bronchitis. If driving rains enter the house, wet litter should be replaced as soon as practical, Prof. Dearstyne advises.

He also recommends increased feeding of mash if autumn neck molt appears on early hatched pullets. An ample number of quality breeding males should be available, and the flock should be culled at this season of the year. Careful grading of eggs is another vital marketing problem. Finally, records should be kept as a definite measurement of the results of the work.

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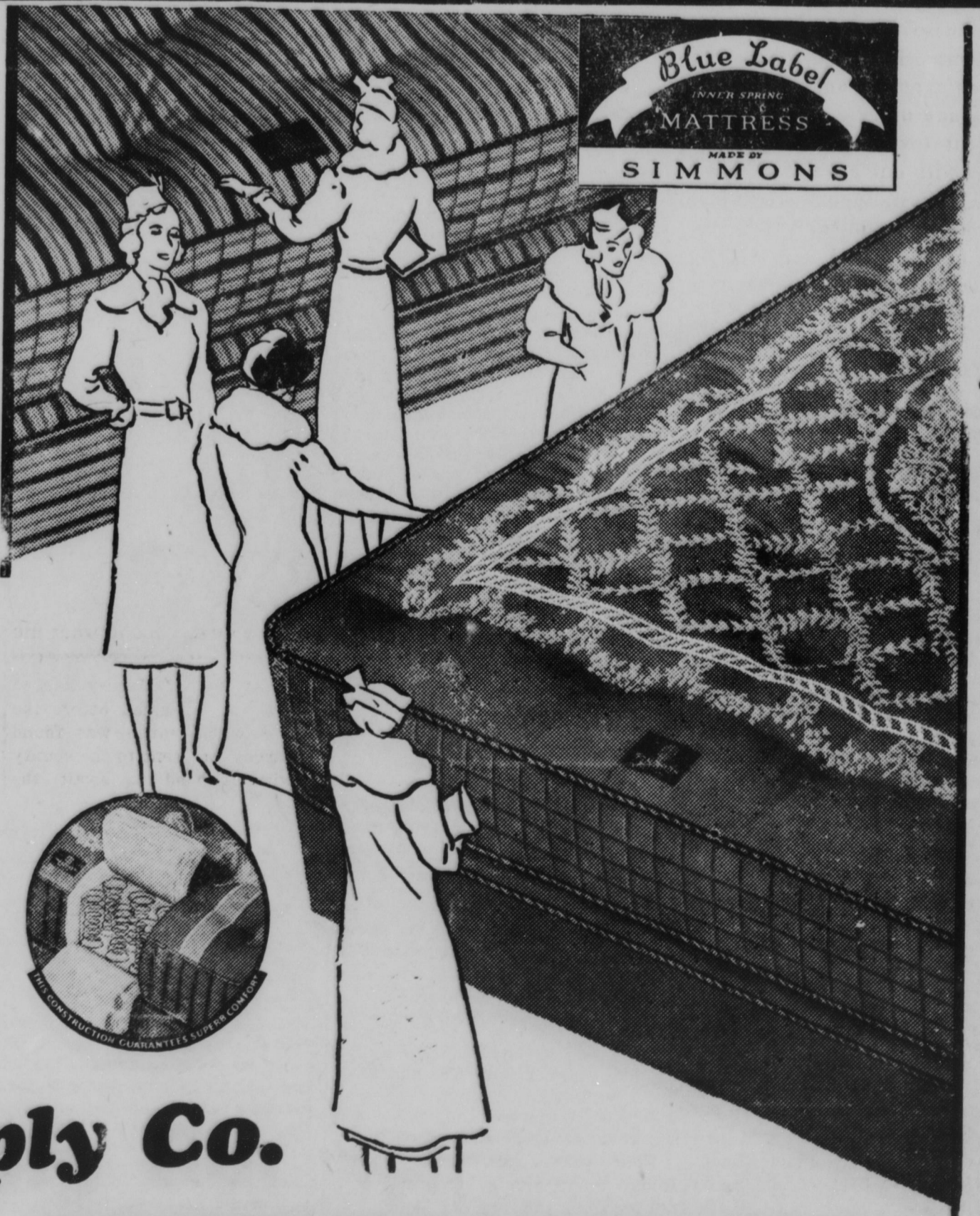
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