

tising, low degree of sanitation in a large percentage of markets, and a total lack of uniform standards of quality in the sale of meats. Of these, probably the effect produced by misrepresentation is the most important. Consumers, for the most part, have little or no knowledge of differences in quality of meats, consequently are not in position to make selections intelligently. Because of this, some dealers did not hesitate to misrepresent their products to their own financial advantage. This was done principally through misleading displays and advertising. For these purposes meats of high quality were stressed and meats of low quality actually sold.

Procedures of this kind have affected producers of better grades of meat animals because meats of poor quality have, in many cases, been sold as meats of high quality with a consequent loss of confidence on the part of consumers. Misrepresentation in the sale of meats has demonstrated clearly the need for uniform grades. The industry in general will not be placed on a fundamentally satisfactory basis until uniform standards have been universally adopted.

The study showed that too many incompetent men were engaged in operating retail markets. Some of these lacked a knowledge of the fundamental principles on which any business is based. Many had little or no knowledge of the retail meat business prior to their entrance into it. They knew practically nothing concerning percentages and yields of cuts, therefore had no means of knowing how to determine selling prices. Many such operators followed price lists of one or more competitors, regardless of quality of meats handled. Consequently they were operating on a "hit or miss" basis, with the result that their period of operations was likely to be short lived and generally unsatisfactory to all concerned.

Many Without Records

Approximately 50 per cent of the stores studied were found to be operating without adequate bookkeeping records and many of these had no records by which even their operating expenses could be determined. Many admitted their inability to meet competition, yet they failed to appreciate the need for keeping records.

Many dealers were found who were trying to operate with insufficient equipment and inadequate refrigeration. In most such cases waste and shrinkage were factors which could not be controlled satisfactorily.

Despite the fact that conditions in the retail meat industry have changed materially in recent years, necessitating new methods of operating, many operators still cling to antiquated methods and as a consequence they are unable to meet competition of modern progressive dealers satisfactorily.

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MEAT Spoilage; Its Prevention

The spoilage of meats in curing, while fortunately the exception and not the rule, is nevertheless a source of serious loss both to commercial establishments and to farmers. The magnitude of commercial meat curing is shown by the fact that about 3,000,000,000 pounds, chiefly pork, were placed in cure in establishments operating under Federal inspection during the last fiscal year.