

ARCHAEOLOGY

High Prehistoric Culture Discovered in Oklahoma

A CENTER of high prehistoric culture has been discovered in eastern Oklahoma by anthropologists of the University of Oklahoma. Excavations of Indian mounds, still in progress, are revealing resemblances to the famous Hopewell Mound Builder culture of Ohio.

Finding this particular high type of prehistoric life as far west as Oklahoma is pronounced surprising by Forrest E. Clements of the University. Heretofore, archaeologists have traced variations of the Hopewell manner of living only as far west as Wisconsin and eastern Iowa.

"The department of anthropology," said Mr. Clements, "has located eighteen of these mounds in eastern Oklahoma and there are probably others.

"The mounds so far explored are conical and were built up over a 'floor'

of sand or gravel. They vary from ten to 35 feet in height."

Inside the mounds are cremation burials of the Oklahoma Mound Builders. With them are the objects which, to the expert, show an advanced form of prehistoric American living. Copper blades with pieces of clothing clinging to them, preserved by the copper oxide, show that these Indians hammered copper into weapons, though they did not know how to heat and shape it, and that they wove good cloth.

Ear plugs of stone, with designs carved in them, are among the ornaments. Many of these were sheathed with copper. Large stone blades which tipped ceremonial weapons were buried with the Oklahoma Mound Builders, and also numerous tiny "dart points." The pottery which they used for dishes and containers was black with designs incised in it.

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been shouted at her so long and loud. Confidence in certain trade names has been built, by dint of persistent and expensive advertising, but experienced home shoppers have learned that even under the best known of trade names there are often considerable fluctuations in the product.

Public institutions and large private firms have long disregarded advertising claims and bought goods only after quality tests. One of the principal functions of the National Bureau of Standards has been to make such tests for the U. S. Government departments—everything from writing paper to airplane motors must pass the scrutiny of its scientists before purchase is OK'd. Consumer organizations have long been crusading for similar standards for the benefit of the citizens at large, and the standards provision of the new legislation was aimed at this need.

However, certain food packers protested, and certain advertising and publishing concerns opposed the consumer standards provision even more vigorously, so that in the end it was taken out of the bill.

It is not at all certain, however, that the last has been heard of consumer standards. While it is not expected that the clause will be restored to the Copeland bill, there is a quite distinct likelihood that even more sweeping standards legislation will come before either the present Congress or a succeeding one. Many supporters of the consumer standards idea, in fact, have been lukewarm toward the lost clause in the Copeland bill because they felt that food standards alone were not sufficiently inclusive. They want to establish standards for all consumer goods.

Advertisers, they assert, need not fear the loss of their place in the American scheme of things. As much advertising as ever will probably be needed to induce the advertising-conscious American to buy. Copy-writers and layout artists have had to concentrate on convincing the housewife that Little Giant Peanuts, for example, are No. 1 peanuts; but with Uncle Sam's word for it stamped on the bag, they will in future be able to shift their emphasis to persuading her that even though Goliath Peanuts are also No. 1 peanuts, Little Giants are better. And the spread between standard grades will of necessity be sufficiently broad so that competition within a given grade will still be possible. (*See SNL, Jan. 29, '34, p. 39*)

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PUBLIC HEALTH

Grade Standards Provision Stricken From Copeland Bill

THE NEW Food and Drug bill, now known as the Copeland bill after its amendment in a special Senate subcommittee, has suffered one additional deletion as it moves into consideration by the Commerce Committee, before which public hearings will be held on Feb. 27. The provision for the establishment of adequate standards of quality or grade in foods has been stricken out.

The grade standards provision, as written into the original Tugwell draft of the bill and retained in Senator Copeland's first revision, contemplated a wide extension of the principle as it now exists in the old Food and Drug Act of 1906. By the terms of the old law, a certain minimum of quality is established for canned fruits and vegetables. Any product may qualify for the grade of "standard" by meeting these minimum requirements; and it is

also permissible for lower grade but still edible and wholesome products to be marketed as "sub-standard." But above the "standard" minimum there may be whole series of grades, from merely satisfactory or good to superior or excellent, with no reliable designation possible under present conditions. Moreover, the present law applies to canned goods only: such things as packaged cereals and dried fruits are outside its scope.

Various canning companies have long tried, through heavy advertising campaigns, to establish their own particular products as standards of excellence, but since recognized comparison-criteria are lacking, such efforts can be only partially successful. The words "fancy," "extra fancy," "extra select," etc., have become nearly meaningless to the average housewife simply because they have