

Questions and Answers on New Price Rulings

Government Arranges Interviews to Show How New Regulations Are Made Effective

With the object of assisting the nation's 1,900,000 retail establishments which must display "ceiling prices" for many articles beginning May 18, under the general maximum price regulation, the OPA retail trade and services division today released the following information in question and answer form:

Q—What merchandise must carry a posted maximum price in a retail store?

A—On and after May 18, the maximum prices of all items listed as "cost-of-living commodities" in appendix B of the General Maximum Price Regulation must be publicly and prominently posted or marked in every retail establishment dealing in any of these things.

Q—What about those items that come under the ceilings but are not contained in the "cost-of-living" list?

A—While the retailer is required to determine his maximum prices for those items and to charge no more, he does not have to post his ceiling prices.

Q—Is the retailer required to indicate ceiling prices for merchandise on display in show windows or advertised in newspapers and on the radio?

A—No. He must display ceiling prices only in the part of the store where merchandise is actually offered for sale.

Q—What form must the price posting take?

A—For "cost-of-living" items maximum prices must be identified as "ceiling price . . ." or the retailer may use "our ceiling . . ."

Q—Does the "ceiling price" have to be marked on each individual item of merchandise falling within a "cost-of-living commodity" class?

A—Not necessarily. A retailer

may use a simpler means of marking whatever that is practical. The regulation permits a storekeeper to mark the ceiling price on the shelf, bin, rack or other holder or container where the goods are displayed. Ceiling prices also may be posted on a list or at or near the point of sale, but the merchandise to which such posted prices refer must be clearly identified.

Q—How may the ceiling price be displayed for a single price line of merchandise—as, for example, a table containing only \$9-cent men's work shirts, or a rack containing only \$1.98 infants' dresses?

A—Whenever a line of goods selling at one price is displayed together, and kept separate from any other line of goods, one sign showing the ceiling price for those items is sufficient. This applies to all cost-of-living items and makes a separate price label on each article unnecessary.

Q—Where items in several price lines are offered for sale together—as for example a rack of men's suits priced at \$25, \$30 and \$35—how should the ceiling prices be displayed?

A—If the merchandise falls in one of the classifications marked by an asterisk in appendix B, maximum prices may be posted by price lines for the whole group. In the case of the rack of men's suits it would be adequate to have one sign saying "ceiling prices—\$25, \$30 and \$35." However, in addition, the selling price must be marked on each individual item to show which price line it falls into, but "ceiling price" need not be marked on each item. If the group is not marked by an asterisk in appendix B, each piece of merchandise must be marked with a ceiling price.

Q—What statement of maximum prices must be filed with OPA?

A—Each retailer must submit to his area a list of his maximum prices for all cost-of-living commodities which he offers for sale. This list must contain every article on which the retailer is required to post or mark his ceiling prices, and must include an identifying description of each item. If the retailer retains a copy of this statement it will help him prepare his "statement of base period prices" which must be available in his store on or after July 1.

Q—Does the statement of maximum prices for "cost-of-living" items to be filed with OPA have to be on any particular form?

A—No particular method is required, but the statement should be typewritten or neatly prepared in ink. Also, he must be sure to identify each "cost-of-living" item clearly on the list he submits.

Q—What does the retailer do about keeping the cost-of-living list up to date?

A—On the first of each month, the retailer must file a further statement showing any cost-of-living items which the retailer has added during the previous month, and must show his maximum price for each.

Q—What records of prices during the March base period should the retailer keep?

A—There are three requirements: (1) The retailer must preserve the OPA examination all records or documents relating to his March selling prices on all items of merchandise. (2) He must prepare by July 1, 1942 a complete statement showing his highest selling price for, if he did not make a sale, his highest offering price for each item of merchandise delivered during March. Each item must be clearly described and identified. (3) He must also prepare by July 1, 1942, a statement of any customary allowances, discounts or price differentials which were available in his store during March to any classes of customers.

Q—Specifically, what types of records or documents relating to March prices should be preserved?

A—Any records which might help the retailer to demonstrate what his March prices were. These include sales books or charge books, duplicate customer sales slips or receipts, unit control records, mark-up and mark-down records, his own or manufacturers' retail price lists, and suppliers' invoices on which the retailer has marked his retail prices.

Q—Must the retailer submit the statement of his base period prices and discounts to OPA?

A—No, he simply must keep it available in his store, on and after July 1, for the examination of any person.

Q—Must the statement of base period prices be kept in any particular form?

A—No, but most retailers will probably find it convenient to keep this statement in the form of a "maximum price book" or "maximum price list," either for the whole store or by departments. Such a listing could also record information about maximum prices of goods carried after May 18, but not sold during March, 1942.

Q—How should merchandise be described in the statement of base

period prices kept in the store, and in the statement of maximum prices on cost-of-living items filed with OPA?

A—So that any item can be readily identified by any person looking at his statement. The name of the article should be given, together with additional description, such as the brand or style name, the manufacturer's or suppliers' name, the size, grade or weight, the manufacturer's lot or style number, the retailer's lot number, the material from which the item is constructed, or any other identifying physical characteristics.

Q—Suppose a retailer does not have a complete record of his March prices?

A—He should make the best use he can of what records he does have, plus any other available information. He may get assistance, for example by checking his purchase invoices. Above all, he should guard against recording his April or May prices where he has the least reason to believe that such goods were marked up after the end of March.

Q—What current records must the retailer keep after May 18?

A—There are two requirements: (1) He must continue to make and preserve the same types of records relating to prices which he customarily kept. Such as his retail price lists; duplicate sale or charge slips; mark-up and mark-down records; or invoices with retail prices marked thereon.

(2) He is required, after May 18, to maintain records which show clearly the basis on which he determined any maximum price in the store. In case of goods sold in March, his statement of base period prices will satisfy this requirement. But for goods which he did not sell in March and, therefore, on which he had to determine a maximum price in accordance with the provisions of the regulation, he must show how he arrived at the price.

That is, if he used the price of a similar item sold in March, he must identify the similar item, and state its ceiling price; if he took a competitor's price on the same or a similar item, he must identify the competitor and the competitor's commodity and price; or, if he used the pricing formula in appendix A of the regulation, he should preserve a copy of the report filed with OPA.

Q—Is a retailer required to give sales receipts to customers?

A—If it has been the retailer's practice to give sales slips, he must continue this practice after May 18. But regardless of past practice, if a customer requests it, the retailer must provide a sales receipt showing the date, retailer's name and address, and the name and price of each article sold.

Q—What does the retailer do about keeping the cost-of-living list up to date?

A—On the first of each month, the retailer must file a further statement showing any cost-of-living items which the retailer has added during the previous month, and must show his maximum price for each.

Q—What records of prices during the March base period should the retailer keep?

A—There are three requirements: (1) The retailer must preserve the OPA examination all records or documents relating to his March selling prices on all items of merchandise. (2) He must prepare by July 1, 1942 a complete statement showing his highest selling price for, if he did not make a sale, his highest offering price for each item of merchandise delivered during March. Each item must be clearly described and identified. (3) He must also prepare by July 1, 1942, a statement of any customary allowances, discounts or price differentials which were available in his store during March to any classes of customers.

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A—No, he simply must keep it available in his store, on and after July 1, for the examination of any person.

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Mynard U. S. O.

Solicitors for the Mynard U. S. O. campaign have been announced by the chairman, Mrs. Oliver Meisinger. They are: Roy Engelke, Richard Cole, Royal Smith, Mrs. Alice Leonard, Mrs. Carl Kraeger, Mrs. Charles Barnard.

These solicitors are scattered throughout the Mynard district for convenience to the citizens for their voluntary giving as well as to save time and trips for the campaigners themselves. The U. S. O. wishes the morale of the boys, who are making the great sacrifice for us in America, to be uplifted by each and every citizen through his donations to their clean entertainment and chances of meeting the right kind of people and Christian influences. No definite amount is to be solicited. Small amounts can also express our willingness to show the boys our thoughtfulness of their loneliness and sacrifices.

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A—He should make the best use he can of what records he does have, plus any other available information. He may get assistance, for example by checking his purchase invoices. Above all, he should guard against recording his April or May prices where he has the least reason to believe that such goods were marked up after the end of March.

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Sheldon-Thacker

Mr. and Mrs. George C. Sheldon of Nehawka, announce the engagement and approaching marriage of their daughter, Ruth Ann, to Glen Hanna Thacker of Lincoln, son of Mr. and Mrs. Otto Thacker of Dawson. The wedding will be a June event.

Both Miss Sheldon and Mr. Thacker are graduates of the University of Nebraska where Miss Sheldon was prominent in campus activities. She is a member of Phi Upsilon Omicron, home economics honorary, Tassels, and various other campus organizations. During her junior year she was attendant to the May Queen, and was the Farmers' Formal queen during her senior year.

Mr. Thacker is a member of Alpha Gamma Rho fraternity, and also of Alpha Theta. He belonged to the Cornhusker Poultry Science club, and was editor of the Cornhusker Countryman, Agriculture college publication.

Visits with Old Friends

Mr. and Mrs. Alfred Wilson of Omaha were in the city for a short time Friday afternoon and were guests of Mr. and Mrs. Fred Lughch and also meeting other old friends.

"Tex" is a world war veteran and was a member of Co. I of the 168th infantry, of Glenwood, that was a part of the famous Rainbow division. "Tex" served with Co. I in the hard fought battles of the summer and fall of 1918 and one of the recollections of his service is the fact that he served several times as a runner for General Douglas MacArthur, the commander of the 42nd or Rainbow division.

Mr. Wilson is planning on attending the annual reunion of Co. I that is to be held in July at Glenwood, the event being held on the date of the capture of hill 212 in the Champagne offensive.

The two agreed to waive extradition to Illinois on the new charge.

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Lewiston Stitchers Club Meets

First Meeting
Our club was organized April 18 at the Lewiston Community center. The meeting was called to order by the leader, Margaret Moore. We elected Margaret Ann Campbell as our president. She then presided over the meeting and we elected our officers as follows: Martina Sporer, vice-president; Rose Marie Thompson, secretary and treasurer; Ida Mae Hoschar, news reporter; Thelma Lewis, yell leader. We then discussed the first lesson and Miss Moore told us what to bring for our second meeting.

Our hostesses for the afternoon were our leaders, Margaret Moore and Mrs. Raymond Creamer.

Second Meeting
Our meeting was called to order by our president. There being no business, it was turned over to our leaders, Margaret Moore and Mrs. Raymond Creamer. Our lesson was on patchwork pillow and color. Then we framed our pictures.

The hostesses for the afternoon were Thelma Lewis and Frances Sacks.

IDA MAE HOSCHAR,
News Reporter.

Receives News of Death
From Saturday's Daily—
Last evening Mrs. L. E. Lancaster received the sad message of the passing of her brother-in-law, Robert R. Neil at Delray Beach, Florida.

The message came as a great shock as he had been in better health than usual at last report. No details were given.

He leaves the widow, formerly Julia Madsen of this city, and one daughter, Mrs. Betty Jane Neil Dice, a sister, three brothers, several nieces and nephews including Pete and Neil Lancaster of Plattsmouth.

Services are to be held at Delray Beach, Monday.

STILL UNDER CARE
Mrs. George Fornoff, who fell ten days ago at her home on Pearl street, is still suffering from the effects of the accident. Mrs. Fornoff was in the basement of the house when she fell and sprained both of her ankles. She is now able to be around with the assistance of crutches. The many friends are hopeful that she may soon be able to be around as usual.

COMPLETES ASSESSING
From Saturday's Daily—
This morning James Rebal, veteran assessor of the second ward of this city completed his work for the year and turned in his schedules. Mr. Rebal is the fifth assessor in the county to turn in and is also the first of the Plattsmouth assessors to make their returns.

REPORT CHICKENS STOLEN
From Saturday's Daily—
Sheriff Joe Mrasek was in Greenwood today where he was called to investigate a case of chicken stealing near that place last evening. The theft of the chickens was discovered this morning and the sheriff at once started for the scene of the theft.

CONDITION IS CRITICAL
From Thursday's Daily—
The condition of Mrs. Howard Eurcham was reported today as being very critical as the result of two severe lung hemorrhages. The patient is quite weak and is under constant care.

Now is the time to start your 4 to 6 week old chicks on Growing Mash.

To develop good strong pullets, feed Gooch's Growing Mash with 32% Poultry Concentrate. Call and get free folder for growing mash mixtures to use with your grain. And then follow this up with Gooch's Laying Mash.

In Gooch's Feeds you get the best. So why try some other feed with lower protein contents. Feed the best and get results at no higher price. Try Gooch's Feed and get results.

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Feed Lot Tour Saturday is Great Success

Caravan From Murray Reaches Through Large Stretch of Territory; Visit 12 Places

The caravan tour of feed lots in the eastern and central parts of Cass county, sponsored by the Murray State bank and farm interests, held on Saturday, proved a great success in every way.

The caravan comprised some seventy-five residents of the Murray territory and left the Murray State bank at 9:30 for the first swing to the west and to the Boedeker farm where there is a fine herd of black Angus cattle, then to the fine farm of Parr Young, one of the leading farmers of the county, then to the J. W. Philpot farm, on to the Howard Philpot farm. At the F. J. Hill farm a fine herd of Herefords was inspected by the party, they later going to the farms of Joe Safarik and Clarence Engelke. At each of these farms was observed the latest methods in the feeding and handling of fine livestock.

The party returned to Murray at the noon hour where the Harold Jacobs cafe served dinner at the Murray hall to the members of the party.

Later a tour was taken south of Murray, the L. B. Todd, Melvin Todd, Glen Todd, Boedeker-Cottingham farm and the William Minford farms being visited to inspect the wonderful showing of cattle raising and care.

The tour attracted much outside attention and during the noon hour at Murray talks were made by Byron Donost, the Journal-Stockman of South Omaha; M. L. Baker, stock department of the University of Nebraska extension department and E. A. Killoway of the South Omaha Livestock Exchange. Accompanying the party were several stock cattle buyers, Lee Strawker of Armour & Co., H. E. Clatterbuch of Wilson & Co., and A. P. Magonosen of Swift's.

GRADUATING AT WYMORE
Friends here have received the announcements of the graduating class of 1942 of the Wymore high school, Miss Ruth Lawson, daughter of Rev. and Mrs. J. C. Lawson being among the graduates. Miss Lawson was the president of the Plattsmouth class of 1942 in the junior year.

Frank E. Vallery, of this city, who has been at Omaha undergoing hospitalization for the past few weeks, is reported as some better. Mr. Vallery has suffered from a heart ailment and for the past year has not been in the best of health.

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Edward Bartling Seed Co.
Nebraska City, Nebr.