

Jones Boys Go to Work For Business, Says Edson

By PETER EDSON
The Herald and News
Washington Correspondent
WASHINGTON, June 27 — Whether it works or not, give the department of commerce credit for trying to reorganize some of the bureaucracy out of its system, particularly in the big bureau of foreign and domestic commerce.

In spite of the war, which has nearly wrecked our foreign commerce, and in spite of the defense effort which dictates that "business as usual" must go for the duration, the domestic commerce boys feel that they have a job to do in helping business wherever possible. Out of that idea has come the general re-shuffling of the bureau.

Center of the new idea will be 12 apostles to spread the word from Washington. They will be called Regional Business Consultants and there will be one for each of the 12 federal reserve districts. These 12 men, hand picked not only from the bureau but also from business and research staffs of several universities, will gather in Washington soon to begin a course of training.

Then, early in the fall, they will take up their jobs in Boston, New York, Philadelphia, Cleveland, Richmond, Atlanta, Chicago, St. Louis, Minneapolis, Kansas City, Dallas and San Francisco. They will be backed up by 19 field officers already at work in other key cities and the entire 31 will be known as "The United States Department of Commerce Field Service."

The idea is that this new agency will work both ways. Field officers will report to Washington on business conditions in their districts and will be available as business consultants to trade associations, chambers of commerce, and individual business executives. They will try to help work out readjustments in foreign trade, give advice on outlets in South and Central America, help the Rockefeller committee in trying to improve cultural relations below the Rio Grande, and on top of that try to help business men fit into the defense picture.

While this new field service is the one that will have the most direct contact with business men in every community, it is only one phase of the broader plan of department of commerce reorganization. Previously, the Bureau of Foreign and Domestic Commerce was organized on what was called a vertical basis. That is, there was a separate division for every commodity or group of industries. There were bureau chiefs for chemicals, iron and steel, movies, machinery, tobacco, and so on. The tendency was for each division to consider that its particular pet and baby was the center of the world and that all other business revolved around it.

Under the reorganization, most of these divisions or commodity or industry chiefs-of-section have been given the status of consultants, and their function hereafter will be to sit in with the new horizontal organization of five principal divisions. The field service unit outlined previously becomes the division of regional economy. There is a division of international economy, which is foreign trade. A division of industrial economy, organized horizontally by units of manufacturing, consumption, construction, durable goods, and so

on. Divisions of research and information complete the picture.

Hoover's Folly Not So Foolish
Now all this may seem like a lot of governmental red tape organization which it probably is and you shouldn't be bothered by it. It is illustrative, however, of the way these big government bureaus operate. You could wander for days through this bureau of foreign and domestic commerce without meeting all the people or finding out what they do.

When the department of commerce building was finished, it was dubbed Hoover's Folly and everybody wondered what on earth they would use to fill all the offices on all seven floors covering the equal of two big city blocks. Today the place is filled to overflowing and they're trying to make the big, unwieldy thing function for the good of the citizenry.

And the fact is that it does a lot of good. It is probably a top-up as to whether you can get more miscellaneous information from the department of commerce or the department of agriculture. If you write in asking for information about your particular business, they have some. Or if you call in person, there is an information office which is trying desperately to steer business men coming to town on defense jobs. It may take two or three tries to get you what you want but they try.

WASHINGTON COMMERCE
Jesse H. Jones, secretary of commerce, federal loan administrator and 15 other things besides, has four telephones on the desk of his main office in the Commerce building. The white telephone is, you guessed it, . . . While Secretary Jones keeps his finger in the commerce setup and is largely responsible for the idea of the reorganization, much of the work of the department is done by Upper Secretary Wayne Chatfield-Taylor. . . . When the bureau of fisheries was transferred to the department of interior under the presidential reorganization plan, it had to leave its aquarium in the basement of the department of commerce. . . . The secretary of commerce is, ex-officio, a member of 17 other outfits like the migration bird conservation commission in addition to all his regular jobs. . . . One of the new functionaries in commerce is the head of the American Republics unit, William LaVarre, the explorer, who made jungle savages photogenic by putting his own beautiful young wife in the middle of every picture.

Power Rationing For Northwest Held Unlikely

PORTLAND, June 27 (AP)—Rationing of home use of electrical energy is extremely unlikely in the northwest, U. G. Gendron, assistant Bonneville administrator, said today.

This despite an office of production management statement that between 600,000 and 800,000 additional kilowatts of power were needed for aluminum production.

Paul B. McKee, president of the Pacific Power and Light company, said pooling of public and private facilities would add 100,000 kilowatts of effective energy in the northwest.



For Independence Day . . . 1776 Liberty Bell cake.

Reflect Fourth of July Theme On Dinner Table for Holiday

The "Fourth of July" at home should be kept simple. Have a buffet meal on the porch or lawn. Serve a roast lamb, such as a large ham, a leg of lamb or a delicious meat loaf. Also a potato, bean or mixed vegetable salad, rolls, assorted cheese, a large bowl of mixed fruit, and a special cake.

LIBERTY BELL CAKE
Two cups sifted cake flour, 2 teaspoons combination baking powder, 1/2 teaspoon salt, 2/3 cup butter or other shortening, 1 cup sugar, 3 eggs, 1/2 cup milk, 1 teaspoon vanilla.

Sift flour once, measure, add baking powder and salt, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Beat eggs until thick and light and nearly white; add to creamed mixture and beat well. Add flour, alternately with milk, a small amount at a time, beating after each addition until smooth. Add vanilla. Bake in two greased pans, 8x8x2 inches, in moderate oven (375 deg. F.) 20 to 25 minutes. Spread orna-

ORNAMENTAL BUTTER FROSTING

Four tablespoons butter, 5 cups sifted confectioners' sugar, 2 egg whites, unbeaten, 2 tablespoons cream, about 1 1/2 teaspoons vanilla, 1 teaspoon salt. Cream butter; add part of the sugar gradually, blending after each addition. Add remaining sugar, alternately with egg whites, thin with cream, until of right consistency to spread. Beat after each addition until smooth. Add vanilla and salt. Spread frosting smoothly on top and sides of cake, and between

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HER RECIPE

3 lbs. (4 1/2) cottage cheese
1 c. heavy cream
1/4 c. White Satin Sugar
2 tbsp. flour
1 tsp. vanilla extract
8 eggs, well-beaten
3 tbsp. melted butter
3 tbsp. cinnamon

Combine the cheese, cream 1 cup of the sugar, the flour, vanilla and the eggs, and beat well. Roll the zwiebach biscuits until fine (use 2 1/2 cups crumbs), add the butter, cinnamon and the remaining 1/4 cup of White Satin Sugar and mix well. Line a greased nine-inch spring pan with half this crumb mixture. Pour in the cottage cheese mixture and sprinkle with the remaining crumbs. Bake in a slow oven (325° F.) for 1 1/2 hrs.

WHITE SATIN SUGAR



layers, reserving 1/2 cup of frosting for decoration.
For liberty bell frosting use the 1/2 cup reserve frosting and tint to desired shade with red vegetable coloring. Cut bell out of wax paper and outline on white frosting with toothpick, filling in center with red tinted butter frosting. Numerals can be made with pastry tube.

Recovering—Enoch T. Bryant, 112 North Fifth street, employed as painter by Duke Bolling ginger into a thick potage.

Tea soup is eaten by the Chinese. It is made by beating powdered tea with rice cakes and ginger into a thick potage.



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Cut Beans, Diamond A, No. 2 Can 2 for 25c
Corn, Del Haven
Vacuum Packed, Can 10c
Corn, Del Monte, No. 303 Can 3 for 29c
Hot Sauce,
Westward 3 Cans 10c
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Bonnie 8 Cans 25c

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