

PLAN PROVIDES BOLD ATTACK ON DEPRESSION

More Wages, Job Insurance and Less Profits Urged by Manufacturer.

By *Scripps-Howard Newspaper Alliance*
NEW YORK, March 3.—This country stands at the threshold of advances in the field of consumption as outstanding as were those of McCormick and Edison in the field of production. Samuel S. Fels, Philadelphia manufacturer, says in the *Survey Graphic* for March,

"In inventing the machine and releasing the non-human energies we employ in production, every known resource of nature, every device of science and engineering has been resorted to. We have had no such explorations of the backward field of consumption," says Fels.

Looking toward the future, Fels says:

"We may hold to our present corporate operation of the means for production. We may cling to profit as a force in making the wheels of industry go round."

"But just as we are beginning to challenge the private absorption of the land values that come from the natural growth of communities, so we may come to challenge the devolution into private fortunes and capital accounts of so large a share of the current income from the manufacture and sale of consumers' goods."

Shrinkage in Markets

"At this point the problem of the distribution of wealth in our day takes on dynamic significance. It has to do with the stream of currently created wealth and with a new force which may be laid alongside the profit motive."

"This comes down to low wages and insecure wages, and how to supplement them by substantially higher, more secure wages and by low prices—in order that workers may enhance their effective purchasing power and, as a result, their enjoyment of life. That enhanced demand would itself come full circle and like a drive-wheel make for employment all down the line."

Pointing out that during this depression reduced wages has meant a "staggering shrinkage" in domestic markets, Fels comments that "it scarcely is believable that business leadership is so stupid as to miss the point, although it may not be prepared as yet to act on it."

Bold Attack Urged

As first steps toward improvement Fels recommends measures for stabilizing and spreading work and unemployment insurance. But in addition he sees a need for "bolder and more fundamental" methods of attack on the problem of consumption.

He suggests:

"The same rewards that Ford received will be found waiting for pioneers in supplying improved housing to the millions. It has been estimated that a third of American families live in structures which are not only largely untouched by those domestic conveniences which we like to think of as the setting for American family life but which are actually inimical to health and decency. They should be discarded like the diet of beans and salt pork that made for scurvy."

Of homes already supplied with modern convenience—plumbing, telephones, washing machines, refrigerators—Mr. Fels says: "These are only the first of the domestic installations which will go with the new consumption if we have but the talent to provoke, sustain and supply it."

More Wages; Less Profits

Summarizing Mr. Fels says: "A shorter work week at the same weekly wages, giving opportunity for employment to more people and stretching the national pay roll would make a practical start in striking a new balance between producers' money and consumers' money, and hence between production and consumption."

Higher wages, steadier work and unemployment insurance; the constructive use of public credit; smaller margins and larger scales through which as we have seen industrial gains may melt into higher wages and lower prices; the new domestic installations which will go with the new consumption; mass credit, mass distribution, all these will help throw the balance over."

"But these are not enough; profits themselves must be scaled down if the earnings of our new production are to be distributed where they will sustain and stabilize industry and agriculture."

"Only with more and steadier wages to support the vast body of workers be in position to respond to the natural call to use and consequently to buy; and hence to do their important part in striking an equilibrium with the new forces for production."

Cooking utensils are now being made in colored aluminum.

APPLES

Carload Sale Saturday
FINE ROMAN \$125
BEAUTIES
ORANGES \$150
Florida Tree-Ripened

HAMILL BROS.
230 VIRGINIA AVE.
Just South of the Elevation

POULTRY!

Exceptional Bargain
Genuine Young
FRYERS \$18c
Also Other Fine Poultry at
Low Prices.

FREE DRESSING
Plenty of Parking Space

H. SMITH POULTRY CO.
337 W. New York LI-5952

PURDUE DEAN DEAD



WRIGHT REPEAL STILL IGNORED BY CITY JUDGE

Liquor Offenders Appearing Before Cameron Pay Higher Costs.

Declarations that repeal of the Wright bone dry law would not diminish severity of penalties for public drunkenness and drunken driving were borne out in municipal court today.

Heavy penalties were given of offenders who appeared before Municipal Judge William H. Sheaffer, who is conducting hearings under the new liquor control bill.

Judge Clifton R. Cameron maintained his position, taken Thursday, that until "official notification" of the repeal of the Wright law and effectiveness of the new measure, he would continue under the old act.

As a result of the opposite interpretation by the two municipal judges, offenders fined in Sheaffer's court are paying \$15 less court costs than violators appearing before Cameron.

Under the new law, prosecutors receive a \$5 fee, which with a \$5 docket fee, sets the costs at \$10.

By *United Press*

LAFAYETTE, Ind., March 3.—Miss Carolyn E. Shoemaker, dean of women at Purdue university since 1914, died in a hospital here last night following a paralytic stroke.

She was graduated from Purdue in 1888 and was named dean of women when the post was first created.

She was found unconscious on the floor of her apartment.

THE INDIANAPOLIS TIMES PRESENTS CREDENTIALS

Successor to Senator Hull Represented by McKellar.

By *United Press*
WASHINGTON, March 3.—Credentials of Nathan L. Bachman, appointed to succeed Senator Cordell Hull (Dem., Tenn.), in the senate, were presented today to Vice-President Charles Curtis by Senator Kenneth McKellar (Dem., Tenn.).

John Smith, 22, of 1745 West Morris street, arrested on drunkenness and traffic charges when he was pursued from Pennsylvania avenue to Harding street on Morris street at an alleged speed of 50 miles an hour, appeared before Sheaffer.

He was fined \$1 and costs for drunkenness, \$1 and costs for disobeying a traffic signal, \$10 and costs and thirty days in jail for operating a motor vehicle while under the influence of liquor and \$1 and costs for speeding.

The jail sentence and the costs in the operating and traffic signal charges were suspended. His driver's license was revoked for a year.

Jail sentences of sixty days were given Chester Brown, 2020 Mabel street, and Joe Ungesser, 1044 Belle Vie place, on drunkenness counts. Brown also was fined \$100 and costs and Ungesser was fined \$25 and costs.

Cameron sentenced Tom Helm, 2203 College avenue, to thirty days in jail with a fine of \$10 and costs, for drunkenness, but suspended the sentence and costs. Helm was placed on six months' probation.

Fine of \$10 and costs against Charles Reed, 40, of the Soldiers' home, Danville, Ill., was suspended on condition that Reed leave the city at once. Court records showed he had been arrested previously and was placed on probation when he agreed to return to the home.

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