

PLAN PROVIDES BOLD ATTACK ON DEPRESSION

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

By Herings-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 devotion into private fortunes and capital accounts of so large a share of the current income 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 supplant 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 dist of beans and salt pork that made for scarcity."

Of homes already supplied with modern conveniences—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 spend can 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 BEAUTIES \$1.25
ORANGES \$1.50
HAMIL BROS.
230 VIRGINIA AVE.
Just South of the Elevation

POULTRY!

Exceptional Bargain
Genuine Young FRYERS Lb. 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



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.

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 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.

Under the Wright measure, a special prosecutor's fee of \$25 was established, which is being established in Cameron's court for costs totaling \$30.

John Smith, 22, of 1745 West Morris street, arrested on drunkenness and traffic charges when he was pursued from Pershing 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 View 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.

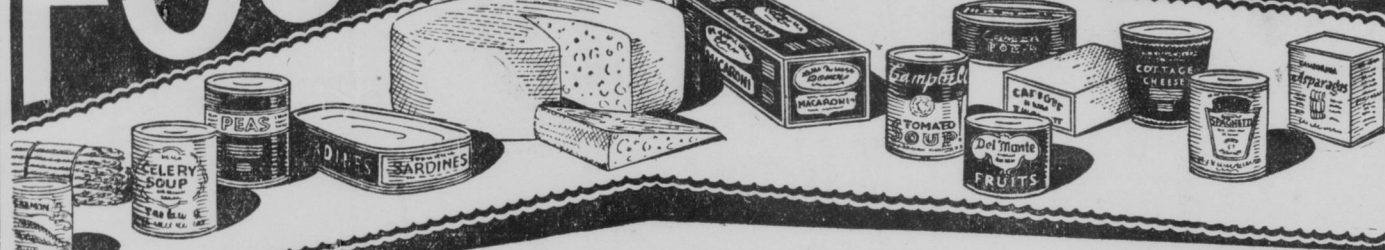
PRESENTS CREDENTIALS

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.).

FREE! EGGS

1 DOZ. Strictly Fresh
Given with every Poultry order of 60c or more!
CITY POULTRY MARKET
111-113 N. New Jersey St.
Corner Wabash—the Red Front
Phone Lincoln 4979
The Largest Poultry House in City
FREE DRESSING Lots of Parking Space

FOODS for LENTEN MENUS



Build Your Meals Around THESE BARGAINS

CHEESE
American, Brick or Pimento Lb. 23c

LOAF CHEESE
Lb. 23c

BUTTER
Gold Brook BUTTER
In 1/4-Lb. Prints Lb. 19c

COFFEE
Little Sport COFFEE
Quality in Every Drop Lb. 19c

COOKIES
Black Walnut COOKIES
Something new and different. They're delicious. Lb. 23c

FLORIDA ORANGES
Sweet and Juicy, Nice Size Dozen 15c

FLORIDA TANGERINES Dozen 14c
Head Lettuce Large heads 2 for 13c
Rhubarb for delicious pies 3 Lbs. 25c
Button Radishes Fresh Bunch 5c

GRAPEFRUIT 4 for 15c
Fancy Floridas

Del Monte
Red Salmon Tall No. 1 Can 15c
Red Cross Spaghetti or Macaroni 2 Pkgs. 11c
Del Monte Sardines 2 for 19c
Mustard or tomato sauce. Large oval cans.
Fancy Asparagus No. 1 Sq. Can 19c
Griffin—Tender and delicious.
Canned Spaghetti 3 Cans 25c
Franco-American. Ready to serve.
Tomato Soup 2 Cans 13c
Columbia—Finest quality.

Alaska Salmon Tall cans 3 for 25c
Regal Sauer Kraut No. 2 can 5c
Sliced Pineapple No. 2 can 13c
Del Monte Corn Cream Style 2 No. 2 Cans 19c
Bakers Coconut Southern Style Can 12c

Our Mother's Cocoa Lb. Can 10c
Seedless Raisins 11 Oz. Pkg. 5c
PET MILK Tall Can 5c
CAMAY TOILET SOAP 4 for 19c
CALUMET Baking Powder Pound Can 25c

FREE! A package of Swans Down Food Tints with a Package of
SWANS DOWN Puffed Wheat
CAKE FLOUR NEW LOW SPECIAL
Pkg. 21c 2 Pkgs. 17c

FREE!! KARO POURING SPOUT with each 1 1/2 lb. Size Can Karo...All Labels
Blue Label 10c
Red Label 11c

MEATS BEEF ROAST

Tender Chuck Lb. 12 1/2c
Fancy Roast Cuts, 16c
Sliced Bacon 2 Lbs. 29c
No rind—No waste.
Frankfurters 3 Lbs. 25c
Large and juicy.
Ground Beef and Pork Lb. 12 1/2c
For meat loaf.
Baked Ham Sliced Lb. 28c
Whole or half, lb. 25c.

Boneless Pork Specials
Lean, Tender—Fine for Sandwiches or Roasted with Strips of Bacon. Lb. 23c

HOOSIER GOLD BUTTER
The best part of every meal. Lb. 25c

INDIVIDUALLY OWNED **REGAL STORES** THERE IS ONE IN YOUR COMMUNITY

Boys! Get This Bag of 24 Marbles FREE

When Your Family Buys 1-Lb. of This Fine Coffee at Its New Low Price!

Boys! It's time to play marbles! Here's how you can get 24 brand new imitation agates, absolutely FREE! Your grocer will GIVE you a bag of these beautiful marbles, when you or your family buys a pound of delicious KO-WE-BA Coffee at its new low price—the lowest it ever sold!

The marbles are perfect beauties, in assorted colors and sizes. They'll go like "hot cakes," so you had better get your bag of marbles and can of KO-WE-BA Coffee today. Tell your friends about this offer!

At Independent Grocers Only

FOODS FOR LENT

Your nearby A&P Store is fully prepared to meet the demands of the Lenten season, for meat substitutes at unusually low prices!

FLOUR Pillsbury's 24-Lb. Bag 55c	BACON No Rind No Waste 2 Lbs. 25c	Slab 2 Lbs. 17c
SODA CRACKERS Fresh, Crisp 2 Lb. Pkg. 17c	RED SALMON Choice Alaska 2 Tall Cans 29c	MACARONI OR SPAGHETTI Encore 6 8-Oz. Pkgs. 25c
CHEESE Mild-Cured American 2 Lbs. 25c	PURE LARD Refined—Flaky White 4 Lbs. 19c	FRESH EGGS Every One Guaranteed Doz. 13c
SOAP CHIPS Clean Quick 5 Lb. Box 21c	CRABMEAT OR LOBSTER 2 Flat Cans 45c	
HEINZ PICKLES Cucumber 12 Oz. Jar 10c	DEL MONTE PEACHES No. 2 1/2 Size Can 2 Cans 25c	SWANSDOWN CAKE FLOUR Pkg. 19c
BREAD Grandmother's Sliced or Whole Lb. Loaf 4c	100% WHOLE WHEAT BREAD Grandmother's Lb. Loaf 6c	
BUTTER Fine Pasteurized Creamery Silverbrook Print, Lb. Ctn., 19c	Country Roll Lb. 18c	
8 O'CLOCK COFFEE Mild and Mellow Lb. 19c	RED CIRCLE COFFEE Rich and Full Bodied Lb. 21c	BOKAR COFFEE Vigorous and Winery Lb. Tin 25c
SUGAR Fine Granulated in a Handy Cloth Bag 10-Lb. Bag 43c		
CIGARETTES Lucky Strike—Old Gold—Camels—Chesterfields Pkg. 10c	SPAGHETTI Encore Prepared 3 Glass Jars 25c	PALMOLIVE SOAP 3 Cans 17c
BLACK RASPBERRIES 2 No. 2 Cans 25c	CUT BEETS No. 2 1/2 Can 5c	
POTATOES U. S. No. 1 Grade 2 15-Lb. Pecks 25c	CALIFORNIA ORANGES 150 and 126 Sizes Doz. 29c	BANANAS Large Fancy Fruit 6 Lbs. 25c
HEAD LETTUCE Large Solid Heads Each 5c	GRAPEFRUIT Full of Juice 5 for 15c	

A & P MEAT MARKETS
These Prices Good Only in A. & P. Meat Markets
SWIFT'S BRANDED BEEF SALE
BEEF POT ROAST Choice Blade Cuts, Lean Lb. 10c
Lb. 12 1/2c Tender
Choice Sirloin Steak Lb. 15c
Choice Round Steak Lb. 17c
Short Ribs of Beef Lb. 7c
Sliced Bacon 1/2-lb. Cellophane Pkg. 10c
Link Sausage Swift's Breakfast 2 1/2-lb. 15c
Pure Pork Sausage 2 lbs. 15c
PRIME BEEF RIB ROAST Standing Lb. 15c
CLOVER BLOSSOM SMOKED HAMS Whole or Shank Half Lb. 10c
FANCY STEWING CHICKENS Lb. 19c
In All Stores and Meat Mkts. **SMOKED PICNICS** Sugar Cured Lb. 7c
These Prices Good in Greenwood and Mooresville as well as Indianapolis City Stores
THE GREAT ATLANTIC & PACIFIC CO.
TRY A WANT AD IN THE TIMES. THEY WILL BRING RESULTS.