

SALES CAMPAIGNS TO SPUR DEMANDS

TO KEEP UP CONSUMPTION

Financial Expert in Scribner's Magazine Says Present Production Exceeds Consumers' Needs

Discussing the financial outlook at the beginning of the second quarter of this year, Alexander Dana Noyes in his department in the May Scribner's points out the necessity of "sales campaigns" in order to keep plants at capacity production, which at present far exceeds consumers' actual needs.

"It was frankly admitted, in the most hopeful expert reviews of trade conditions, that existing capacity for manufacture still so far exceeded consumers' actual requirements that, in the long run, the manufacturer's paigns" in order to keep plants at for his producing-plant without forcing prices downward" he declares. "The Bethlehem Steel pointed out the trend by calculating that, whereas exceptional economies in the company's production had reduced the cost of making steel by \$7.27 per ton since 1923, the average selling price in 1927 had been lower by \$8.60. All producing companies recognized that the problem confronting them was to increase consumption through what was known as an 'intensive policy of sales'; but the question of the consumer's actual capacity remained undetermined.

Would Solve Problem

"The consumer's willingness and power to buy in proportion to increase of production would solve the problem. The large producing enterprises were endeavoring to insure his willingness by the 'sales campaign'; also, in such products as automobiles, by attractive diversification of the product so as to induce replacement purchases and by extension of deferred-payment contracts. His power to buy they had endeavored to promote, not only through sales on the installment

plan but through high wages and, when possible, through the inducement of lower prices. It was evident, however, that further reduction of prices was a policy adopted with greater reluctance than in other years.

Still an Experiment

The steel trade's example pointed definitely away from that solution of the producer's problem, but higher prices were still an experiment in steel, and in other industries the idea did not appear to meet a condition in which consumers' purchases had to be stimulated to unprecedented magnitude in order to keep busy the constantly enlarged manufacturing-plant. Responsible captains of industry were themselves ready to recognize that, although they were confident of success, the victory could not be won easily. In all discussions of the future by business men, it was frankly recognized that the very fact of this intensive pursuit of markets by the largest and most powerful producing organizations made the problem of the smaller producer difficult."

NORTHWESTERN LACKING IN FOOTBALL LINEMEN

Plenty of Material Showing for Back Field Is Early Report

Sufficient material for a creditable backfield but lack of linemen both in weight and numbers is briefly the outlook for next fall in Northwestern university's football camp following the close of spring practice.

Eight or nine backs from last year's squad augmented by a like number of ball carriers from the freshman ranks gives Coach Dick Henley a nucleus around which to develop a well-rounded backfield. Veterans who will be available for duty are Captain Walt Homer, Johnnie Haas, Bill Calderwood, Bill Lewis, and Harry Kent, halfbacks; Yatz Levison, Bert Fox and Shorty Rojan, quarterbacks, and John Achers and Rus Berghorn, fullbacks.

Freshman backs who will graduate to the varsity squad and who should see service either on the first or sec-

ond teams are Bill Davis, John McAnerny, Bill Heuser, Bert Reil, John Heinzelman, Henry Bruder, Roy Lemming, Edward Jens, Vernon Jonsen, "Agate" Martin, Griffen and Lee Hanley, brothers of Coach Hanley.

JAVA WOMEN MADE BEST BATIK WORK LONG AGO

Dutch Artist After Tour of That Island Says Modern Art Cheapened

Two hundred years ago the women of Java were making the most beautiful batiks that had ever been known. They were weaving their own cotton, making their own dyes, designing their own patterns and working them out with such skill that it is a matter of amazement to amazement to artists of today how these women, with such primitive methods, could obtain such beautiful results.

These facts were disclosed in a lecture given by Dr. Taasillo Adam, of Holland, in the Museum Instruction room of the Art Institute last Tuesday. Dr. Adam lived on the island of Java and Sumatra for over twenty-five years and became well acquainted with the various tribes of natives, some of which, in Sumatra, were cannibals.

A great favor was shown Dr. Adam by a cannibal chief when he was permitted to see the skulls of the chief's father, mother, grandfather and grandmother, which are held sacred by the natives. Cannibalism, however, the prospective tourists may be informed, is not now in style. However, Dr. Adam says the introduction of European civilization has cheapened the art of the Javanese, for being able to buy the present cotton cloth at a low price, they no longer weave the remarkable fabrics of one and two centuries ago.

Idea of plumbers holding a convention to discuss means to make their business pay is like trying to gild Standard Oil stock.—Philadelphia Inquirer.

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RESTORING FORESTS IN HARDWOOD REGION

MIDDLE WEST IN ACTION
Where Huge Areas of Timber in Early Days Were Sacrificed Steps Now Being Taken To Replace

Where formerly landowners in the central states region sought to get rid of forests to make way for agricultural development, they have now begun to consider ways of getting some of those trees back again, says the Forest Service, United States Department of Agriculture.

This problem, involving the reforestation of idle and waste lands, the rehabilitation of depleted woodlands, and the protection from fire of remaining timber stands, is being brought to the front this week in connection with the nation-wide observance of American Forest Week.

Huge Forests Sacrificed
The great hardwood forests of the Ohio Valley, Indiana, Illinois, Kentucky and Tennessee, are the finest zone. A hundred years ago they were considered an obstacle in the path of progress and a hindrance to the development of agriculture. Clearing on a large scale began about the beginning of the 19th century, and for the next thirty or forty years the sound of the ax and towering columns of smoke were almost continuous.

The clearing of land, however, was carried too far. More land was cleared than was necessary or desirable for agricultural purposes, and today thousands of acres of land are lying idle when they could be growing valuable timber crops. With the supply of oak, walnut, poplar and other hardwoods greatly diminished and with these woods increasing in value, farmers are realizing that farm woodlands can be made profitable and are worthy of attention and care. Most of the large sawmills have disappeared from the hardwood region except in the southern river bottoms where the bulk of the remaining virgin stands are located. Numerous small sawmills and wood using factories, however, get a substantial cut of hardwood products from farm holdings. Some of the principal hardwood using industries, including automobile, implement, and flooring manufacturers are located in the region.

Demand for Stock
State forest nurseries report a growing demand for planting stock. It has been demonstrated that hardwood timber crops grown on the farm can be marketed profitably and also the by-products from thinning and "weeding" a well managed farm woodland can be utilized as fuel, fence posts and poles, and thus play a considerable part in farm economics.

Unquestionably, says the Forest Service, the clearing of trees from thousands of acres of land in the Central States and the exposure of the bare soil by repeated fires has added to the flood hazard in the Mississippi Valley. Forest cover, by absorbing rainfall and checking runoff, plays an important part in regulating stream-flow. Reforestation of denuded lands in the Central States according to a recent study made by the Forest Service, will not only help lessen the danger from floods, but will at the same time pay dividends in increased timber production.

GASOLINE STATIONS IN U. S. NUMEROUS
There are 317,000 retail gasoline outlets in the United States, consisting of 285,000 drive-in filling stations, more than 50,000 garages, and 140,000 curb and roadside fills, according to information recently received by the Chicago Motor club.

According to estimates, there were 9,700,000,000 gallons of gasoline dispensed through these various retail outlets last year.

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