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ROLE OF CHEMISTRY IN INDUSTRY GROWS

HUGE SUMS FOR RESEARCH

Base of Many Developments, According to Scientist; First Synthetic Textile; Other Notable Features

"The Role of Chemistry in Industrial Development" has been sketched by Doctor Charles M. A. Stine, a famous chemist.

"Approximately \$200,000,000 a year is spent for industrial research in the United States.

"About two-thirds of this amount is spent by industry and one-third by the Federal Government with its many scientific and technical bureaus and research agencies.

"Approximately 30,000 research workers are employed in the applied science and industrial research laboratories of the country.

"Chemistry is at the base of such developments as rubber applied in the industries; Portland cement; high-speed steels; non-ferrous metal alloys, such as the aluminum bronzes; synthetic dyes; high explosives; plastics; artificial refrigeration; the sanitation systems and water supplies of practically every city of any size; many new drugs and pharmaceuticals of the most fundamental importance; moving pictures; cheap and abundant artificial illumination, to mention only a very few of the scores of striking examples which might be cited.

"Chemistry has contributed to agriculture in the solution of problems of primary importance—not merely fungicides and insecticides, such as Semesan and various sprays and powders and other chemical methods for the control of diseases and insect pests which diminish the yield of our essential food crops, but most important of all, the developments of all time.

Fixation of Nitrogen "The fixation of atmospheric nitrogen by chemical processes, through the utilization of chemical materials which we call catalysts, is far-reaching indeed in its effects, not merely upon the cost and availability of our food supplies, but it is bound to produce important effects upon the whole distribution of the population of the country. It is obvious that as the yield per acre goes up through the intelligent application of cheap and abundant fertilizers, the amount of time and labor which must be expended on the production of a given unit of foodstuffs diminishes.

"We must not neglect to mention the development of anaesthetics and antiseptics; of plate glass and optical glass; of special procelians for insulating purposes, and potteries and tiles for chemical manufacture.

"Man's first important synthetic textile fiber, rayon, is the result of applied chemistry's effort to produce a product to supplement that of the silk worm.

"The tungsten filament light has supplanted the candle, and the incandescent light has taken the place of the oil lamp and the gas lamp. A cerium alloy ignites a little bit of volatile hydrocarbon material at the touch of my thumb. The cigar lighter is science's adaptation of the old principle of flint and steel for kindling fire; even the safety match of today must not be omitted from the category of modern scientific development."

SAYS MOVIES TO BLAME FOR CENSORSHIP MOVE

Writer in Scribner's Magazine Declares Producers Have Brought It On

Alleging that the intentions of the motion pictures are neither honest nor decent, Struthers Burt, author, in an article in the August Scribner's Magazine, declares that censorship of the movies was provoked by the producers themselves.

"On general principles," he writes, "I am against censorship in any form, but there is no doubt that the motion-pictures have brought censorship upon themselves, and there is no doubt that most of those who might be their best friends do not care whether they are censored or not. In fact, some of the most liberal thinkers would like to see the present-day motion-pictures censored out of existence. If the motion-pictures would concentrate a trifle more on the interest of their scenarios, they might not have to concentrate, let us say—picking out one of many obvious interests—so much on the interest attached to the more intimate portions of young women's anatomies. The legitimate stage, by and large, has managed to combat censorship fairly successfully; so have publishing houses. But then, every one knows that the intent of the legitimate stage and of publishing houses is on the whole honest and decent, while, to the contrary, every one knows that the intent of the motion-pictures is neither the one nor the other."

BIG BUSINESS NOW IS MORE SOCIABLE

BECOMING MORE FRIENDLY

Commercial World Getting Like Big Family, Says Writer; Tells of Cause and Effects

Big business is gradually becoming so human that one can feel at home in almost any industrial circle. It used to be a long journey from home to mill; and fireside to foundry. Such a feeling of intimacy is nowadays growing up between the once reluctant consumer and aloof producer that the commercial world is in truth becoming just one nice big family.

Likewise every department of big business is after such intimate friendly relations as only the feminine touch can give. One finds the manufacturer selling the retailer not with old-time he-man, knock-down-and-drag-out methods, but with a concentrated delicate effort concerned with bringing attention to the attitude of the fair and ultimate patrons. For this intermediary delicate hand "trade papers" of a wide variety of interests are becoming prominent. Whenever possible that final all-impressive woman's shadow over-cast their attitudes and interests.

Trade Papers Smart, vivacious, instructive trade papers called by feminine-appealing titles are examples. These papers do not go to the ladies at all which must be rather confusing to those who are reading this, knowing as they must that fashions are really and truly

made for them and for them alone.

They circulate widely among fabric manufacturers, dress and coat manufacturers and all that sort of mighty army who lies over the hill—but not so far away—from the department store—and specialty shop.

And, working backwards, as it might seem, they tell the big guns behind the scenes what the feminine artillery, capricious on the green, would like to have for fall regalia; what trends and desires and inhibitions and reluctances exist among the ladies. If burnt copper is to be a color that will "go" for autumn footwear, the army over the hill is informed.

Ladies' Artillery When "Paris endorses" a big step has, of course, been taken, but these magazines use litmus paper, test bombs, or what have you, and discover if the ladies' artillery really approves.

This happened when such designers as Patou, Lanvin, Jenny and Callot began highly approving and using in fascinating ways rayon, that newest of the threads applied to feminine wardrobes. These magazines discovered that Patou rayons and Lanvin and Jenny and Callot rayons to say nothing of domestic frocks of various varieties of this cloth were being worn on the "green," (golf, we mean) at smart bridge parties and dinners and dances. Therefore, the big guns over the hill received, through these pages, not only the word of Paris, but the personal feelings and tendencies of the ladies, themselves. A mighty step in the "feminization" of big business!

Although we have observed one more Fire Prevention Week, very few cities will consider it safe to reduce their fire department appropriations.

SPECIAL ASSESSMENT NOTICE NO. 287

Notice is hereby given to all persons interested that the City Council of the City of Highland Park, County of Lake and State of Illinois having ordered the construction of a reinforced concrete pavement with integral curb and necessary drainage in Curtis Avenue, in the City of Highland Park, Lake County, Illinois, the ordinance for the same being on file in the office of the City Clerk of said city and having applied to the County Court of Lake County for an assessment of the costs of said improvement according to benefits, and an assessment thereof having been made and returned to said court, the final hearing thereon will be had on the third (3rd) day of November, A. D. 1928, or as soon thereafter as the business of the court will permit.

Said assessment is payable in ten (10) installments, with interest at the rate of six (6) per centum per annum on all installments from and after date of issue of first voucher. All persons desiring may file objections in said court before said day and may appear on the hearing and make their defense.

G. L. VETTER, Officer appointed to make said Assessment Dated at Highland Park, Ill., October 18, A. D. 1928. 24-35

NOTICE

Public notice is hereby given that the Board of Local Improvements of the City of Highland Park, County of Lake and State of Illinois, has filed in the County Court of Lake County, Illinois, a certificate that the following improvement has been completed, and that it conforms substantially to the requirements of the original ordinance for the construction of the same, to-wit: The construction of a connected system of cast iron water mains in Clavey Road, Ellridge Circle, Sumac Road, Eastview Road and Rosemary Road, Highland Park, Special Assessment of said Court Docket No. 322, and that application has been made to said Court to consider and determine whether or not the facts stated in said certificate are true. That a hearing will be had upon said application on Tuesday, the 6th day of November A. D. 1928, at the hour of ten (10) o'clock in the forenoon of said day, at the County Court Room of said Court, in the County Court House, at Waukegan, in said Lake County.

Objections may be filed to said application on or before the hour of ten (10) o'clock in the forenoon of said day.

BENJAMIN F. LEWIS, J. H. ZIMMER, LYLE GOURLEY, W. J. BROWN, Board of Local Improvements of the City of Highland Park.

Dated at Highland Park, Illinois, October 18th, 1928. 34-35

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