

Consumers' Corner

There is at present an almost total lack of adequate consumer standards. The consumer is far less able to be his own judge of quality to-day when goods are very numerous, highly fabricated and sold under thousands of brand names and slogans than he was when goods were relatively few and familiar to him through his direct experience in producing and handling them.

The vast number of different brands of canned products makes it difficult for a consumer to learn by actual test the merits of the brands found in grocery stores. For instance, in March 1928 there were said to be 300 brands of canned pineapples, 1000 brands of canned peaches, 1000 brands of canned salmon and 4500 brands of canned corn.

Weighted silks are much less durable than pure dye silks (the term which the industry applies to silks weighted less than 10 per cent.) The greater the weighting the greater the deterioration of the silk through dry cleaning and the less its general durability; but the consumer is almost never informed of the percentage of weighting. The retailer himself indeed is frequently in ignorance of the weighting content because the manufacturer is not required to label his goods.

Both the Consumers' Advisory Board of the NRA and the Consumers' Counsel of the AAA, have taken the stand that standards of quality, established by producers and labeled on over-the-counter goods, promote honest sales. This position is based on the fact that the value of an article cannot be determined unless its quality is as openly stated as its price.

The purpose of a grade label on a product is to indicate quality to

purchasers, so that when buyer and seller face each other both will know on what terms they are bargaining.

The label is assurance that a product answers to certain technical descriptions — called specifications — such as are established by the staffs of many Government and industrial laboratories.

Of course many producers keep the quality of their products up to a high level, so that the public will associate their brand names with good service. Unfortunately, however, brand names are not enough to protect either the producers or the public. For unscrupulous producers can disguise inferior goods under other brand names and offer them in the same range of prices as those charged by those maintaining high quality. Consumers will seldom be able to judge between these commodities, because of the lack of identifying labels, and in many cases will buy the inferior rather than the superior products.

In such instances the producer of the higher quality product also suffers loss, since those who skimp on quality will tend to have the lower costs and, by trading on the ignorance of consumers, a higher margin of profit. Should a consider-

able volume of sales be attained by this device of cutting quality, the more scrupulous producers are put under competitive pressure to lower the quality of their goods in order to keep their heads above water.

As far as standard provisions in the NRA codes are concerned, an analysis has shown that out of 430 approved codes there were 135 having some type of standards provision. In the majority of these it was merely permissive that a committee of the industry might study and report on the practicality of standardization. The 44 foot industries submitting codes had, by mid-June, evidenced considerable interest in standardization. In 14 of them grading does not apply; in the 30 food codes where standards are applicable the 9 approved ones include 4 with standards provisions, 2 with fair provisions and 3 with standards specified.

The Consumers' Board has suggested the establishment of a Consumers' Standards Bureau, staffed with commodity experts and charged with the duty of helping the several Code Authorities to develop, promulgate and enforce the standards provisions of the several codes.

NOTICE CONSTRUCTION EQUIPMENT OWNERS AND BUILDING MATERIAL DEALERS

Sealed bids for the furnishing of equipment and materials to be used on motor fuel tax street improvement work in the City of Highland, Illinois, will be received by the City Council at the City Hall until the hour of 4 o'clock, P.M., on the 15th day of November, 1934, at which place and time the said bids will be publicly opened and read.

Equipment To Be Rented 2 dump trucks of 1 1/2 to 2 ton capacities for approximately 20 hours, each, including all necessary items for operation and maintenance. 1 portable air compressor with the required concrete demolition tools to break out approximately 225 square yards of concrete pavement and 300 lineal feet of integral concrete curb, including all necessary fuel and items for maintenance.

1 concrete mixer of 1 1/2 cubic yard capacity at least, provided if possible with timing device and water measuring equipment, to produce 100 cubic yards of mixed concrete, including all necessary fuel and items for maintenance. 200 lineal feet of wood or metal forms for 12 inch and 13 inch integral concrete curb.

Materials To Be Purchased 630 bags of portland cement. 53 cubic yards of sand. 84 cubic yards of gravel. 361 lineal feet of 1/2 inch bituminous pre-molded expansion joint for 1 and 3 inch pavements. 87 metal sockets and 1/2 inch steel dowel bars for transverse expansion joints. (Standard No. 1524). 300 square yards of 6 inch by 12 inch, No. 3 gauge, welded fabric reinforcement weighing 6.51 pounds per square foot. 5314 lineal feet of 1/2 inch round billet-steel reinforcement bars, weighing approximately 3550 pounds.

110 lineal feet of 8 inch concrete or vitrified clay sewer pipe. 8 8-inch vitrified clay half trap sewer pipe. pre-cast segmental concrete blocks to construct 5 catch basins, 4 feet in diameter and 7 feet 2 inches in depth. (Standard No. 1514, Type A).

Bids shall be submitted on blanks furnished by the City and in compliance with all provisions contained therein, which blanks may be secured upon application to John M. Simpson, City Clerk, Highland, Illinois, or to James Anderson, Comment, Engineers, 239 East Deserough, Lake Forest, Illinois.

Each bid shall be accompanied by cash or by cashier's check, certified check, bank draft, or bidder's bond payable to Egidio V. Mocogni, Mayor, for 10 per cent of the total amount of the bid as a guaranty that, if awarded a contract, the bidder within 15 days thereafter will execute and deliver the said contract to the City and at the same time will furnish an acceptable surety bond to guarantee the faithful performance thereof.

Contracts for furnishing equipment and materials will provide for all payments thereunder to be made in cash upon estimate allowed by the Division of Highways of the State of Illinois.

Each bid shall be accompanied by evidence satisfactory to the City Council that the bidder owns the equipment which he proposes to rent to the City and that he is financially able to furnish the particular equipment and materials bid on and to accept the City Council's reserve the right to reject any or all bids or to accept the bid or bids deemed most advantageous to the City.

By authority of the City Council of the City of Highland, Illinois, this 19th day of October, 1934.

EGIDIO V. MOCOJNI, Mayor JOHN M. SIMPSON, Clerk

Democratic Rally and Smoker Here Saturday

A Democratic rally and smoker will be held Saturday night of this week at Witten Hall, in Highland Park, to which everyone is welcome. This event, which will begin about 8:30, is being sponsored by the Highland Park Democratic organization. Refreshments will be served.

ROOFING: Wood Shingles—Composition Roofs or Tile Roofs. STORM SASH: Cabinets - Millwork - Overhead Doors. INSULATION: 3 1/2" to 4 1/2" Insulation and 10 to 12" green temperature resistant insulation by proper attic insulation. Home Improvements - Attention! Payments over 24 months... Low Interest. REPAIRS REMODELING. ZION BUILDING INDUSTRY Phone Highland Park 2866

ELECTION NOV. 6th



JOHN STELLE For State Treasurer John Stelle of McLeansboro, assistant state auditor, was born Aug. 18, 1881 in McLeansboro. He engaged in farming a few years following graduation from McLeansboro public schools and turned to law, graduating from Washington University Law School in 1916. In April, 1917, he enlisted in the Army and served as a First Lieutenant of Company B, 115th Machine Gun Battalion, 39th Division, in France and came home a Captain after 17 months. In 1931, Mr. Stelle was appointed assistant state treasurer by Edward J. Barrett and held that post until the latter was elected Auditor of Public Accounts. Mr. Stelle was married in 1922 and is the father of two sons.



JOHN A. WIELAND For State Superintendent of Public Instruction John A. Wieland was born in Clark county, March 19, 1882, attended rural schools and Eastern Illinois State Normal School in 1907. He became a rural school teacher in Coles county. He served in the Navy during the World War, and resumed teaching in 1919. In 1921 was appointed assistant principal of Lerna, Illinois high school. In 1924 entered the University of Illinois and graduated from the College of Education. He then went to Bradley, Illinois, as principal of the high school. In 1928 he was named superintendent of public schools in Calumet City, where he now serves.



MARTIN A. BRENNAN For Congressman-at-Large Martin A. Brennan has been active in the service of his state for more than 20 years. He was born in Bloomington 55 years ago and as a young lawyer, his ability was early recognized by the people of his district. In 1921 he acceded to the request of leaders of the district, the 28th Senatorial, and carried on a successful campaign for election to the legislature. During the 28th General Assembly he distinguished himself as an honest and dependable legislator, particularly well qualified in agricultural matters. Mr. Brennan's grasp of farmers' problems led to his elevation in 1925 to the head of the Illinois Agricultural League. In 1932 he was elected congressman-at-large and on his record as a member of the lower national house he is seeking re-election.



MICHAEL L. IGOE For Congressman-at-Large Michael L. Igoe has been in public service almost continuously since he was 27 years of age. He was born in St. Paul, Minn., in 1895, and brought to Chicago nine years later. He was educated in Chicago parochial schools, De La Salle Institute and Chicago and Georgetown Universities. He was admitted to practice law in 1926, and was elected to the General Assembly where he served for eight terms. During his career as a legislator he sponsored many bills including the Illinois waterways act, improvement of municipal pension laws and measures preventing dismissal of public school teachers without good cause. Mr. Igoe is married and has one child.



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DAVID B. MALONEY For Congress David B. Maloney belongs to the Roosevelt ideals and program to put human rights ahead of special interests. He is an attorney practicing in Chicago for 25 years. He has engaged in a municipal practice for 15 years representing many municipalities throughout the Metropolitan area. He is a graduate of the University of Michigan, is married and lives with his wife and two children on the Northside of Chicago. He has promoted the people of Lake County to actively support the return of the Great Lakes Naval Training Station and to endeavor to have established Conservation camps in Lake county and the lake region for improvement and conservation and improvement of the Lake shore. He is the type of Congressman Roosevelt needs who will work with him.



FRANK E. DEYOE For County Supl. of Schools Frank E. DeYoe has been superintendent of schools in District 41 North Chicago for the past 25 years and has always stood for the best things in civic, school and home life. He was educated in the rural schools of Michigan, graduating from Kalamazoo college and taking graduate work in the University of Chicago. Mr. DeYoe favors an economical administration of the schools in the county and advocates a good education for all youths with adequate pay for teachers in cash. He believes in new leadership in education for a new age and in the employment of new teachers to give preference to those of Lake county.



WALTER L. KOZIOL For Probate Clerk Walter L. Koziol was born in Lake County 50 years ago, is married and lives with his wife in North Chicago. He was graduated from Waukegan Township High School and obtained pre-legal training at the University of Illinois from 1924 to 1925. He studied law at Loyola University. Mr. Koziol is capable, ambitious and deserving, and stands for prompt and competent service in all matters handled by the Probate Court of Lake County. He is ambitious to serve the people of Lake county and appeals to voters for a change in Probate Court business, declaring that the younger men and women of the county are thoroughly capable of rendering genuine service to the people.



BART TYRRELL For Sheriff Bart Tyrrell was born in Waukegan 47 years ago. He was educated in the public schools of Waukegan. His life has been, and is now, devoted to law enforcement and justice investigation as was the work of his father, Thomas Tyrrell, who was Chief of police of Waukegan for years under all forms of government. Mr. Tyrrell was awarded for his efficiency citizens and merchants of Waukegan. He recognized as a law enforcing officer and a man of wide experience in dealing with his fellow-men, and his ability and integrity to be the Sheriff Lake County has ever had.



A. J. SUTKUS For County Treasurer A. J. Sutkus resides with his wife and four children in Waukegan where he has been in business for 25 years. He has been secretary and bookkeeper of the Lithuanian Building and Loan Association for 18 years and auditors for Federal and State governments have always found 100 cents on the dollar when they audited his books. Mr. Sutkus is now serving as an assistant county supervisor where for five years his record shows that the taxpayers' interests are his most important trust. He is well educated, qualified and has the proven experience in handling finances which should be a requirement for the office of county treasurer.



A. C. McHENRY For County Judge A. C. McHenry was born at Kalamazoo, Mich., in 1881 and after completing the elementary training in the rural schools of Allegan county, worked his way through high school. At 19 he volunteered in the Spanish American War. In 1918 he was elected mayor of the city of Oakleaf, Wis., and continued in that office until 1924. After engaging in the practice of law, he came to Illinois in 1927 and was admitted to the Illinois bar. For the last few years he has maintained an office at Waukegan and resides with his wife and two children in that city.



CHARLES NOLL For Probate Judge Charles Noll was born on a farm and educated through his own efforts. He was admitted to the bar in 1925 and is a practicing attorney with offices in Waukegan. As Assistant Attorney General of the State of Illinois, he has supervised the adjudication of approximately 25 inheritance tax cases in the Probate and County courts of Lake County. He has ably represented the State in Workmen's Compensation Act and other cases. Records show he saved the State from \$40,000 in tax matters. Mr. Noll has been a resident of Lake County for 16 years, is married and the father of two children. Following his service in the naval forces during the World War, he served as a teacher for five years in Waukegan Township High School.



RUSS ALFORD For County Clerk Russ Alford was born in Waukegan 47 years ago and received his education in the schools of Waukegan. He is a life-long resident of Lake County where he has established the reputation of a friend and public servant of the people. Mr. Alford's record as Waukegan Township Assessor, an office to which he was elected in 1926, has proven his ability to stand for the poor who elected him despite overwhelming opposition by political opponents and special interests. He is a vigorous fighter against high taxes and a clean, efficient government. He has proven courage, ability and integrity as a public servant in the interests of the people.

VOTE DEMOCRATIC This advertisement is paid for by friends of the candidates.