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In Interest of the Consumer
When in 1927 the first important study in the interest of the consumer was published by Stuart Chase and F. J. Schlink under the title "Your Money's Worth," the consumer was compared to Alice in Wonderland—a person blundering his way in a wonderland of salesmanship and advertising; he spent his money not for what he freely wanted, but what he was made to want, and it resulted in a waste of his dollar and a purchase of inferior goods.

Since that time much has been done to indicate paths which might lead out of this wonderland of colorful and extensive but very exaggerated advertising and help the consumer to get true value for his money. The problems of the consumer are now of major concern to the government and the consumer is gradually getting a "new deal." There are three units within the national government which are directly working for the consumer, each tackling a different angle of the consumer's problems.

People in general are thinking and talking consumer problems more today than ever before. Consumers are realizing more and more the effectiveness of organization, and are becoming more influential and active through their co-operative movements.

Information concerning prices of foods and other materials is now available. Fraudulent advertising and dishonest commercial methods are now frankly disclosed to the public. Several enlightening and interesting books have been written on the subject and articles currently appear in magazines. Especially for consumers is the important bi-monthly bulletin, "Consumers' Guide," issued by the Consumers' Counsel of the Agricultural Adjustment Administration, which emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It reports on co-operative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

This bulletin is available at the public library as are the following books which have been written within the last few years, presenting the

truth about advertising and fraud to the public and written in their interest as consumers and purchasers of products on the market.

"Your Money's Worth," a study in the waste of the consumer's dollar, by Chase and Schlink.

This book is devoted to the honest value of the things we buy compared with their actual cost. Pierce competition in business, quackery, misrepresentation in modern buying and selling are shown. The authors also definitely outline what may be done to protect the customer by way of standardization, specification and lowering of distribution costs.

"100,000,000 Guinea Pigs," by A. Kallett and F. J. Schlink. In this book, fraudulent advertisements for foods and drugs are revealed as well as dangers lurking in foods and drugs.

"Skin Deep," by M. C. Phillips. This book, like the previous ones, names names, revealing the dangers that lurk in many so-called beauty preparations and exposes the false claims under which many cosmetics are sold. It gives the truth about beauty aids—safe and harmful.

"The Popular Practice of Fraud," by T. S. Harding. The author, using court decisions, medical analyses, and other highly pragmatic evidence, examines into the various phases of fraud in this country: foods, drugs, cosmetics, patent medicines, stocks and bonds, textiles, real estate, gadgets of all kinds, cults, religious and otherwise, and finally America's gift to civilization, advertising. The part fraud plays in undermining good business, in degrading advertising, in biasing education, and in debauching commercial, publishing, and professional ethics, is also considered. Finally, private, semi-private and governmental efforts to suppress fraud or to mitigate its bad effects are examined.

"Partners in Plunder! The Cost of Business Dictatorship," by J. B. Matthews and R. E. Shallcross. A study based on material drawn chiefly from the files of "Consumers' Research," which frankly discloses how science, journalism, the arts, the radio, advertising and the professions altogether have been enlisted in the service of business to play their individual parts "in the great game of gouging the American consumer." It exposes the role of the government in defending the private privileges of powerful corporations at the expense of the millions who yield to plunder.

Boy Scout News

DICK WICHMAN AGAIN COVERS THE WATERFRONT

In a telegram received Saturday, April 6, Dick Wichman, director of the waterfront at Camp MaKaJaWan last summer, states that he will be "home and go to MaKaJaWan. Dick is attending college at Santa Anna Junior College in Southern California.

This is good news to many North Shore Scouts who enjoyed his fine leadership in the waterfront last summer and in past summers and who know him as the chief of the MaKaJaWan Lodge in the Order of the Arrow. Last summer the waterfront under his leadership was awarded the American Red Cross Banner for waterfront program and proficiency. Although the Red Cross has discontinued its award, there is no question about it but that the camp will again meet with exceptionally high standards as set forth in the requirements for the banner.

SCOUTS TO HONOR MOTHERS ON MAY 12

On Mothers' Day, May 12, all the Cub Scouts and Sea Scouts of the North Shore Area Council and the Evanston Council will assemble at Dyche Stadium in Evanston, to pay tribute to mothers. Besides a grand entry of approximately 2000 Scouts with their massed colors, there will be a short address by an outstanding speaker of the middle west, and about a half hour of Scout demonstrations climaxed by a formal scout tribute to their mothers assembled in the stands.

Scout Troops are busy making preparation and selling tickets which will benefit their treasury, the money to be used for worthwhile projects such as sending underprivileged boys to camp. About 10,000 people are expected to attend this Boy Scout Mothers' Day celebration.

This occasion is designed as a family affair, each ticket admitting one family. The Scouts are urged not only to bring their mothers, but their fathers, their brothers, their cousins, their aunts, their uncles, their grandparents, and all their friends.

CAMP REGISTRATIONS COMING IN RAPIDLY

Registration for the summer camp season of Camp MaKaJaWan, the Scout camp for the North Shore Area Council, are coming in rapidly, and Scouts registering soon are still able to take advantage of the \$2.00 reduction for the first 200 to come in. However, any Scout who is hopeful of getting under the wire and saving \$2.00 on his camp fee had better register quickly as the first 200 places will soon be taken. Camp is going to be better than ever.

SCOUTS ARE BUSY THROUGHOUT AREA

March 21, 1934, revealed the following facts regarding troops and scouts throughout the North Shore Area, which indicate Scouts are on their toes, working towards higher ranks and better Scouting. During the first three months 150 new boys were taken in and became Tenderfoot Scouts. 48 Tenderfoot Scouts progressed through the rank of Tenderfoot to become Second Class Scouts having met all the requirements described in the handbook. Twelve Second Class became First Class Scouts, and Five First Class became Star Scouts, having earned at least five merit badges in subjects of their own choice. The next step in the Scout advancement ladder is that of Life Scout which requires a boy to earn at least ten merit badges, five of which are specified and five of which are the Scout's own choice. Thirteen became Life Scouts in the first three months of 1935. The highest rank in Scouting is that of Eagle Scout and two boys achieved that rank.

The steps in the ladder of Scouting ad-

vancement beyond the First Class are merit badges awarded to Scouts meeting certain requirements on many subjects now totaling about 100. 271 merit badges were earned by North Shore Scouts, the first quarter. Already the indications show that the second quarter of the year will be at least as active in advancement as was the first quarter and Scouts are watching the progress with keen interest.

All Scouts who have completed certain requirements during the last part of March are as follows:

Troop 23—Life Scout, Edward Brogan and George McLellan. Merit Badges—Edward Brogan, public health and electricity. Troop 24—Second class, Robert Hutchison, Julius Laegerle, James Rice, and Richard Van Arsdale. Merit badges, Julius Laegerle, in firemanship, music; James Rice, in safety.

Holy Cross Catholic Church
Rev. J. E. Savage, Pastor
Deerfield
Palm Sunday
Masses 8 and 9:30 a.m.
Holy Week
Wednesday 7:30 p.m. Confessions.
Holy Thursday 8 a.m. Mass. Altar of Repose until 9 p.m.
Good Friday 8 a.m. Mass. 8 p.m. devotions.
Holy Saturday 7:30 a.m. Mass.
Easter Sunday
Masses 8 a.m. Low mass, 9:30 a.m. High mass

Read The Want Ads

Moran Plumbing & Heating Co.

Witten Building - Highland Park
CLIFFORD R. MORAN, Prop.

Electrol Oil Burners

Sales and Service
Office Phone Highland Park 1060
Res. Phone Highland Park 1342

Quality Cleaners AND RELIABLE LAUNDRY DRY CLEANING CO.
Phone H. P. 178

The Chimneys Tavern

Winnetka, Ill.

LUNCHEONS 50c to 75c
DINNER 75c to \$1.25
SUNDAY DINNER 85c to \$1.25

A Special Priced Dinner every Thursday Night and Sunday.

Tea Served Every Afternoon 3 to 5.

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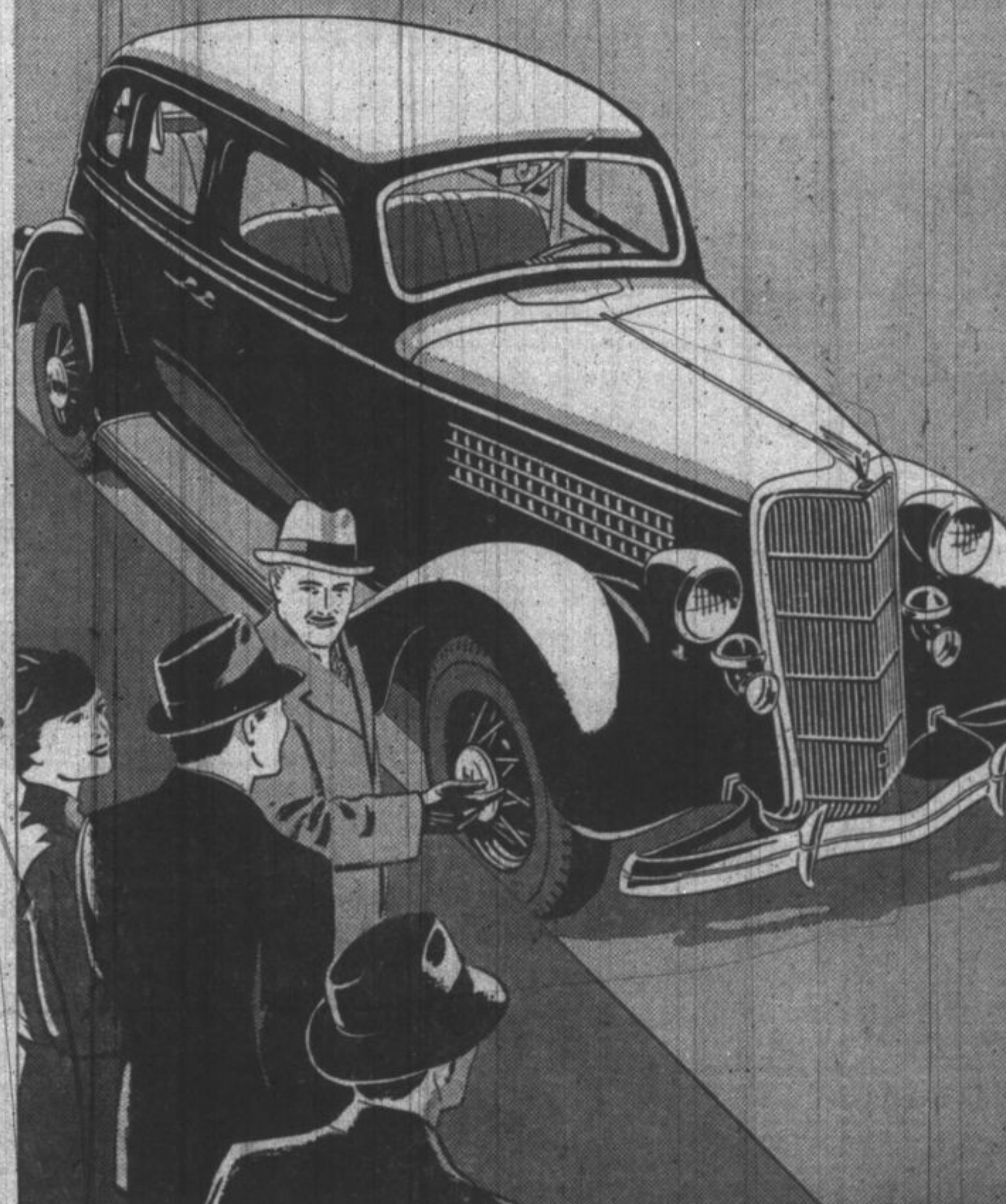
Buy it for COMFORT • Buy it for POWER • Buy it for ECONOMY

"Front Seat Comfort" for back seat passengers—that's the result of the new "Full-floating Springbase" with "Comfort Zone Seating." Springs are mounted beyond the axles—all seats are now cradled between the springs. Every passenger rides in the "Comfort Zone."

The V-8 engine, as Ford builds it, has proved its superiority beyond question. Because at 50 to 60 miles per hour this engine is actually running at ease, it assures you of reserve power, instantly. The new Ford V-8 is the only car under \$2000 that gives you V-8 performance.

Costs less to run than any Ford car ever built. Dual, down-draft carburetion gives "4-cylinder" gasoline economy. New crankcase ventilation increases oil economy. New weight distribution increases tire life. New rib-cooled brakes are longer-wearing, require less adjustment.

There's every reason why you'll want a new **FORD V-8**



Buy it for BEAUTY

Outside and inside the new Ford V-8 strikes a new note in modernity and beauty. Gracefully streamlined body—with a choice of attractive body colors in durable baked enamel. Fenders that match body at no extra cost. Newly designed, luxurious interiors, with quality upholstery.

Buy it for ROOMINESS

It's longer, wider and roomier. Seat-widths are increased from 1 1/2 to 5 1/2 inches. With the compact V-8 engine moved forward, there is ample leg room front and rear. The new angular gearshift lever permits three to sit in the front seat with comfort. Luggage space in all closed models.

Buy it for SAFETY

The new Ford V-8 gives you a welded, one-piece, all-steel body. Safety glass all around is standard equipment in all models at no extra cost. New brakes have 186 inches of effective brake lining. New larger tires and a lower center of gravity give even greater safety on curves.

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\$495 AND UP
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AUTHORIZED FORD DEALERS

ON THE AIR—Ford Symphony Orchestra, Sunday Even.—Fred Waring, Thursday Even.—Columbia Network.

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