

Off the Editor's Chest

(Continued from page 2)

at that point.

Several years ago, a writer in Nation's Business took businessmen to task for careless handling of just such cases in ways which needlessly sacrificed consumer goodwill. It appears that the writer in question decided to wax his own car. He bought at the local service station a brand of wax which carried on the label a statement that this particular wax had been tested by the oil company's laboratories and approved. After he had done a good job of applying the wax, the result was beautiful until the first summer shower turned the job into what he described as "a sticky, blubby mess." Upon reporting the matter in a polite letter to the district office of the oil company, he received no answer. A second letter in which he pointed out that it cost him \$5 to have the stuff removed from his car brought a curt reply that since the company did not manufacture the wax, it could not be responsible for the results. Finally a letter to the main office of the refining company brought the prompt reply that the matter would be referred to their research department; that was the last he heard of the matter.

With a high-powered publicity department doing its stuff, and with the corporate accounting department dealing in six and seven figure sums, the large manufacturer too often feels that it is of little importance for him to handle small items or pay attention to the details of consumers' problems and complaints. This is a mistake, for the more the large companies fail to carry out intelligent policies toward the consumer, the more small companies, which do not mind handling and caring for one, two, and three figure accounts, will take over. The cap-

ains of industry must be aware that in the days of keen competition for the consumer's favor that will inevitably come in the post-war reconversion days, failures to make good or to render intelligent service on what appear to be small matters, will count against even large well-established firms with big appropriations for publicity and advertising.

One solution for preventing such occurrences is to transfer the so-called expeditors, who during the war have had the task of getting to a plant all the materials needed on a particular war job so that production would not be delayed at any point, to the problem of coordinating the output, instructions, and correspondence of the various departments. With such coordination, one department would not sell a grease for a job that another department held would be better handled by some other method of servicing, and when the motor manufacturer did sell grease, it would go out accompanied by instructions that applied to the particular motor regarding which the customer wrote—not some equipment which he has never seen and will never use.

Such an attitude toward customers is more than a matter of detail. It represents a corporate point of view and outlook that will not only prevent the development of consumer ill-will, but will keep the company out of trouble with governmental agencies like the Federal Trade Commission. It has been reported that the Commission is very fully staffed with young lawyers; many of these will undoubtedly be quite active in finding and, if possible, making reasons for their continued employment when the economy drive that is starting in Congress really gets under way.

Abridged Cumulative Index of Previous 1945 Issues Consumers' Research Bulletins

	Month and Page
Anti-tarnish preparations†.....	June, 24-25
Baby oil†.....	May, 11-12
Batteries, flashlight, rechargeable†.....	Aug., 21-22
Beans, baked†.....	July, 7-8
Canned green and wax, unpopular.....	Aug., 4
Bottle closures†.....	Aug., 14
Bouillon cubes and broth extracts†.....	Mar., 21-23
Canned vegetables and fruits†.....	Apr., 10-16
Canners, pressure†.....	May, 5-11
Cementing materials, household†.....	Aug., 15-16; 30
Cereals, breakfast, vitamin content†.....	May, 21
Chocolate, baking, and a chocolate syrup†.....	May, 16-17
Cleaners and detergents, fabric and rug†.....	July, 21-23
Cola drinks†.....	June, 9-10
Corrections and emendations to CR Bulletins†.....	Jan., 24; Feb., 31; Mar., 11; May, 25
Dog feeding and dog foods.....	Jan., 15-17; Feb., 30
Editorial.....	each issue, page 2
Film, photographic.....	Feb. 14-15; Apr., 25; June, 21-22; July, 16-21
Army surplus†.....	Aug., 17
Foods, colors for and colored†.....	June, 11-14
Gloves, women's fabric†.....	Mar., 5-7
Hats, men's felt†.....	Apr., 8-10
Hosiery, women's, treating preparations†.....	June, 23-24
Housing, how much to pay.....	Jan., 5-9
prefabricated†.....	Mar., 16-21
Irons, new electric†.....	Feb., 5-9; Apr., 16-18
Linoleum, care of.....	May, 22-24
lacquers and varnishes†.....	Jan., 18-20
Mildew-proofing agents†.....	July, 11-15
Motion pictures†.....	each issue
Observation Post†.....	each issue, page 3
"Odor dispersers," new†.....	Apr., 20-22
Olives, canned ripe†.....	Aug., 9-10
Ovenware, glass†.....	July, 5-6
Peanut butter†.....	Mar., 12-13
Pencils, colored leads for and colored†.....	Aug., 24, 31
Phonograph records†.....	each issue
Raincoats, girls' and women's†.....	Apr., 5-8
men's†.....	Mar., 8-11
"Refrig-O-Master"†.....	Apr., 22-23
Rugs, Oriental†.....	Feb., 15-18
Shoe trees, men's†.....	Mar., 13-16
Silver polishes and cleaners†.....	May, 18-21
Socks, men's†.....	Aug., 5-8
Stop-leaks, automobile radiator and house-heating boiler†.....	Aug., 18-20
Sunburn preventives†.....	July, 9-11
Teeth, effects of acids in foods on†.....	Aug., 11-14
Thermometers, clinical†.....	June, 19-21
Tomato juice†.....	Jan., 12-14
Toothbrushes†.....	June, 5-8
Toothpaste, Ipana†.....	Aug., 3
Vitamins and vitamin preparations.....	Jan., 3, 12-14; Feb., 3-4; Mar., 4; Apr., 3; May, 21; Aug., 4, 20-21
Waxes, floor†.....	May, 13-16

†indicates that listings of names or brands are included.

Rat

THIS section aims to give digest of opinion from ranging from the motion picture Parents' Magazine, which is not only on their quality as their suitability in various aspects. It should be emphasized that ratings which follow do not represent of a single person but are based on the reviews appearing in sonicals. (See January 1945 issue for the reviews.)

The figures preceding the indicate the number of critics who rate the film A (recommended) and C (not recommended).

Audience suitability is indicated by adults, "Y" for young people, children, at the end of each listing.

Descriptive abbreviations:
adv—adventure
biog—biography
c—in color (Technicolor or Cinecolor)
car—cartoon
com—comedy
cr—crime and capture of criminals
doc—documentary
dr—drama
fan—fantasy
hist—history
mel—melodrama
mus—musical
mys—mystery
nov—novel
rom—romance
soc—social
tras—travel
war—war
wes—western

A	B	C	
—	—	5	Adventures of Kitty...
—	11	4	Affairs of Susan, Tl...
—	9	3	Along Came Jones...
4	5	—	Anchors Aweigh...
—	5	1	And Then There Were...
—	2	5	Army Wives...
—	2	1	Arson Squad...
—	9	1	Back to Bataan...
—	4	2	Beautiful Cheat, T...
—	5	5	Bedside Manner...
5	5	1	Bell for Adano, A...
—	4	12	Belle of the Yukon...
—	6	—	Bells of Rosarita, T...
—	7	10	Betrayal from the l...
—	6	7	Between Two Wom...
—	3	5	Bewitched...
—	3	7	Beyond the Pecos...
—	3	7	Big Bonanza, The...
—	3	5	Big Show-Off, The...
—	2	6	Blonde Fever...
—	2	5	Blonde from Brook...
—	—	6	Blonde Ransom...
1	11	1	Blood on the Sun...
—	12	3	Body Snatcher...
—	1	5	Boston Blackie's R...
—	2	5	Bowery Champs...
—	11	3	Brewster's Millions...
—	9	4	Brighton Strangler...
—	12	3	Bring On the Girls...
—	2	8	Bullfighters, The...
2	11	4	Can't Help Singing...
2	4	—	Captain Eddie...
—	2	3	Caribbean Mystery...
—	—	5	Castle of Crimes...
—	5	4	Cheaters, The...
—	2	5	Chicago Kid...
—	7	8	China Sky...
—	4	4	China's Little Devi...