

the matter in a speech made several months ago in Chicago in which he cited the case of a Washington store that had announced price cuts on all merchandise except items on which prices were fixed by manufacturers. He criticized such manufacturers for failure to permit the lowering of prices of price-fixed products. One trade journal, in discussing the speech, pointed out that manufacturers in their own interest had best make it plain as soon as possible that "fair trade" was forced on them by small retailers, or the discontent with price-maintenance policies might become serious.

Resale price maintenance or "fair trade" is not the only technique in wide use for keeping prices high. For many years there have been cases where unions have been responsible for the same sort of action. One instance in recent months is that of a West Coast CIO fishermen's local which frankly set out to "stabilize" prices of fish by requiring dealers in certain California communities to sign price contracts or be picketed. An AF of L fishermen's union on the East Coast put on a selling strike to keep prices high. An AF of L lumber union and a West Coast organization of lumber concerns

were found to have an agreement to fix prices and wages to keep out-of-state lumber manufacturers from shipping and selling their products within the area covered by the agreement. Attempts of unions and employers to limit the use of spray guns for painting on housing projects, and a myriad of other costly restrictions on other labor-saving devices in the building field have played a large part in pricing homes right out of the market for a great many people. A milk drivers' union in Chicago demanded a contract which would increase the percentage rate of their commission as the number of quarts sold became larger, with the idea of making milk sold in stores more expensive, and so encouraging the demand for home deliveries—with more jobs for wagon drivers. (The store milk-delivery drivers now average \$143 a week; 52 receive \$8400 to \$13,000 a year.) And left-wing labor groups constantly press demands that milk, which they hold to be a vitally necessary food for low-income families, should be sold at lower prices!

The proponents of all of these devices for maintaining or increasing prices have ingenious arguments for their position; they in-

variably attempt to show how much better it is for the community to have "stabilized" conditions and avoid "cut-throat competition" which causes bankruptcy and unemployment. (Any kind of competition is, of course, "cut-throat" competition to the manufacturer, dealer, or labor leader who is trying to "stabilize" prices or wage rates.) Only consumers are supposed to take the statesmanlike point of view on matters affecting their pocketbooks and sacrifice themselves for what is held out to be the common good. There are some signs, however, that the man who is footing the bills is getting a little restive. Whether he will get sufficiently irritated at the price-fixers to speak out plainly to his local newspaper, his congressman and senators, and at meetings of the various organizations to which he belongs remains to be seen. One thing is certain: if consumers once understand the actual effect on their pocketbooks of these price-fixing practices conducted under governmental approval and with the aid of state and federal laws and regulations, they can and will secure a long-overdue change in policy on the part of both government and industry.

Photo-S

THE outstanding characteristic common to all 2 in. x 2 in. slide projectors now on the market is the inordinately high price charged for a device requiring little machine work and cheaply made from sheet metal or castings. Even the best objective lenses used on projectors of the types tested are of moderate cost to manufacture, since they require correction for only a narrow angle; the satisfactory performance of the Petzval lens of the *Spencer* projector is proof that even anastigmatic correction is not necessary. (The condensing lenses are not even of optical glass, and are inexpensive to make). Prices of from about \$40 to over \$70 for the less undesirable projectors are relatively even higher than today's very high prices for cameras. There seems to be no reason why a 300-watt projector should sell at a price materially higher than that of a 100-watt model, since the only important differences are the bulb (about \$2 at retail more for the 300-watt than for the 100-watt), the larger housing of the 300-watt model, and perhaps the addition of a small piece of heat-absorbing glass worth a few cents.

Projectors which will handle 2 1/4 in. x 3 1/4 in., or 2 1/4 in. x 2 1/4 in. and smaller slides are now appearing on the market. Such projectors, if satisfactory, will permit users of cameras which take No. 120 or B2 roll film to project slides made with Ansco Color roll film and at a cost somewhat less than for Kodachrome. (See Table I.)

The requirements of a good projector are:

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