

Moving Forward

Marshall Field & Company presents here each day observations and opinions intended to be of interest and value to those it seeks to serve.

OLD ADVICE

By CALEB

ONE thing there is that does not change much with time. That is good advice.

Daniel Defoe—that writing juggernaut of old, best known for Robinson Crusoe and Moll Flanders—was a great giver of advice.

In 1726 there was published his book, "The Complete English Tradesman," showing that the writer of fiction need not confine himself forever to that department of literature.

Defoe may never have been a shopkeeper. But if he were on a shop today, many a department store might profitably employ him.

Here is a typical excerpt from the "English Tradesman":

"Nothing can give a greater prospect of thriving to a young tradesman, than his own diligence; it fills himself with hope, and gives him credit to all that knows him; without application nothing in this world goes forward as it should do; let the man have the most perfect knowledge of his trade, and the best situation for his shop, yet without application nothing will go on."

"Such a shop, says the customers, stands well, and there is a good stock of goods in it, but there is no body to serve, but a prentice-boy or two, and an idle journeyman; one finds them always at play together rather than looking out for customers; and when you come to buy they look as if they did not care whether they shew'd you anything or no. One never sees a master in the shop if he go twenty times, nor any thing that bears the face of authority."

Presumably, down through the years, every good merchant has conscientiously applied himself to the task of seeing that customers were "looked out for." And yet down through the years there is no question that employs from time to time have given customers the impression that they "did not care" whether they showed anything or not. Good advice changes but little because human nature changes but little.

Today, every one with advice to be given, if he is conscientious, gives the same advice Daniel Defoe gave merchants, to those many years ago. "Be diligent. . . . Without application, nothing goes forward as it should. . . . if you do not apply yourself, you will not progress."

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TOLL OF INJURED FROM FIREWORKS RISES; NOW 146

List of Casualties Doubles Figure for 1936.

New York Toll, 845

A total of 389 cases of fireworks burns and injuries were treated in New York hospitals yesterday. With the 456 reported on Sunday, the toll of the celebration there was 845, higher than last year's 838, but still below the 2,640 in 1935. St. Louis reported more than 100 fireworks injury cases.

Chicago surveyed its Fourth of July casualties from firecrackers and other explosives last night, and while rejoicing that no fatalities had resulted, could not say it had been the safe and sane Fourth that was expected. One hundred and forty-six persons, mostly children, in the city and suburbs, were injured by firecrackers during the three day holiday.

This was more than double last year's total of sixty-one. Last year, however, there was one death. Chicago, with most of the nation, escaped firecracker fatalities this year. Only two were reported in the entire country last night. A girl 8 years old died in Woonsocket, R. I., and a girl 9 years old in Baltimore, Md.

85 Injured in Day

In Chicago, 85 persons were injured yesterday, more than on both Saturday and Sunday, when 61 were injured. One of those most seriously hurt was Raymond Kanter, 7 years old, whose eyes were burned by a rocket Sunday night in Wick's park, west of Wauconda in Lake county.

Chicago police who tried conscientiously to make the holiday safe by arresting fireworks vendors and others asserted last night that their fight is not over. They said they were handicapped by outside communities which do not ban fireworks sales. Capt. John Prendergast, head of the uniformed police, said that every one interviewed by the purpose of learning where fireworks were purchased. "We cannot control areas in the county which refuse to cooperate in a safe and sane Fourth," said Capt. Prendergast, "but we can and intend to hunt out every local seller who violated the city ordinances against the sale of fireworks."

Reduction in Fatalities.

Year by year, since 1899 when THE TRIBUNE began a nation-wide campaign to make the Fourth safe and sane, there has been a noticeable re-

duction, especially in Chicago, in fireworks fatalities and also casualties. The Fourth just ended appeared, strangely, to show a change.

This year, as in previous years, police and press began their safety campaign early. Schools aided as heretofore. While the casualties were more numerous than last year, the Fourth, police said, was less noisy than usual. This would indicate, they said, that the quantity of fireworks used had diminished.

The move for a safe and sane Fourth inaugurated by THE TRIBUNE in 1899 followed the printing of the tabulation of the many dead and injured in celebrations that year.

VICTIMS OF FIREWORKS IN CHICAGOLAND

One hundred and forty-six persons, most of them children, were injured by fireworks in Chicago and suburbs over the week-end holiday. Sixty-one were hurt Saturday and Sunday and eighty-five yesterday. Those hurt yesterday and twelve injured Saturday and Sunday, but not reported until yesterday, were:

ALLEN, MRS. MOLIE, 30 years old, 4530 Blackstone avenue, burned hand.
AIELLS, JO, 7 years old, 900 South Seeley avenue, hand burned.
ALLEN, LESLIE, 12 years old, 121 North 15th avenue, Melrose Park, hand burned.
ASPARS, ZENOPHON, 51 years old, 1520 North La Salle street, burned hand.
AXEN, JOHN JR., 16 years old, 1700 North Whipple street, hand burned.
BARVITZ, FRANK, 31 years old, 2022 Canalport avenue, hand burned.
BENES, RICHARD, 7 years old, 2518 Wesley avenue, Berwyn, burned hand.
BURDA, VIOLET, 19 years old, 2445 South Troy street, burned hand.
BURNS, JAMES, 28 years old, 2450 West Van Buren street, hand burned.
CALAMIA, PETER, 12 years old, 830 South Paulina street, hand burned.
DALTON, CHARLES, 21 years old, 40 114th place, burned hand.
DAVIS, BENNY, 8 years old, 2811 West Adams street, thigh burned.
DITCHIE, ROBERT, 13 years old, 3346 Lexington street, burned back.
DYORAK, GEORGE, 35 years old, 3028 Cermak road, burned face.
EGGLESTON, ROBERT, 9 years old, 319 South Washtenaw avenue, hand burned.
ELENDT, VERNON, 13 years old, 3044 South Komensky avenue, hand burned.
EVANS, MARGUERITE, 25 years old, 4645 South Albany avenue, hand burned.
FARLEY, JOHN, 6 years old, 2437 Polk street, hand burned.
FRADIN, ARTHUR, 15 years old, 4648 North Sacramento avenue, hand burned.
FITZGERALD, MARGARET, 8 years old, 7348 Woodlawn avenue, burned about eyes.
FORMICA, ANTONIA, 7 years old, 661 North Aberdeen street, hand burned.
GRACHOWSKI, MITCHELL, 22 years old, 1302 West Huron street, face burned.
GASBOWSKA, ESTHER, 9 years old, 2301 16th street, burned hand.
HEMON, OLIVER, 11 years old, 746 Wesley avenue, Oak Park, burned hand.
HOGAN, FRANK, 8 years old, 2802 West Jackson boulevard, hand burned.

IRWIN, GLORIA, 7 years old, 128 South Aberdeen street, hand burned.
JULIAN, ROBERT, 9 years old, 8145 Vernon avenue, burned hand.
KAPLAN, JOSEPH, 27 years old, 805 South 15th street, Maywood, hands burned.
KEEN, LILLIAN, 10 years old, 5255 West Adams street, hand burned.
KOTLIK, WILLIAM, 11 years old, 4827 North Ashland avenue, hand burned.
KOZIA, CHESTER, 18 years old, 2621 North Hamlin avenue, cut on right ankle by tin can placed over firecracker.
KUNIS, LOUIS, 8 years old, 1525 East 75th street, burned hand.
KAY, CHARLES, 9 years old, 6253 South Sacramento avenue, hand burned.
LENGEN, JOSEPH, 46 years old, 1101 North Winchester avenue, face burned.
LUCAS, MARK, 10 years old, 2075 Ogden avenue, hand burned.
MAIO, MARY JANE, 10 years old, 1114 Newport avenue, left hand burned.
MCKIVITT, KENNETH, 16 years old, 3033 West Congress street, face burned.
MCLEAN, EMMA, 19 years old, 4322 Blanchard avenue, Congress Park, face burned.
MARLOCK, CLARENCE, 10 years old, 2835 North Avenue, burned hand.
NITTI, MARGARET, 11 years old, 1144 Orleans street, burned hand.
O'DONALD, JOHN, 10 years old, 5030 Fulton street, hand burned.
PETERS, CLARENCE, 12 years old, 1341 Maple avenue, Berwyn, burned hand.
PETERITTI, ANGELO, 13 years old, 724 South Claremont avenue, hand burned.
PISTILLI, ANGELO, 61 years old, 1525 North Mayfield avenue, arm burned.
PROCACIO, VICTOR, 13 years old, 2202 Race street, hand burned.
RAE, GENE, 10 years old, 2032 West Harrison street, right hand burned.
REAFSNIDER, SEILEY, 36 years old, 2929 Warren boulevard, hand burned.
REMMACKER, KENNETH, 10 years old, 6239 Drexel boulevard, arm burned.
ROGERS, RONALD, 9 years old, 3330 Parnell avenue, hand burned.
ROMANO, HARRY, 48 years old, 1330 South Talman avenue, WPA laborer, face and hands burned.
SAMPSON, LOUIS, 11 years old, 1920 West Ohio street, right hand burned.
RUSSELL, CARMEN, 10 years old, 906 South Marshfield avenue, hand burned.
SALOR, DALE, 6 years old, 2232 North Halsted street, right hand burned.
SAMPSON, LOUIS, 11 years old, 522 South California avenue, burned on face.
SCHULTZ, LA VERNE, 11 years old, 4747 Patterson avenue, right hand burned.
SWITZ, JAMES, 12 years old, 2833 South Maple avenue, Berwyn, cut face.
SEKURA, MIKE, 28 years old, 2656 Washington boulevard, right hand burned.
SHEENAN, THOMAS, 13 years old, 1415 South Karlov avenue, hand burned.
SHERIFF, SENATOR, 11 years old, 6136 North Aberdeen street, hand burned.
SHERWOOD, BETTY, 9 years old, 435 Forest street, Forest Park, face and hand burned.
SHOFTEL, MARY, 14 years old, 827 Forest avenue, River Forest, burned hand.
SLATER, RENA, 21 years old, 1526 West 15th street, left arm burned.
SLOAN, ZYBAL, 12 years old, 2101 South Avers avenue, hand burned.
SMITH, ANNA, 9 years old, 6363 Shields avenue, hand burned.

SHOLINSKY, MRS. ROSE, 32 years old, 1316 South Kolin avenue, burned hand.
STANISH, STANLEY, 7 years old, 550 Cullerton street, face and hands burned.
STEINBERG, LEONARD, 10 years old, 110 South Lotus avenue, burned hand.
STOUT, WILLIAM, 14 years old, 3810 Butterfield road, Bellwood, hand burned.
SULLIVAN, PATRICK, 11 years old, address unknown, hand burned.
TARNS, HARRY, 15 years old, 2125 West Coulter street, right leg burned.
WEAVER, GORDON, 12 years old, 808 North Humphrey avenue, Oak Park, fingers burned.
WEBER, PETER, 61 years old, 4301 West Congress street, left leg burned.
YOUNG, WILLIAM, 10 years old, 1112 South 6th avenue, Maywood, face burned.

The following persons, previously unreported, were injured Saturday night and Sunday:
BONOW, WILLIAM, 13 years old, 3710 West 64th street, burned hand.
DISKIN, MARTIN, 9 years old, 6616 University avenue, burned arm.
EVANS, LAVERNE, 18 years old, 5323 South Union avenue, burned hand.
GBUR, ANTON, 14 years old, 9214 University avenue, burned hand.
JOHNSON, MRS. MARGARET, 31 years old, 6407 Ellis avenue, both hands burned.
JOHNSON, RAYMOND, 24 years old, 320 West Oak street, burned hand.
KABELIS, JOSEPH, 6 years old, 49 East 102d place, burned hand.
LOYALTUTA, JOHN JR., 10 years old, 537 West Oak street, burned hand.
MONGE, SVEN, 19 years old, 8168 Cornell avenue, burned hand.
SZELLUNG, CHESTER, 23 years old, 8602 Exchange avenue, burned hand.
TREMAYNE, WILLIAM, 15 years old, 5106 Massachusetts avenue, burned arm.
VALKAS, ROBERT, 11 years old, 7007 South Washtenaw avenue, burned hand.

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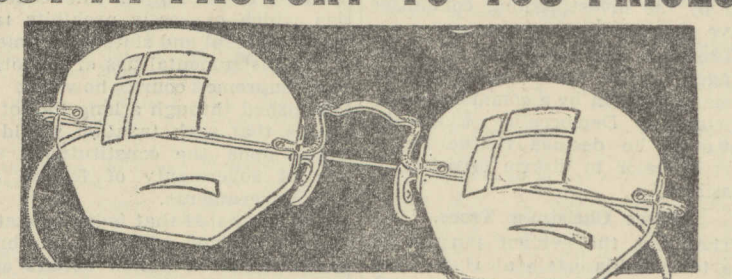


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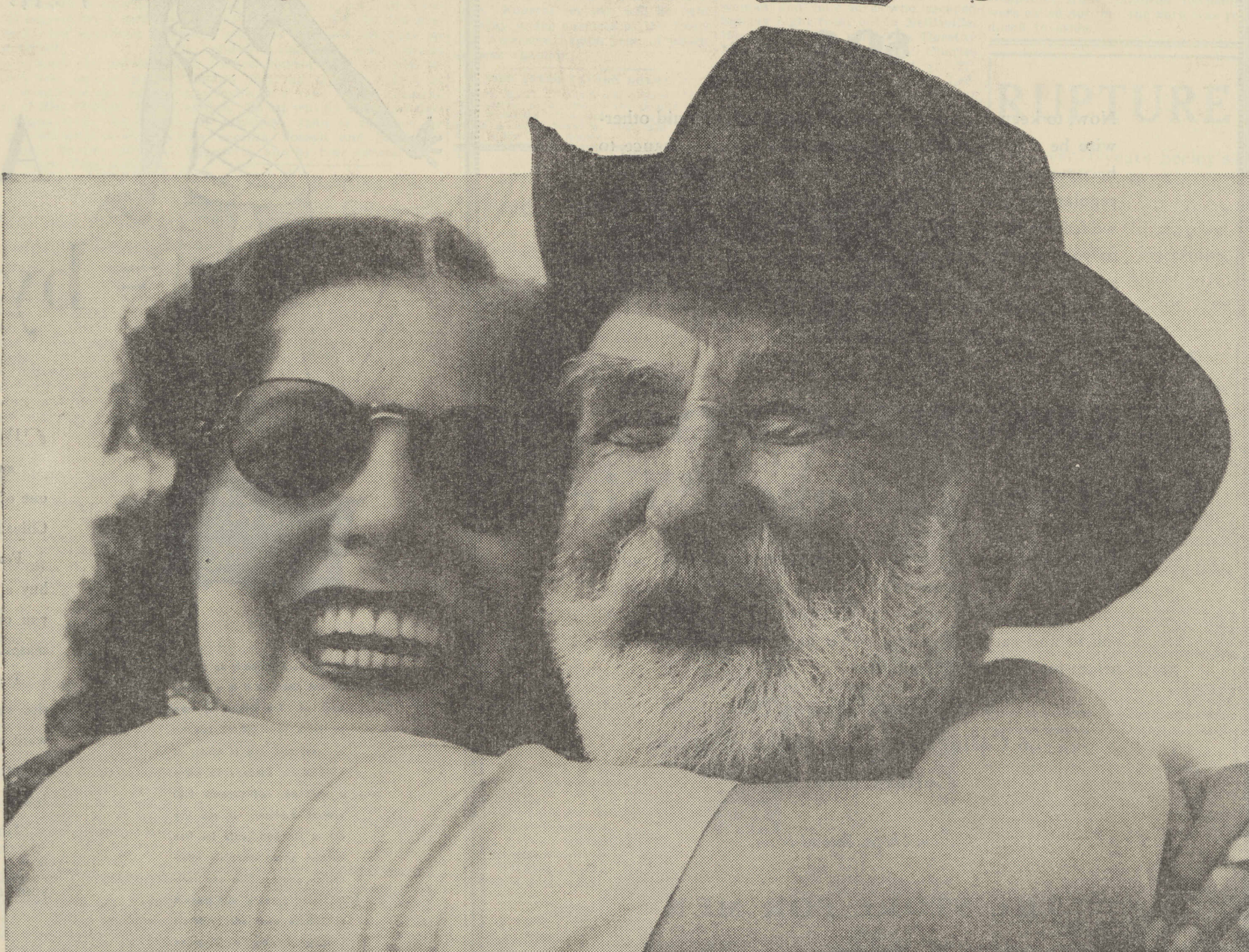
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