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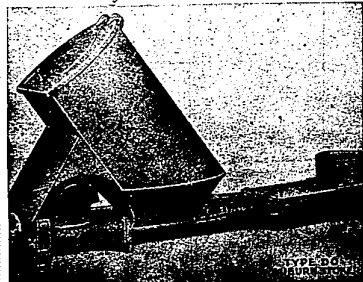
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WORLD FAME CALLS JERRY McSAFETY



Jerry is finally on his way to fame and glory. Since 1933 thousands of schoolchildren have absorbed goggle-coated safety lessons from Jerry, a ventriloquist's dummy, and his owner Sergeant Fernelius, of the Detroit Police Department.

Because of his other duties as a policeman, Fernelius has been unable to devote the amount of time he would like to bring Jerry's inspiring and amusing safety lectures to the children of the country. So, the Detroit Police Department has granted Fernelius a leave of absence, convinced that the antics and wisdom of Jerry McSAFETY are a valuable service to the safety of American children.

And now Jerry has his chance. Ford dealers are now sponsoring this renowned safety authority. Jerry will go on tour and appear before student audiences everywhere, spreading his instructive gospel throughout America. Adult lecturers cannot compete with McSAFETY's toothy engaging grin, eyes that wiggle, and a fast and furious line of witty patter and songs. Instead of looking for the nearest exit when they hear the safety slogans, Jerry's presentation makes the children roar and beg for more.

The credit for Jerry goes rightly to Sergeant Fernelius, who created this entertaining lecturer. It was during his first year with the Detroit Police Force, Safety

Department, that Fernelius decided he could get more attention and make a more lasting impression if he could make his talks entertaining as well as informative. So, Jerry was created, and dressed in a junior size regulation police uniform, complete with shield, handcuffs and revolver. Then Fernelius designed his safety talk into a fast-moving dialogue in which he modestly gives the dummy all the best lines.

Jerry was named in a city-wide contest. The name "Jerry McSAFETY" is internationally known. During the war, Jerry and his master travelled 20,000 miles by plane, boat, train, truck and jeep, to entertain troops in Europe.

But now that the war is over, Jerry's place is in America, teaching safety to school kids. The Ford Dealers, and Sgt. Fernelius are planning an extended tour, which they hope will cover every school in America. The first part of the tour starts December 1, and will cover Michigan and Ohio. If Jerry's past record is any indication, he should become one of the most famous safety lecturers in the world, because a cop who is as entertaining as Jerry, even when he barks, "Hey, you, pull over to the curb," is a hard man to forget.

Michigan Potato Outlook None Too Bright

The long-time outlook for the Michigan potato industry depends quite largely on what happens in the market when the government support program is discontinued according to C. L. Nash, Michigan State college farm specialist.

Today the nation has the highest potato yield in history. The 1947 quota calls for less acreage. In Michigan the quota is 164,000 acres, or 70 per cent of the 1937-1941 average acreage.

With present production practices increasing yields annually, Nash believes it is conceivable that the U. S. production per acre could reach an average of 200 bushels in the next five years. If producers make more net dollars per acre selling a potato crop at support prices than in raising other crops, production above market requirements might continue.

The problem of Michigan producers is one of producing, grading, packing and merchandising potatoes that meet consumer acceptance.



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Michigan Mirror

(Continued from Page Two)
Lansing — built to unrealistic heights by emphasis on the \$125,000,000 cash balances — collided squarely with inflation in operating costs.

The result was a voters' dissatisfaction with effects of inflation. It is very doubtful that this amendment would ever have been adopted in normal times. Inflation created the condition whereby voters acted as they did.

Now comes the news at Lansing that inflation of operating costs — higher cost of food, supplies, labor, etc. — will require higher appropriations for state departments and institutions, such as prisons, hospitals and colleges. Requests for legislative appropriations have risen to \$212,000,000 for the coming fiscal year. However, revenues are estimated at only \$144,000,000 because of the diversion of 75 per cent of the sales tax back to home governments.

The difference is \$68,000,000. The final amount may be more or less.

Clarence W. Lock, deputy revenue commissioner, estimates the prospective deficit at \$55,000,000. He points out that state aid to local governments and public services has mounted from \$41,000,000 in 1932 to \$180,000,000 by last June 30. It will go higher next year at a time when the state is being asked to finance a veterans bonus, maintain facilities for education of veterans at colleges, and otherwise provide services all of which have been authorized by state legislators elected from home communities.

The states current dilemma is much the same as the inflation problem confronting all business and industry. James D. Monahan, president of Willys Overland, explained the paradox of inflation

the other day in these words: "During October we operated at a loss because our sales prices were out of line with increased costs. Prices are too high because costs are too high. Costs are high because we are spending too much money for too little production."

Irving Fisher, noted economist, warned November 20 that we are living in a fools' paradise due to governmental mismanagement of money — sale of too many government bonds, to banks in return for newly created credit — checkbook money or "invisible greenbacks" — which now total \$110 BILLION DOLLARS. The banks' demand deposits last week were in excess of \$30 BILLIONS. That's a lot of money, a lot of pressure, at a time when shortages are widespread.

James Truslow Adams, noted historian and writer, declared Nov. 19 that "the crash will make 1929 look like a piker". Listen to this:

"After every war, eventually the loss of capital goods has to be made good, and it can only be made good the hard way. In this World War we have destroyed more capital goods than ever before in the history of the world, and the crash will be correspondingly great."

Randall R. Penhale, state director of the school savings program sponsored by the U. S. Treasury department, dropped in at the writer's office last week to discuss the need for thrift in today's period of fantastic inflation. Penhale's remedy: Buy only what you actually need save as much money as you can. Today's inflation is certain to be followed by times of great distress.

We extend to the legislature our personal sympathy in their efforts to avert Michigan's financial distress. Regardless of what they do, it will be wrong to some persons.

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