

Construction has begun on the three apartment buildings designed for married students at Michigan State College, officials have announced.

The three brick-veneer buildings, each costing approximately \$100,000 and containing 12 apartments, are scheduled for occupancy sometime next autumn.

The buildings will be "pilot" models in the college's overall program to replace MSC's "trailer village." Each apartment will contain a built-in range and refrigerator. Rent will be about \$60 a month.

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These are precautions that can be taken to protect public health and prevent great economic loss from disease. The department has other responsibilities involving grading of products, conservation, drainage and local agricultural organizations.

Public's faith in the market's food products is the best testimony for the good job that is being performed daily by the Michigan Department of Agriculture.

Looking Ahead

By DR. GEORGE S. BENSON

(Continued from Page Two)

In all my lectures, I have taught one doctrine, namely infidelity of the private man. Emerson was born in Boston May 25, 1803. He graduated from Harvard and became a preacher. He left the pulpit to write the great essays that have given him a place in the eternal literature of the world. "The one thing in the world of value," Emerson said, "is the active soul. As a man thinketh so is he, and as a man chooseth so he and so is nature. My children, said the man to his boys scared by a figure in a dark entry, my children, you will never see anything worse than yourselves."

On social progress, Emerson wrote, "Social progress depends on individual progress. A man must be able to stand alone before he is able to cooperate to any advantage."

All these ideas are worth serious consideration in an age when much of the political opinion of the world seeks to enshrine the State and subordinate the individual.

Michigan Bell Rate Increase Hearing Recessed

Seeks Recognition Of Business Costs

The Michigan Bell Telephone Company rate case before the Public Service Commission is in indefinite recess after week-long hearings highlighted by the company's appeal for recognition of its "real costs" of doing business.

Michigan Bell seeks a general rate increase averaging 3 cents a day per telephone with residence users asked to pay only 2 1/2 cents daily per telephone on the average.

Company witnesses hammered home the contention that regulation should take into account that the dollar of today is worth only half that of pre-inflation times and the effect of this change on costs of doing business.

Clifton W. Phalen, Michigan Bell president, keynoted the company's case with testimony that "the only reason we are here is to make sure we can continue to give good service and meet expanding needs."

"There can be no other reason. We don't pay bonuses. We don't cut any melons. Our dividend policy has been conservative. We have no reason to ask for excessive earnings."

Like it or not, the general price level of today is here to stay, Dr. Paul W. McCracken, professor of business conditions at the University of Michigan, testified.

In support of his contention, he said expansion in the money supply is largely permanent, wages will rise at least as fast as productivity, and public policy will not tolerate the unemployment that deflation would bring about. To reduce prices to their pre-war level, he said, would put 30 million people out of work.

Dr. William A. Paton, professor of accounting and economics at the University of Michigan, said Michigan Bell's "real costs" are understated and its "real earnings" are overstated because standard accounting procedures do not give proper recognition to the cheapened value of today's dollar.

Paton said he recognized "the validity of standard accounting records used by and prescribed for the company," but emphasized that he needed interpretation for regulatory purposes. He recommended supplementary statements to reflect "real costs" in line with the current value of the dollar.

Company witnesses said that rate increases have not depressed the demand for telephone service, citing the waiting list for new and higher grades of service.

Ferry B. Allen, assistant comptroller, said the cost of money to the Bell System is at least 7 1/2 per cent and urged a return for Michigan Bell somewhat higher.

Several motions to rule out company testimony by counsel representing four intervenors were denied by the Commission.

The Commission will set the date later for resumption of hearings.

'House Of Tomorrow'

Mrs. Marie H. Aldrich, 29215 Grand River Avenue, was a guest last week at Lever House, the world famous glass and stainless steel headquarters building of Leathers Company in New York.

Among the remarkable features shown were the unique window washing equipment for the 1,041 windows of the "house of tomorrow," the colorful gardens on the ground floor and terrace, the use of 32 color combinations in decorating the offices and quarters of the company, and the Lever test kitchens where the recipes are developed.

Lever House, acclaimed the outstanding building of 1952 by the American Institute of Architects, is constructed of glass and steel. The twenty-four story building gives a vivid impression of an inverted letter 'T' floating against the New York skyline. This unique appearance is created by the open arcade and glass-enclosed lobby on the first floor, interrupted only by graceful structural columns.

GUEST SPEAKER

Dr. Harold Dremeyer, executive secretary of the Conference Board of Education, Detroit Conference of the Methodist Church, will be the preacher of the First Methodist Church of Farmington on August 2, 1953, at 10:15 a.m. Mr. Leonard Stidwell, a member of the local congregation, will conduct the Worship Service and introduce the speaker.

Petroleum industry progress is indicated by the fact that, in three years time, the number of federal radio licenses in the industry increased 130 per cent. Radio speeds communications in oil fields, pipe line operations and refineries.

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