

FLINT GARRISON, 72, TRADE PUBLISHER

Founder of Magazine Bearing
His Name Dies—Had Been
Consultant on Dry Goods

Special to THE NEW YORK TIMES.

WHITE PLAINS, N. Y., Oct. 21
—Flint Garrison, founder of Garri-
son's Magazine and president of
the Garrison - Wagner Printing
Company, died in the White Plains
Hospital today after a long illness.
His home was at 145 Edgemont
Road, Scarsdale.

Mr. Garrison was born seventy-
two years ago in De Witt, Ark. He
attended Arkansas public schools,
but interrupted his education after
the death of his father to become
a clerk in a dry goods store in Bee-
ville, Tex., when he was 15 years
old. Later he attended St. Joseph's
College in Victoria, Tex.

By the time he was 24 the work
he had done on newspaper adver-
tising for the stores that employed
him attracted the attention of
trade publications in New York
and St. Louis, which offered him
positions. He accepted the St.
Louis offer, joining The Drygoods-
man in 1900. Ten years later he
became president and editor in
chief of the publication.

In 1913 Mr. Garrison organized
the printing firm of which he con-
tinued as president and which now
is one of the largest in the West.
To meet the need of a suitable
place for the St. Louis Fashion
Pageant, Mr. Garrison later helped
promote the construction of the
Garden Theatre.

During the first World War he
was a "Dollar-a-Year-Man," work-
ing to advance war industries in
St. Louis. In 1919 he accepted the
Democratic nomination for Presi-
dent of the Board of Aldermen. He
was defeated.

Mr. Garrison came to New York
in 1929 and for eight years was
director-general of the Wholesale
Dry Goods Institute of New York.
He established, in 1938, his mag-
azine for independent retailers in
the dry goods and allied lines.

Mr. Garrison had served as a
code chairman under the National
Recovery Act, a consultant to the
Office of Price Administration and
as a member of the Small Business
Advisory Committee of the De-
partment of Commerce, as well as
on a subcommittee of the Com-
mittee on Economic Development.
He formerly was a director of the
St. Louis Chamber of Commerce.