

Businessmen Hunt For Ways To Boost Profits, Reduce Costs As Failures Increase This Year

By RADER WINGET

NEW YORK.—(AP)—If you want to stay in business, you've got any time since the war. And they are searching for old and new to make money.

That's being driven home to businessmen more today than at ways to increase their earnings and cut costs.

A growing number of businesses have learned the stark fact—"no profits, no business."

So far this year there have been more than 8,000 commercial and industrial failures throughout the country. For the same period of last year failures ran to a little under 4,500. And in 1947 they were just under 3,000. The figures come from Dun & Bradstreet.

Small firms are the hardest hit. Bankruptcies with liabilities under \$5,000 at present are running at the highest rate since March of 1943.

There's one ray of optimism in the gloom, however. A survey of the memberships of the Los Angeles Credit Managers' association and the New York Credit Men's association disclosed that 70 percent of those replying don't expect any great change in the trend.

That might seem a bit on the negative side, but at least they

don't expect any increase in the number of failures in the next six months. Some of them thought there might be a slight drop in the total.

Business isn't sitting down with mere hopes that the sheriff doesn't padlock its door. There is a lot being done about it.

The Controllingship Foundation Inc., the research arm of the Controlling Institute of America, in a report says: "Typical aggressive action to sustain profits includes the increasing selling effort, the improvement of products to make them more attractive to purchasers, and cutting costs of manufacturing and distribution."

Thief Catching Important

One cost cutting method is catching thieves. Some stores deliberately remove a package from a shipment to see whether it will be reported by an employee. Automatic alarms and electric eyes are used in warehouses. Some found big savings in locking executive telephones at night to prevent unauthorized long distance telephone calls.

Others put phony names and addresses in their mailing lists to test whether a rival company is selling their roster of customers.

Then there is the long-term promotional approach to increase business.

The credit management division of the National Retail Dry Goods association is trying to set up a nationwide method for department stores to figure how much their credit departments cost and why. They are really cutting it fine. They are getting answers to such questions as: How many keys does the operator punch on a billing machine per bill?

And there are the direct appeals to build up business. National Hotel week just closed on that theme. The National Hotel association said the public should know that American hotels have nearly completed a \$2,000,000,000 rebuilding and refurnishing program. They are ready for business. And to stress that, individual hotels during their "week" selected local beauty queens and a "Miss American Hotels." They figure that will boost business.

All of these things add up to more money in the till. And as long as you are making money, you can't go broke.

Oregon Author Signs Contract With Publisher

NEW YORK.—Oregonian author Martha Ferguson McKeown, whose "The Trail Led North," published last year told of her uncle Mont Hawthorne's adventures in the far Northwest of the 80s and 90s, has just signed a contract with Macmillan for her new book, "THEM WAS THE DAYS: Mont Hawthorne's Boyhood." The book will be published early in 1950. It is an account of Mont Hawthorne's years from 7 to 16 and covers his adventures in Virginia, Nebraska, the Black Hills, and Carbon, Wyoming, until he crossed in an emigrant train to San Francisco, and thence by boat to Astoria, Oregon.

Martha Ferguson McKeown, native of Astoria and resident of Hood River, is the granddaughter of Albert W. Ferguson of Salem, a covered-wagon pioneer of 1849 who later became sheriff of Wasco county. Mrs. McKeown is Oregon State regent of the Daughters of the American Revolution.



B-50D HAS 6,000-MILE RANGE—The new Boeing B-50D bomber has two 700-gallon external fuel tanks, a speed of more than 400 miles an hour and a range of 6,000 miles.

Campaign Of Smear Battled By Los Angeles

LOS ANGELES, Nov. 22.—(AP)—This king-size community is battling today to defend its fair name of the City of the Angels.

The chamber of commerce and city council have daubed on their sun-tanned, smog-tinged warpaint and fired a salvo of statements. Their target is a postcard smear campaign which has been telling Chambers of Commerce throughout the nation that Los Angeles is crime-infested and a good place to stay away from.

Mailed from San Diego about Nov. 13, the printed, hand-addressed cards claim that "law and order no longer exist in Los Angeles," that "innocent citizens and helpless tourists are held up, searched, robbed and thrown into filthy, overcrowded jails." The cards recommend that tourists keep away from Los Angeles.

The cards were mailed in the name of the "Public Relations committee of the Los Angeles Citizens Safety council in cooperation with the National Tourists and Travelers association."

Harold W. Wright, general manager of the Los Angeles chamber, labeled the cards "utter balderdash" and said neither organization is known as a bona fide one here.

The city council, in a resolution, blamed politics. That irate body said it is reasonable to assume that the same groups which failed to defeat Mayor Fletcher Bowron at the polls "are at work to destroy the present administration, regardless of the shame and economic loss they bring to

citizens and taxpayers." The resolution asked the FBI and postal authorities to look into the matter.

Pioneer Minister Of Methodist Church Dies

ALBANY, Nov. 23.—(AP)—Dr. David Harvey Leech, 85, retired Methodist minister, died at Hood River Sunday. The funeral was held here.

For a number of years he lived in Sherman county and was a county commissioner there, before moving to Salem in 1898. At Salem he studied theology at Willamette university and on graduation with the first theology class he became pastor successively at Woodburn, Corvallis, Grants Pass, Albany and Eugene.

His active ministry spanned 34 years. He was Methodist pastor here when he retired in 1933. He served two districts—eastern Oregon and Salem—as superintendent.

Survivors include four children: John of Blodgett, Mrs. Eileen McCully of Hood River, Charles of Lebanon and Archer of Portland.

Socialite Wife Beats Husband To Divorce Decree

SHAKOPEE, Minn., Nov. 22.—(AP)—A divorce was granted two weeks ago to Mrs. Jane Alworth Parks, 32-year-old Duluth heiress, from Robert Parks, records in the district court here disclose.

Parks, 32-year-old former New York orchestra leader, had filed suit for divorce in Duluth about three months ago and named Charles (Red) Kuffing, former New York Yankees baseball pitcher, as the key figure.

The complaint charged Mrs. Parks with improper conduct and excessive drinking. He had asked "substantial alimony," custody of their minor adopted son, all joint personal property and their home.

Mrs. Parks' counter suit, filed in Duluth, was moved here through change of venue. The

decree was granted Nov. 7. Documents filed in the case were ordered sealed by the court.

Judge Joseph Moriarity of Shakopee, in a telephone interview, said Mrs. Parks was awarded custody of the couple's adopted son. He did not disclose terms of the property settlement.

Mrs. Parks' grandfather, the late Marshall K. Alworth, Duluth Iron Mining operator, left an estate of more than \$6,000,000 when he died in 1942.

Dunkerque, France, was once ceded to Oliver Cromwell of England in return for the use of his cavalry. Shortly thereafter, it was repurchased by France.

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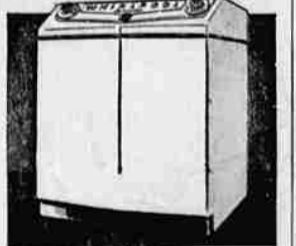
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