

To Stay in Business, You Simply Must Make Money

By RADER WINGET

New York, Nov. 22 (AP)—If you want to stay in business, you've got to make money. That's being driven home to businessmen more today than at any time since the war. And they are searching earnestly for old and new ways to increase their earnings and cut costs.

A growing number of businesses have learned the stark fact—"no profit, 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 per cent 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 Controllability Foundation Inc., the research arm of the Controllers 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."

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 em-

ploye. Automatic alarms and electric eyes are used in warehouses. Some found big savings in locking executive telephones at night to prevent unauthorized long distant telephone calls.

Others put phony names and addresses in their mailing lists to test whether a rival company is stealing 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 refurbishing 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.

Since stripping started at the open pit iron mine in Hibbing, Minn., in 1895 more material has been taken from the pit than was originally excavated in building the Panama Canal.

Succor for All Is U. N. Group Aim

Washington, Nov. 22 (AP)—A world in which "no man need go hungry, or ill-clad, or without a home" was the goal held up today to the food and agriculture organization (FAO) of the United Nations.

The goal was pictured by Norris E. Dodd, director-general of the FAO, at the opening of its annual conference. Representatives of 48 nations are here to tackle the job of how to increase food production in some coun-

tries and how to handle unmarketable surpluses in others. Dodd is a former undersecretary of the U.S. department of agriculture. He said in his prepared text:

"In respect of the state of food and agriculture, 1949 has been in general what farmers call a good year, even if not quite as good in total as 1948.

"Food scarcity is no longer perilous for nearly the whole world, as it was through 1947.

"For more than half the world, however, the old chronic undernourishment continues and hunger is scarcely one meal away from millions. For the world as

a whole, per person food supplies are not as good as before the war."

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Indian Wedding Party—Max Bill Osceola, 20, stands with his bride, the former Laura Mae Jumper, 18, and their attendants at the church in Dania, Fla., following what authorities said was one of the first Seminole Indian weddings under white man's laws of church and state.

Roosevelt Praises 'Deficit Spending'

New York, Nov. 22 (AP)—James Roosevelt, candidate for the democratic nomination for governor in California, said today that "deficit spending" is "the taxpayer's best guarantee of economical government" and that a balanced national budget today would result in "the utter collapse of every government on earth now friendly to us."

Roosevelt, in the American Mercury magazine for December, charged that the balancing of the U. S. budget in 1928, which he said had been accomplished by dunning our European debtors who then turned to Germany to collect reparations that nation could not afford to pay, may well have been responsible for both the stock market crash of 1929 and the late war.

Want a Snug Atomic Shelter? One in Back Yard Is Costly

Chicago, Nov. 22 (AP)—A snug atomic shelter buried in the yard of every home just isn't in the cards, a real estate and construction expert said today.

"The cost of building an effective structure would be prohibitive other than for the very wealthy or the military," said David O. Bohannon, San Mateo, Cal., one of the nation's largest builders of private homes.

To illustrate, Bohannon estimated the bare cost of building a comfortable private family shelter of concrete 15 by 40 feet—small enough to fit any standard lot—with lead-sheathed walls one foot thick and sunk 14 feet into the ground.

"With modern earth-moving machinery," he said, "it would cost about \$1,200 to dig the hole,

assuring of course that you had no rock excavating problems.

"And a concrete structure with walls one foot thick would run to about \$4,200. And that's just the shell.

"You'd have to make adequate provisions for proper domestic water and sewer disposal. And naturally, the place would have to have its own light plant with sufficient fuel to supply the generator in case power lines were cut.

Four Corners School Makes Thanksgiving Program Plans

Four Corners, Nov. 22—Sgt. D. R. Carriger who is stationed at McChord field, Wash., has been home on leave for the Thanksgiving holiday week-end. S/Sgt. and Mrs. Carriger are constructing a new residence at 4215 Glenwood drive.

Guests in the A. J. Batterton home, 4077 Durbin avenue, last week were the Reverend and Mrs. Albert Bashford of Jefferson. They were friends thirty years ago in Bushnell, Neb. when the Rev. Bashford was pastor of the church the Battertons attended. He recently retired from the ministry.

Attending the funeral services in Springfield, Ore., of Walter Snook Monday afternoon were Mr. and Mrs. E. A. Snook, Mr. and Mrs. Bernard Snook, Harold Snook and Mrs. Roy Thayer. The deceased was a brother of E. A. Snook. Interment in Eugene, Ore.

Hosts of the Krazy Kard Club and the Friendly Neighbors as a pre-holiday get-together were Mr. and Mrs. Jess Mellnay and Mr. and Mrs. Ernest Walker at the Mellnay home, 3730 Mahrt avenue. Pinochle was in play and late refreshments were served to Mr. and Mrs. Warren Shrake, Mr. and Mrs. Arlo McLain, Mr. and Mrs. Ervin Sunderlin, Mr. and Mrs. C. O. Gilming, Mr. and Mrs. Harold Snook, Mr. and Mrs. Lawrence Shrake, Mr. and Mrs. C. R. Osborn, Mr. and Mrs. Homer Bales, Mr. and Mrs. Ross Chrisman, S. H. Cable, William Fiester. Honore went to Mrs. Ernest Walker and Warren Shrake.

Special emphasis will be given to the Thanksgiving holiday in the different rooms at Four Corners Lincoln school Wednesday. With a Thanksgiving menu served at noon, school will be dismissed Thursday and Friday for the holiday.

Liberalized Plan Of Pensions Offered

Seattle, Nov. 22 (AP)—A liberalized pension and benefit plan for retired employes was announced Monday by the Pacific Telephone & Telegraph company.

The company notified officers of the communications workers of America (CIO) that new minimum payments for 20-year employes over 65 will be \$100, including social security payments. Minimum for those under 65 will be \$75, also including social security.

The previous minimum was \$50 from the company plus the matching one-half of any social security benefits.

FDR Jr. Says His Only Interest Is in Congress

Chicago, Nov. 22 (AP)—Rep. Franklin D. Roosevelt Jr., democrat, N. Y., says that he aspires to no office except to remain a congressman from his district.

"... And I hope the people of my district will see fit to elect me for another term," he told a news conference here Sunday night. The statement was intended to dispel speculation that he would be a candidate for president in 1952.

Lucky says—
YED BE LUCKY TOO... WITH A BIG SUPPLY OF DELICIOUS SHAMROCK POTATO CHIPS... EH, PATRICK?

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PURE VEGETABLE SHORTENING—MADE BY THE WESSON OIL PEOPLE

GALA HOLIDAY CAKE
Sift together into a large bowl:
1 1/2 cups sifted cake flour 1/2 tsp. salt
2 tps. double-action baking powder 1 tsp. cinnamon
(3 tps. single-action) 1/2 tsp. cloves
Add:
1/2 cup Snowdrift (Emulsorized, quick-blending)
1/2 cup milk

Mix enough to dampen flour. Beat 2 minutes. If by hand, count beating time only. With electric mixer, use "low speed"; scrape bowl often; scrape beaters after 2 minutes.

Add:
2 eggs, unboiled
1 cup mince-meat (1 9-oz. package cooked with 1/2 cup water about 5 minutes)

Beat 1 minute. Turn into greased 8" square pan, lined with plain paper. Bake in moderate oven (375°F.) about 40 minutes. Cool and frost with—

CREAM ICING: Cream 2 tps. Snowdrift and 3 tps. butter. Add 1/4 tsp. salt and 1/2 cup milk. Beat until smooth; add 1/2 cup sugar. Spread on cake. Decorate with alternating diagonal stripes made with 1/2 cup chopped maraschino cherries and 1/2 cup chopped green gum drops. (See picture.)

Idea for Thanksgiving pumpkin-pineapple pie and rich, satisfying coffee

To wind up a wonderful feast—add new zest, with pineapple, to good old pumpkin pie—and enjoy the familiar, pleasing flavor of Hills Bros. Coffee. It's a distinguished blend of the world's finest coffees—and "Controlled Roasting," an exclusive Hills Bros. process, roasts the blend a little at a time—continuously—to insure an even roast of every coffee bean—none overdone, none underdone. Hills Bros. Coffee is vacuum-packed for flavor-freshness.

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PUMPKIN-PINEAPPLE PIE
1 envelope unflavored gelatin 1/2 teaspoon salt
1/2 cup cold water 1 cup crushed pineapple (9-oz. can)
1 cup cooked or canned pumpkin Piecrust mix
2 beaten egg yolks 1/2 cup heavy cream
1/2 cup sugar Candied cherries or nuts

Soften gelatin in cold water. Heat pumpkin in top of double boiler; mix beaten egg yolks with 1/2 cup sugar, add salt, crushed pineapple with juice, stir into the pumpkin. Stir over boiling water 3 minutes. Add gelatin, beat until well blended, chill until syrupy. Beat egg whites, fold in 1/2 cup sugar and then fold in the pumpkin mixture. Pour into 9-inch baked pie shell or into pan lined with crumb (corn flake or graham cracker) pastry. Chill until firm and garnish with whipped cream and candied cherries or nuts.

Serve with Hills Bros. Coffee

TWO GRINDS:
✓ Regular Grind
✓ Drip and Glass-Maker Grind

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