

CED Scans Reasons for Failures

Impartial Groups Attempt Study of Business Flaws

By BAUKHAGE
News Analyst and Commentator.

WASHINGTON.—The favorite game in Washington today is a new version of "button, button, who's got the button." Only for "button" read: Depression, recession, shake-down, readjustment or what have you—if you have anything.

Sen. Robert Taft, as chairman of congress' joint committee on the economic report, had a questionnaire sent out to a long list of business men. The gist of the report seemed to be that there was going to be a business recession, but it was going to be in the other fellow's business.

Frequently it is too much faith in the other fellow's failings and too little regard for one's own that causes business failures. This is especially true of small businesses. Locating some of these "failures" and preventing them was the job recently undertaken and reported on by the Committee for Economic Development, a non-government, non-partisan group which makes studies of this nature.



Baukhage

Just as this organization was completing its work, another somewhat similar group was setting a task for itself in the hope of straightening out some of the other kinks in the business world. This was the National Planning Association, which is out to discover how the many firms which steadfastly year-in and year-out maintain good relations with their employees do the trick. Both propositions are highly interesting.

CED Furnishes Fair Reports

The Committee for Economic Development has for its chairman Paul Hoffman who, in private life, is president of Studebaker corporation. Directing its research and policy division is Raymond Rubicam, the well-known advertising man.

This organization is highly respected. It has a staff of top-notchers doing the research, and its members lean over backwards to be non-partisan. In fact, at a news conference called here to discuss the report's findings, one reporter became pretty riled because he couldn't get Hoffman to comment on the tax situation, one of the hot-spot political issues of the moment.

There are two reasons why CED's latest report (on small business) is

financing, taxes and competitive opportunity. There are very definite ways in which the business man might be helped in solving these problems, particularly the problem of management. The CED report mentions these: Through advice and counsel from his suppliers; through guidance available from the large trade associations; by means of programs instituted by his own community, through special services which could be provided by established counseling and market research agencies within the means of the small enterprise; more extended research supported by business men and foundations; special courses in universities, colleges and secondary schools, and expansion of the present services offered free by the department of commerce. These are graphically illustrated in the diagram.

Meeting Needs Of Business

But the greatest problem is how to place before the highly-individualistic, hard-to-get-at small business man the facts, both as to his needs and how to satisfy them. That is up to the individuals in each community who will take enough interest to read the report (available without charge from the Committee for Economic Development, 285 Madison avenue, New York City) and bring it to the attention of the local business men's clubs, chambers of commerce and similar groups.

The other proposition which is in the making, and which likewise has a purely objective aim, is being carried on by the National Planning association, which is also a non-political, non-profit organization. The NPA states as its purpose: "Planning by Americans in agriculture, business, labor and government."

Its study, which will probably take a year, is entitled "The Causes of Industrial Peace under Collective Bargaining."

The project is under direction of two special committees composed

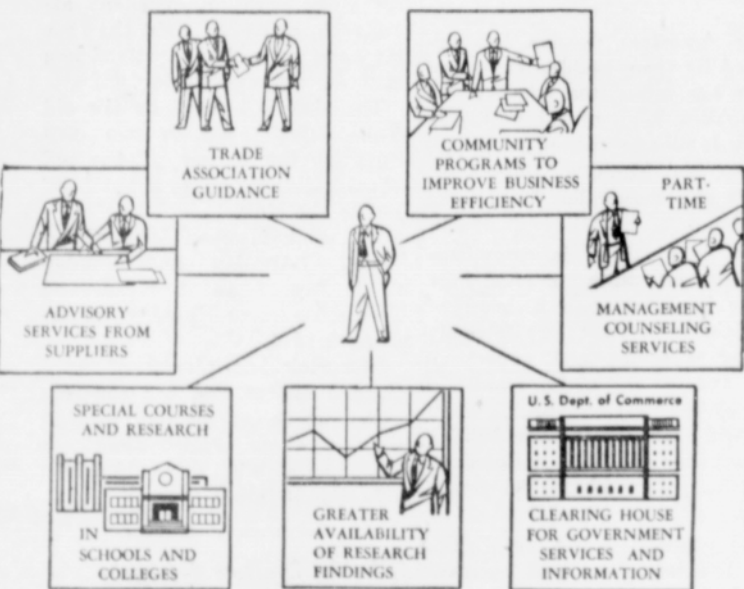


Chart illustrates how comprehensive CED program will aid in solving problems of small businesses.

significant. One: Like all CED reports, it represents the cooperative efforts of top men in the highly practical field of business and top men in the field of science—political economy; a cooperative effort whose sole purpose is to make America a better place in which to live. There are no axes to grind.

The second reason the report is important to all of us is that today more than ever, in a world of competing ideologies, the perpetuation of our democracy, our system, depends upon the fostering of small business.

Although small business needs assistance, that assistance is difficult to proffer, because small business isn't an "it"—it is three and a half million small business men, all highly individualistic; all as independent and hard to influence as a monkey at the top of a coconut palm. And these disunited, sink-or-swim, cock-of-the-walkers make up 98 per cent of the firms operating in this country today.

As the CED report puts it: "Small business is more viable and more durable than might be deduced from the hue and cry heard for many years as to the disadvantages under which it labors. Nonetheless, small businesses are confronted with special problems and difficulties that are very real. It is vital to all business and to all citizens that conditions unfavorable to small business be remedied wherever possible."

The report finds that the problems of the small business man fall into four categories: management,

of both NPA members and non-members. One is a sponsorship committee composed of 40 business and labor leaders. The other is the research committee made up of 26 experts in the field.

The idea was explained to a group of us by Clinton Golden, who will direct the research.

Golden explained that what his committee was after was a different approach to the question of labor-management relations.

RAPID GROWTH

Industry Expands in Far West

NEW YORK.—The Far West section of the United States has grown greatly in recent years in population, income, industrial stature and international importance, according to a study in the Index, a quarterly publication of the New York Trust company, just published.

"World War II," the study says, "telescoped into a few years an industrial expansion in the Far West which might have taken several decades to accomplish even at the relatively fast rate of development some parts of the area had been enjoying."

The war, it is pointed out, brought new factories and facilities to the region, accelerated development of its raw materials, expanded its power supply and increased its population, thereby adding both to its market potential and its labor

supply. With its vast store of natural resources and its rapidly increasing population, the Far West looks forward to a continuing post-war industrial growth through development of new products and new markets.

The seven states included in the study are Arizona, California, Idaho, Nevada, Oregon, Utah and Washington.

"The Far West," according to the article, "made the largest relative gains in population and income of all the areas of the United States during World War II, and has grown faster than the nation as a whole since 1939, increasing its population by 31 per cent as compared with a 7 per cent increase for the entire United States. Factory jobs in the Far West in the same period rose 68 per cent as com-

pared with 46 per cent for the nation. In food production, the increase in the Far West amounted to 23 per cent as compared with 23 per cent for the United States as a whole.

"Continued expansion of industry appears to be of primary importance to the progress of the Far West," the article concludes. "Its abundant natural resources, its climate, its forest riches, its excellent harbors and its scenic beauties have been the chief contributing factors to its rapid growth in the past. To accommodate and support a population increase in the future comparable to that enjoyed so far in this century and particularly in the World War II period, would seem to require the broader economy which its sustained industrial growth is furnishing."

Thousands of acres of crops have been washed out, and the loss is considered irreparable. It is too late to replant with anything except for-

sion during which Sen. Glen H. Taylor (Dem., Idaho) held the floor for eight hours and 20 minutes and Sen. Wayne Morse (Rep., Ore.) talked for 10 hours and two minutes. It was the longest filibuster in modern congressional history.

The Taft-Hartley act, which constitutes a wholesale revision of the Wagner act of 1934, was termed by President Truman in his veto message a "shocking piece of legislation." He asserted that the measure would "cause more strikes, not fewer," and would put the country a long step on the dangerous road toward "a totally managed economy."

"This legislation would encourage distrust, suspicion and arbitrary attitudes," the President told congress.

FLOODED OUT:
No Bumper Crop

Experts who recently predicted a three billion bushel corn crop this year were hastily revising their estimates in the light of continuing torrential rains and widespread floods which have transformed much of the Midwest into a soggy mass of mud.

Damage has been particularly heavy in Iowa, extending from one end of the state to the other. Flooding of river bottom lands is only part of the loss.

Thousands of acres of crops have been washed out, and the loss is considered irreparable. It is too late to replant with anything except for-



UNUSUAL GRADUATION TRIO . . . Three members of the Sevin family received degrees at graduation exercises at the Los Angeles campus of University of California. Mrs. Sonya Sevin (center), a 49-year-old grandmother, completed her college course in five years. Shown with her are her daughter, Lois, 21, and her married son, Marshall, 23, also graduates.

NEWS REVIEW

Labor Act Is Effective; Weather Hits Corn Crop

Verging on mental and political exhaustion after a bitter, two-day fight, weary senators voted 68 to 25 to override President Truman's veto of the Taft-Hartley labor bill.

The action, sustaining a wallowing 331 to 83 house vote to pass the bill over the veto, came on the heels of a final presidential plea to Sen. Alben Barkley (Dem., Ky.) to muster all possible forces in the senate "to prevent this bill from becoming law."

Opponents of the measure needed 32 votes to uphold the veto, and they waged a desperate, last-ditch battle to attain their objective. Final result, however, was a smashing defeat for Mr. Truman at the hands of the Republican-controlled congress.

Highlights of a tooth-and-tongue opposition fight to delay the senate vote as long as possible in order to gain support was an all-night ses-

age crops and possibly buckwheat if seed is available.

On upland farms, ponds and lakes overflowing their boundaries also will cut seriously into corn yields. All in all, a bumper corn crop is considered extremely unlikely, even with a favorable growing season up to October.

Some authorities have begun to believe that the government's grain export program should be re-examined in view of conditions existing on the nation's farms at present.

IKE RESIGNS: Goes Academic

General of the Army Dwight D. Eisenhower has resigned as army chief of staff to accept the presidency of Columbia university in New York, effective early next year.

His decision to step out as top man in the nation's military hierarchy to take the academic post was announced in a statement by Maj. Gen. Floyd L. Parks, chief of the war department's public relations division. The statement said that Eisenhower accepted the Columbia presidency with the approval of the President and the secretary of war. His resignation will become effective "at such time as his superiors may release him from active duty in the army."

The man who mapped the strategy which brought victory to Allied forces in Europe in World War II will retain his rank as a five-star general for life and continue to receive a compensation of about \$15,000 a year.

Initial speculation on a successor to General Eisenhower as chief of staff centered on Gen. Omar N. Bradley, now Veterans' administration chief, who commanded the army group forces in Europe during the war.

Other high-ranking generals under consideration for the position were Gen. Jacob L. Devers, army ground forces chief, and Lt. Gen. J. Lawton Collins, chief of army public information.

As president of Columbia, Eisenhower will be the successor to Nicholas Murray Butler who retired in 1945 and is now Columbia's president emeritus. The general has also been elected a member of the university's board of trustees.

Bradley



WHATEVER happens, one way or another, the ring party of the year will take place in Chicago, with Tony Zale and Rocky Graziano at the head of the receiving line.

These two gave the big party of 1946, last summer in New York.

They turned in one of the greatest ring shows of all time, and you can turn the clock back to Abel and Cain or David and Goliath.

Few appreciate the number of great fighters who have figured in past middleweight championships. The list is one of the most brilliant in boxing history. It includes Jack Dempsey, the nonpareil, from 1883 to 1895. After that we find such names as Bob Fitzsimmons, Tommy Ryan, Kid McCoy, Philadelphia Jack O'Brien, Stanley Ketchel, Billy Papke, Frank Klaus, Harry Greb, Tiger Flowers and Mickey Walker.

Here you find many of the three-starred names of ring history. These men have written chapters that never will be forgotten by those who follow the leather throwers. Dempsey — Fitzsimmons — McCoy — Ketchel — Greb — Walker; slip us six greater names from the roped-in sector of sport.

No one can yet class Zale or Graziano with the six leaders we have named. We doubt that either belongs with these six masters, although Dempsey is well beyond our day and time. But the old-timers of other years have told us he belongs around the top. Certainly no one can argue the worth of Fitzsimmons, McCoy, Ketchel, Greb and Walker. They also could handle heavyweights, especially Ruby Robert, one of the great fighters of all time, a boxer and terrific puncher with middleweight legs and a heavyweight body, still a great fighter at the age of 45.

Best Since Walker

We doubt very much that Zale or Graziano would have any great amount of luck against those mentioned above. But the two, Zale and Graziano, are a big improvement over those who have come along since the Toy Bulldog, meaning Mickey Walker, traded his boxing gloves for an artist's brush.

Zale and Graziano proved this part of the argument in a meeting that had even more action than the stars of the past ever turned in. Melodrama may not mean skill or class. But it happens to be something the public likes to see, when it is ably handled.

In 1939, the middleweight stew included a weird mixture under the names of Solly Kreiger, Al Hostak and Ceferino Garcia. They were merely fillers-in.

In 1940, Zale arrived as the NBA crown holder. Tony has been wearing the middleweight crown ever since, including a long war lapse from 1941 up through 1945.

While Zale was in war service a young, hard punching roughneck by the name of Graziano came along like a Midwestern tornado. Graziano was blessed with one great ring asset. He could punch. He was never much of a boxer. He was never particular about observing any rules, as he proved in his meeting with Marty Servo, whom he fouled and almost wrecked.

In a way Graziano was something a softened-up ring needed. He was rough, tough, a braggart, but after all a fighter and a puncher. He was also a crowd pleaser, and a valuable entry at the gate.

Rocky had built up a bigger part of his reputation at wrecking opponents who were badly outweighed. He wasn't so hot when it came to a matter of pound for pound.

Tony Can Take It

In his meeting with Zale the challenger did about everything, except remove Zale's headpiece. When I saw Rocky nail Zale with a full right to the jaw, saw Tony go through the bottom rope, apparently bleeding at every open pore around the head in one of the early rounds, the fight seemed to be over.

But Zale got up and kept coming on. The defending champion continued to take a terrific beating. His eyes seemed glazed and his knees were wobbling. Here was about as game an exhibition as anyone ever had seen in the ring.

Zale was dazed and dizzy. He had taken the heaviest artillery Graziano could throw. And then suddenly, after a body attack, it was Graziano who crumpled to the floor and took the count.

This closed out one of the most dramatic meetings the ring ever has seen, looking back to the days of Jem Mace or John Lawrence Sullivan.

Zale, a first-class boxer, surprised one by inability to keep his chin and features away from Rocky's right hand. But Zale surprised one even more by his unbelievable ability to soak up all this punishment and still have enough left for a body knockout.

Practical Instructions For the Home Nurse



Giving First Aid

ACCIDENTS are bound to happen in any household. Be prepared! It's a rare summer day that at least one of the children doesn't come home with a wound of some kind.

Do you know how to cleanse a scraped knee? Remove dirt or other objects from an eye? Stop a nosebleed? Send for our Weekly Newspaper Service booklet No. 81.

It tells how to meet emergencies, nurse a bed patient, care for the new baby, and more. Send 25c (coin) for "Practical Instructions for the Home Nurse" to Weekly Newspaper Service, 243 West 17th St., New York 11, N. Y. Print name, address, booklet title and No. 81.



She's Ahead

Ruth—Every time Katherine meets a new fellow she claims that the next day is her birthday.

John—Completely ignoring the past?

Ruth—Yes, thinking only of the present.

He'da Dunit

Foreman—Now, then, hurry up. Worker—All right, boss, but Rome wasn't built in a day.

Foreman—Maybe not, but I wasn't foreman on that job!

Short Romance—He thought she was devastating, but he found she was only so to his bank roll.

Quick Reflex

An inquisitive tourist came upon a man driving a team of mules. "Has a mule ever kicked you?" he asked.

"No," drawled the other, "but sometimes he kicks the place where I recently was."



THE SOOTHINGEST WAY

Made with a face cream base, Yodora is actually soothing to normal skins. No harsh chemicals or irritating salts. Won't harm skin or clothing. Stays soft and creamy, never gets grainy.



GIRLS! WOMEN! try this if you're NERVOUS

On 'CERTAIN DAYS' Of Month—Do female functional monthly disturbances make you feel nervous, irritable, so weak and tired out—at such times? Then do try Lydia E. Pinkham's Vegetable Compound to relieve such symptoms. It's famous for this! Taken regularly — Pinkham's Compound helps build up resistance against such distress. Also a great stomachic tonic!

WNU—13 28—47



Help Them Cleanse the Blood of Harmful Body Waste

Your kidneys are constantly filtering waste matter from the blood stream. But kidneys sometimes lag in their work—do not act as Nature intended—fail to remove impurities that, if retained, may poison the system and upset the whole body machinery.

Symptoms may be nagging backache, persistent headache, attacks of dizziness, getting up at night, swelling, puffiness under the eyes—a feeling of nervous anxiety and loss of pep and strength. Other signs of kidney or bladder disorder are sometimes burning, scanty or too frequent urination.

There should be no doubt that prompt treatment is wiser than neglect. Use Doan's Pills. Doan's have been winning new friends for more than forty years. They have a nation-wide reputation. Are recommended by grateful people the country over. Ask your neighbor!

