

### BUSINESS CENSUS ENUMERATORS IN FIELD THIS WEEK

Funds for Country-Wide Undertaking Provided by CWA—Mrs. A. E. Reames Supervisor for Large Area

Plans for the forthcoming census of American business have been completed, according to Director of the Census William L. Austin, it was announced in a press release received here today, and the 12,000 supervisors and enumerators will begin their duties in every section of the United States this week.

Mrs. A. E. Reames of this city, recently named supervisor of the second district, will have in her jurisdiction the work in Douglas, Lane, Josephine, Jackson, Coos and Curry counties.

Funds Provided by CWA Funds for this important undertaking will be furnished by the civil works administration. The census will cover every retail and wholesale organization and most service and amusement businesses, and will furnish the first accurate measurement of the effect of the depression on these businesses. It will be extremely valuable to compare such basic data as employment, salaries and wages, total business, and expenses during a year of depression (1933) with those obtaining in a year of prosperity (1929).

The census of business will afford temporary employment to approximately one person for every 140 business establishments in the United States. It is expected to canvass over two and a quarter million establishments. Every town and city will, no doubt, share in the employment opportunities afforded by this nation-wide enumeration. It is calculated to provide over two and one-half million man hours of employment. These employees will be recruited through the local United States employment offices.

Questionnaire Provided To make it possible to complete the work in the field by February 15, 1934, and to enable business men to supply the information readily, a questionnaire has been prepared of but eight questions on a single sheet. These questions call for an accurate description of the business establishments canvassed, the kind of merchandise handled or service offered for sale, the principal functions performed, the employment given during the year 1933 to men and women on a part-time and full-time basis, the salaries and wages paid to such employees, other operating expenses incurred, the net sales or other operating receipts of the business, its stocks on hand at the last inventory date, and the amount of business done on a credit basis.

Will Trace Dollars Since this is the first time that service businesses and amusements are included in a census, it will be possible to ascertain where the consumer's dollar is spent, in what kind of stores, for what kinds of merchandise and how much of it is spent for services and amusements. After all, the consumer is the foundation stone of our entire business structure, according to Director Austin. All planning must therefore be based on that foundation, concerning which accurate knowledge is essential.

The complete employment data result from the census of business will show relative employment opportunities in the different distributing, service and amusement businesses which absorb about one-fifth of all persons gainfully employed in this country. The seasonal fluctuations in employment from month to month will be an aid to seasonal planning for the individual business man and the community and will make possible anticipation of part-time and full-time employment with fair accuracy.

Information Secret All information obtained will be held in strict confidence by the government, but through the basic data to be supplied by the census business men should be able to make comparative studies for future planning. This may lead toward greater efficiency in operating methods and policies. Now that collective action is made possible by the national recovery administration, trade associations can plan the activities of their respective groups not on "hunches" but on the basis of facts. Never before, in the opinion of Director Austin, has there been such urgent need for accurate and adequate business facts as now when code enforcement is made necessary. Certainly no planning on a national scale can even be contemplated without a complete inventory of such business community as of a recent date. The census of business will supply this need.

Speed, accuracy and completeness are the watchwords of the officials in charge of the project. The fullest co-operation is expected of all business men, large and small, once they appreciate the value of the undertaking. It is also deemed a concrete way of contributing to a speedy and efficient business recovery, to which every business man should respond unstintingly and wholeheartedly.

Value Demonstrated In many respects this census of business will be comparable with the 1929 census of distribution. The great value of the 1929 census has been demonstrated during the current year in the process of organizing business codes and in the preparation of a background for economic planning. This new census will enhance the value of the 1929 census to a great degree by reaching a far wider comparison which will be possible. Firms and individuals desiring copies of the 1929 census may procure them at a nominal price by addressing the Superintendent of Documents, Government Printing Office, Washington, D. C. The printing office has a large supply on hand in anticipation of the demand expected to ensue in connection with the publication of the data gathered in the present undertaking.

### HEAVY BORROWING TO BE NECESSARY NEXT SIX MONTHS

Financial Leaders Recall Liberty Loan Drive of War Time After Reading President's Budget Message

By CLAUDE A. JAGGER Associated Press Financial Editor NEW YORK, Jan. 5.—(AP)—Financial leaders recalled the liberty loan drives of the world war today following President Roosevelt's word to congress that the government must borrow \$6,000,000,000 in additional funds during the next six months.

Not since the treasury fiscal year ending June 30, 1919, has the country seen federal borrowing on such a scale. In those 12 months the government borrowed approximately \$13,000,000,000.

See No Public Drives Seeking possible sources of demand for such a volume of federal bonds at this time, however, bond experts were not inclined to look for the appeals for public bond buying such as those of the war period.

Member banks of the federal reserve system have excess reserves of approximately \$900,000,000, which in theory would permit the banks alone to expand credit to a maximum of \$8,000,000,000. Practically, the figure presumably would not be so large.

But a number of bond market experts thought that with favorable conditions the \$6,000,000,000 in additional government bonds could be sold through normal channels in a six-month period, largely to banks, investing institutions and persons normally buyers of such bonds.

No Unorthodox Steps It was noted that the president's budget message spoke only of borrowing, and did not indicate any plan of resorting to any unorthodox steps such as printing unsecured paper money.

It was also noted that the president failed to mention a very large potential source of credit expansion in devaluation of the gold dollar. While New York financial leaders are mostly horrified at the thought of "greenbacks," devaluation is now widely accepted as inevitable. The present gold price indicates a devaluation of the dollar to approximately 80 per cent of its former parity, and at the last session of congress the president was empowered to devalue it to as little as 50 per cent.

Devaluation Would Aid Should the dollar be devalued 50 per cent, the present stock of monetary gold in the country now carried at its old parity, amounting to \$4,300,000,000, would become \$8,600,000,000. If, as in theory, each gold dollar permits a maximum credit expansion of \$10, the additional \$4,300,000,000 would support total additional credit of \$43,000,000,000.

From the fact that the budget message, however, made no reference to the prospective increase in the gold base as a source of expanding government credit, some observers in Wall Street inclined to the belief that when devaluation does come it may be used to reduce rather than increase the government debt. It was recalled that such a policy was pursued when France formally completed devaluation in 1928.

WASHINGTON (UP)—The Forest Service branch of the Department of Agriculture at Albuquerque, N. M., submits the following psalm, composed by the Conservation corps:

The C. C. Psalm  
Roosevelt's my shepherd, I shall not want;  
He maketh me to lie down on a straw mattress;  
He leadeth me inside a mess hall;  
He restoreth my job.  
He leadeth me in the paths of Re-forestation  
For his country's sake.

Yes, though I walk through the valley Of the shadows of poison oak and Ivy, I will fear no evil, for he is with me. He prepareth a saw and an axe before me.

In the presence of my commanding officer, He anointeth my mind with discipline. My shoes runneth over from marching.

Surely Beans and Employment will follow me  
All the days of Roosevelt's administration.  
And I shall dwell in a tent Forever.

A coin in the collection of D. E. Decker, of Salem, Ore., is dated 504 B. C.

My shoes runneth over from marching. Surely Beans and Employment will follow me. All the days of Roosevelt's administration. And I shall dwell in a tent Forever.

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# January Clearance Sale

## The M. M. Department Store's

### Annual Store-Wide Clearance Brings These Exceptional Values

**Cotton Crepes and Rayon**  
Prints and Checks. A real bargain. Beautiful patterns for street and school dresses. Buy now and make them to be ready with something new when the first warm spring days arrive. Reg. price is 59c. Sale price, per yard

**39c**

**Silk Remnants**  
An attractive assortment of silk remnants. Plain and printed patterns in flat crepe, satin and fancy weaves. A wonderful opportunity to buy silk for blouses. Some pieces large enough for whole dresses and desirable pieces to renovate garments. Sale price.

**1/2 price**

**Italian Rayon Spread**  
Regular price was \$4.95. Rose color only. Just think how bright and cheerful it will make the room after spring cleaning when we all want something new. See how you can save now and it's the thrifty housewife who buys now.

**Sale price \$2.95**

**Pequot Sheets**  
81 by 92 sheets. Regular \$1.69. 4-year guarantee. You all know the Pequot sheets. They need no explanation.

Size 81x99, Reg. \$1.69  
Sale price ..... **\$1.39**

Size 81x108, Reg. \$1.75,  
Sale price ..... **\$1.49**

72x99, Reg. \$1.50,  
Sale price ..... **\$1.29**

Pillow Cases ..... **29c**

Other Seamless Sheets,  
81x90 ..... **79c**

**Van Raalte Undergarments**  
Regular price \$1.95 for these Van Raalte combinations in flesh or white. Those lovely fitted styles, plain or striped. Every woman likes dainty underthings and this is your opportunity to have them at a big saving.

**\$1.00**

**Silk and Wool Hose**  
These hose are a real comfort on snappy mornings and, being full fashioned, they look nice. Reg. \$1.49. Recovery sale price

**98c**

**BLEACHED HOPE MUSLIN**  
Reg. 15c. Special, 5 yards for

**55c**

**BOYS' KNICKERS**  
Sizes 8 to 16 years. Dark or medium colors. A few cords in this lot. Some formerly sold for \$1.95. Sale price

**49c**

**CHILDREN'S DRESSES**  
Cotton knitted dresses in all colors. Sizes 6 to 14 yrs. Pretty styles and colors. Reg. \$1.29. Special

**89c**



**DRESS Reductions!**

**Women's Dresses**  
Buy two for yourself or bring a friend with you and save money on an early spring dress. Good assortment of sizes 14 to 46. All sales final, no exchanges, no refunds.

**\$6.95**  
**Two dresses \$10**

**Women's Dresses**  
One group of afternoon frocks and formals. Also evening wraps closing out at

**1/3 price**

**Women's Dresses**  
Our expensive dresses are grouped on this rack. Silk and wool styles and some formals, dinner dresses and street dresses. Your choice

**\$4.95**

**Men's Work Pants**  
Full cut. All sizes

**Moleskin Pants**  
**\$2.19**

**Whipcord Extra Heavy Pants**  
**\$1.49**

**Cotton Worsted Heavy Pants**  
**\$1.49**

**Men's Sweaters**  
Mixed wool, brown

**\$1.95**

Brown Heather  
**\$2.45**

Brown or Gray Mixture  
**\$3.45**

**Men's Dress Shoes**  
One lot of broken sizes. Brown or black oxfords. Reg. \$4.95. Sale price

**\$1.98**

**Men's Dress Oxfords**  
In this lot are values to \$5.95. Broken sizes so come early for selection.

**\$2.98**

**Men's Work Shoes**  
\$3.25 Values

**\$2.89**

\$3.45 Values  
**\$2.98**

\$4.95 Values  
**\$4.45**



**COAT Reductions!**

**Women's Coats**  
Every coat in stock is included in this lot. Dress, sport and fur trimmed coats. All selling at

**1/2 price**

**Sweaters and Children's Dresses**  
Bright snappy colors in brushed wool sweaters \$3.45 & \$4.45  
Children's Wool Dresses, 7 to 14 ..... \$2.98  
Print Dresses ..... \$1.80 & \$1.00  
These are fine school dresses.

**Corselettes**  
Closing out on broken sizes in corselettes. Every size may be found on this table. A splendid opportunity to buy a good foundation garment at a true saving.

**1/2 price**

**Women's Fall Shoes**  
Main floor department offers clearance prices on shoes.

\$2.95 pumps and oxfords  
**\$2.45**

\$3.95 pumps and oxfords.  
**\$2.95**

\$4.95 pumps and oxfords.  
**\$3.95**

Big savings—buy now!

**Enna Jettick Shoes**  
Discontinued styles that are good-looking. Reg. \$6.00 nation-wide sale of Enna-Jetticks now

**\$3.45**

**Dotted Marquisette**  
Close-out in short lengths of marquisette. Values to 35c. Good lengths for single windows.

**19c**

**Ruffled Curtains**  
Be ready to dress up your windows when spring is here. Reg. price is 98c. Plain and figured. Per pair

**59c**

**Damask Cord Drapery**  
Regular \$1.25 draperies, 80 inches wide. Blue, rose and gold. This is an exceptionally good price on this drapery.

**89c**

**Silk Hosiery**  
This lot of close-outs in chiffon and service weight hosiery is a real bargain. An assortment of sizes and colors. Good shades for winter and early spring in well-known brands.

**69c**

## Bargain Basement

Savings For All the Family!

**BARGAIN SHOES**  
MEN'S — WOMEN'S — CHILDREN'S

Women's Oxfords ..... \$1.79—\$1.98—\$2.45  
Children's Tan or Black Oxfords ..... \$1.00  
Men's Oxfords ..... \$1.98 to \$3.98  
Boys' Oxfords ..... \$1.98 to \$2.98

Candy Bar to every boy or girl that buys a pair of shoes!

**M. M. DEPT. STORE**  
C. A. MEEKER, Prop. Sixth and Central Sts.

**WOMEN'S DRESSES**  
Fast color prints. Sizes 12 to 20 and 38 to 44. All good styles and patterns. Regular \$1.25. Special

**95c**

**WOMEN'S RAYON HOSE**  
All new shades. Extra stretch tops. Sizes 8 1/2 to 10. Reg. 59c. Special

**39c**

**MEN'S DRESS SHIRTS**  
Plain and fancy broadcloth shirts. All sizes to 17. Reg. 98c and \$1.45. Special

**69c**

**VICKS COUGH DROP**  
Real Throat relief! Medicated with ingredients of Vicks VapoRub  
**OVERCOMES BAD BREATH**

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