

## Brokerage Firm's Branch Eyes Influx of Walk-in Business

By HENRY J. BECHTOLD  
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New York — (UPI) — The tremendous building boom in New York City, particularly on historic Third Ave., has opened new areas for the already numerous stock brokerage firms.



Henry Bechtold  
hordes of people now stream-

ing from the many new office buildings lined up along midtown Third Ave. is Steiner, Rouse & Co.

It set up a new branch in the area in mid-January, not only anticipating the benefits from the building boom, but from the great concentration of banks in the vicinity, which it said means "money" in the area.

Branch manager Edward Mirabella noted that business at the new office has been much better than company expectations, so much so that additional telephones already have been installed.

While most of the Steiner, Rouse business is done over the phone, Mirabella said the new branch is experiencing a better than average walk-in trade.

The office is jammed with visitors during the peak lunch period of about 11:30 to 2, and they come from all walks of life — general office help, construction workers, waiters, teachers, truck drivers, etc.

Mirabella told United Press International that his experience thus far in the new neighborhood has shown waiters to be the most speculative investors, followed by young people and those men in the construction line.

Retired people, of course, tend to be the most conservative, with general office workers also unwilling to take big risks.

Usually against the better judgment of experienced brokers, a surprisingly large number of people invest on hunches, tips or even dreams.

Mirabella has found that from 60 to 65 per cent of the new branch's customers previously had accounts elsewhere. He cited convenience as a big factor in this switching of accounts. And of the 35 per cent of customers opening accounts for the first time they range from the very small to fairly big.

**Long Hours**  
Although trading on the New York and American stock exchange does not begin until 10 a.m., the new Steiner, Rouse branch has a broker on hand at 8 a.m. to handle the early arrivals in the city. The office also remains open until 6:30 p.m. to catch the evening crowd.

The opening of a new branch in a virgin area is done through careful planning, and not with a rabbit's foot in hand.

Assured of a huge population in the area to draw from, the brokerage firm set up shop with a staff chosen from experienced personnel in other branches.

These staff members canvassed the new area by mail in search of new customers. This was done to inform people of the new facilities available and the services offered.

Steiner, Rouse said it has found out through the years that many persons do not invest their savings in securities only because they do not understand the simple procedure necessary to purchase.

And while looking for new customers and servicing their accounts are the main jobs of the brokers, they also have to help the investment community educate the public. This is done through speeches, pamphlets, and direct contact.

## Botanist Warns of Poison Oak Season

Corvallis — If you're a poison oak sufferer, you'd better watch your step when you go for those spring hikes and take short cuts through fence rows.

La Rea Dennis, botanist with the Oregon State university herbarium, reported the season for poison oak is from April through October, but March is none too early for the sensitive person to tread lightly.

Actually, poison oak can be "caught" in the "dead of winter," but people are more apt to come in contact with it when the weather is nice. One poison oak species covers western Oregon but a similar species known as poison ivy, found in extreme eastern Oregon to the Atlantic coast, has the same effects.

As a shrub, poison oak grows from 3 to 10 feet tall, erect, thick and woody. As a vine, it twines around trees. Leaflets are from one-half inch to nearly 2 inches long, produced three in a group on a common stock.

**Resemble Oak Leaves**  
Leaflets somewhat resemble oak leaves. The surface of the leaf is glossy and may have a blistered appearance. Flower groups are about one quarter-inch across, greenish-white, borne in clusters on a slender stem. Fruits are berry-like, glossy, and dry when ripe, with a striped stone inside the papery shell.

What causes the skin irritation is the oil substance which is contained on the entire plant. The painful irritation of the skin appears several hours, or even days, after contact. Humans vary from extreme susceptibility to near immunity. A few cases have been reported where the poison covered such large areas of the body that death resulted.

A doctor should be consulted in all extreme cases, it is suggested. Numerous lotions for relieving the discomfort of poison oak are on the market. Some people get poison oak "shots" ahead of the season.

To become poisoned, the skin must usually come into direct contact with the poison oak oil, either by touching the plant or by touching something that has touched it, such as clothing, gloves, shoes, or firewood. Some from poison oak wood fires often poisons some persons. Dried out specimens housed in the OSU herbarium for more than 10 years still have the "power" to give the handler a case of poison oak, Miss Dennis reported.

## Grange Notes

Pomona Grange

Hornbrook-Pomona Grange held its annual meeting in Hornbrook March 18 at the Grange hall.

A potluck dinner was served at noon, with the meeting reconvening in the afternoon. Members were present from Happy Camp, Scott Valley, Gazelle, and Greenhorn Grange from Yreka, with Pomona Grange Master Lewis of Ft. Jones presiding.

District Deputy and Mrs. Wayne O. Ralston also attended. They were accompanied by their son-in-law, Kenneth Bley, all are from Yreka.

As part of the program, Ralston showed slides of some of the smaller dams in Siskiyou county.

Receiving the Pomona degrees were Mrs. Ardon Burns and Mrs. James Marlow. About 45 persons attended. The next meeting of the Pomona Grange will be held May 25 at Dorris, Calif.



MURROW TAKES OATH — Edward R. Murrow, right, chats with President Kennedy after the former TV commentator took the oath of office as director of the United States Information Service in a ceremony at the White House. (UPI Telephoto)

## Canadian Census Scheduled To Start in June

Ottawa, Canada — (UPI) — Eighteen million Canadians will join forces with the government later this year to paint a statistical portrait of the nation.

Twenty five thousand enumerators and an electronic brain are doing the spade-work. The report will take stock of almost all phases of Canadian life.

In June federal nose-counters will call on more than 4½-million households to find out who lives there, what the residents do, and what they earn. Some women already have complained about the question on how many children they have borne. The question is designed to determine the fertility rate of Canadians.

Some of the results of the nationwide survey will be available within weeks, others not until 1962. The results will have a practical application in several important fields.

The first impact of the survey probably will be felt in the redistribution of seats in Parliament to ensure the fairest representation for the Canadian electorate. Government

will also use it to determine the level of various per capita payments and to project the nation's welfare bill into the future.

Private business is certain to be interested in the results as well. Government officials expect a "fair" sale of the various surveys to companies seeking to make maximum use of sales and promotion campaigns.

**10th in Series**  
The census, which will cost between \$15 and \$20 million, will be the 10th in a series of official nose-countings held every 10 years. A less elaborate survey is conducted every five years.

Although the actual survey is four months away, the

census already has sparked a national controversy. Complaints have been heard from numerous sources on the type of questions to be asked by the doorbell-ringing enumerators.

The main storm concerned a question on ethnic origin.

The government, besieged by protests from French Canada in particular, tore up millions of forms which designated "Canadian" as a possible ethnic or cultural origin.

The question on the number of babies brought a protest from former Member of Parliament Anne Shipley. She threatened to disregard the questionnaire.

Such action could get her into trouble. The Canadian Statistics Act empowers the government to impose a \$100 fine or three months imprisonment on anyone refusing to provide the requested answers.

## Motorist Gets Fine For Following Advice

Brattleboro, Vt. — (UPI) — It cost Theodore R. West of Springfield, Mass., \$25 for taking his mechanic's advice.

He paid the sum as a fine after he was arrested for speeding. He told police his mechanic said to race the car to get "kinks" out of it.

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