

Business Mirror

Business Fights Back As Number of Failures Increase

By RADAR 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 profits, no business."

8000 Failures
 So far this year there have been more than 8000 commercial and industrial failures throughout the country. For the same period of last year failures ran to a little under 4500. And in 1947 they were just under 3000. The figures come from Dun & Bradstreet.

Small firms are the hardest hit. Bankruptcies with liabilities under \$5000 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.

Fighting
 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 Controlling Foundation incorporated, 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 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 stealing their roster of customers.

Promotion
 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 re-furnishing program. They are ready for business. And to stress that, individual hotels during their "week" selected local beauty queens and a "Miss America's 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.

'WORRIED'

PENDLETON, Nov. 22 (AP)—Lost hunter Russell Hall, Weston, was found late Saturday by a search party. Hall had failed to return to camp Friday night in the Tollgate area of the Blue mountains. He was worried and exhausted but unharmed.

Looking for something? Read the Want Ads—you may find it there!



PRICELESS GEMS—Mrs. Thomas Phipps wears the Hope (above) and the Jonker diamonds at a Bal de Tele preview in New York for the Hospitalized Veterans Music Service.

Now available again... our own original OLD CHARTER

- Distilled by Old Charter
- Bottled by Old Charter
- Shipped straight to Oregon from Old Charter's Louisville Distillery



The Whiskey that didn't watch the clock!

6 YEARS OLD OLD CHARTER
 Kentucky's Finest Straight Bourbon

STRAIGHT BOURBON WHISKEY • 86 PROOF
 BERNHEIM DISTILLING COMPANY, INC., LOUISVILLE, KY.

Nothing to it once you're Domestic-ated
Domestic Sewmachines



CHECK THESE FEATURES:

- Dial Tension Control easily adjusted for loose machine basting or regular sewing by number... no guesswork!
- Hinged Presser Foot eliminates hand basting by enabling you to sew right over pins and heavy seams.
- 4 Point Feed assures straight stitching by gripping material evenly at the front, back and sides of the needle.
- Forward and Reverse Sewing—a quick way to back-tack seam ends, reinforce corners without stopping the machine.



PORTABLE COMPLETE WITH CASE



END TABLE MODEL



DELUXE MODEL

The outstanding features of a Domestic Sewmachine help you become a wizard of turning out "professional" looking home sewing whether your project is clothes or home furnishings. Handsome furniture styled cabinets for any room in the home.

PRICES BEGIN AT 119⁹⁵

TERMS AS LOW AS \$1.75 WEEKLY

HANDY SEWING AIDS

- DOMESTIC DARNER 50c
- DOMESTIC MACHINE OIL 25c
- DOMESTIC BUTTONHOLE WORKER \$9.95

VERN OWENS'

CASCADE HOME FURNISHINGS COMPANY
 124 No. 4th Phone 8365

LEGS ARE BACK

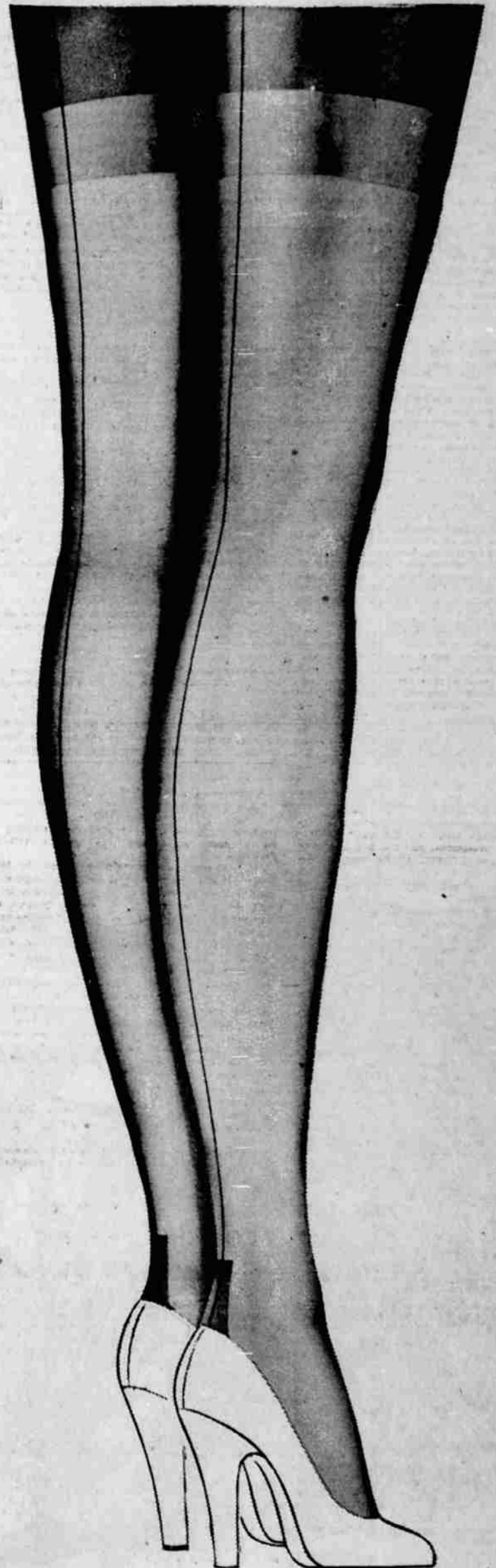
SHOW YOURS TO BEST ADVANTAGE

in our

60 GAUGE HOSE

MIRACULOUSLY DURABLE
 MARVELOUSLY SHEER

just **1³⁵** per pair
 3 pair for \$3.95



La Pointe's
 IT'S A WONDERFUL STORE