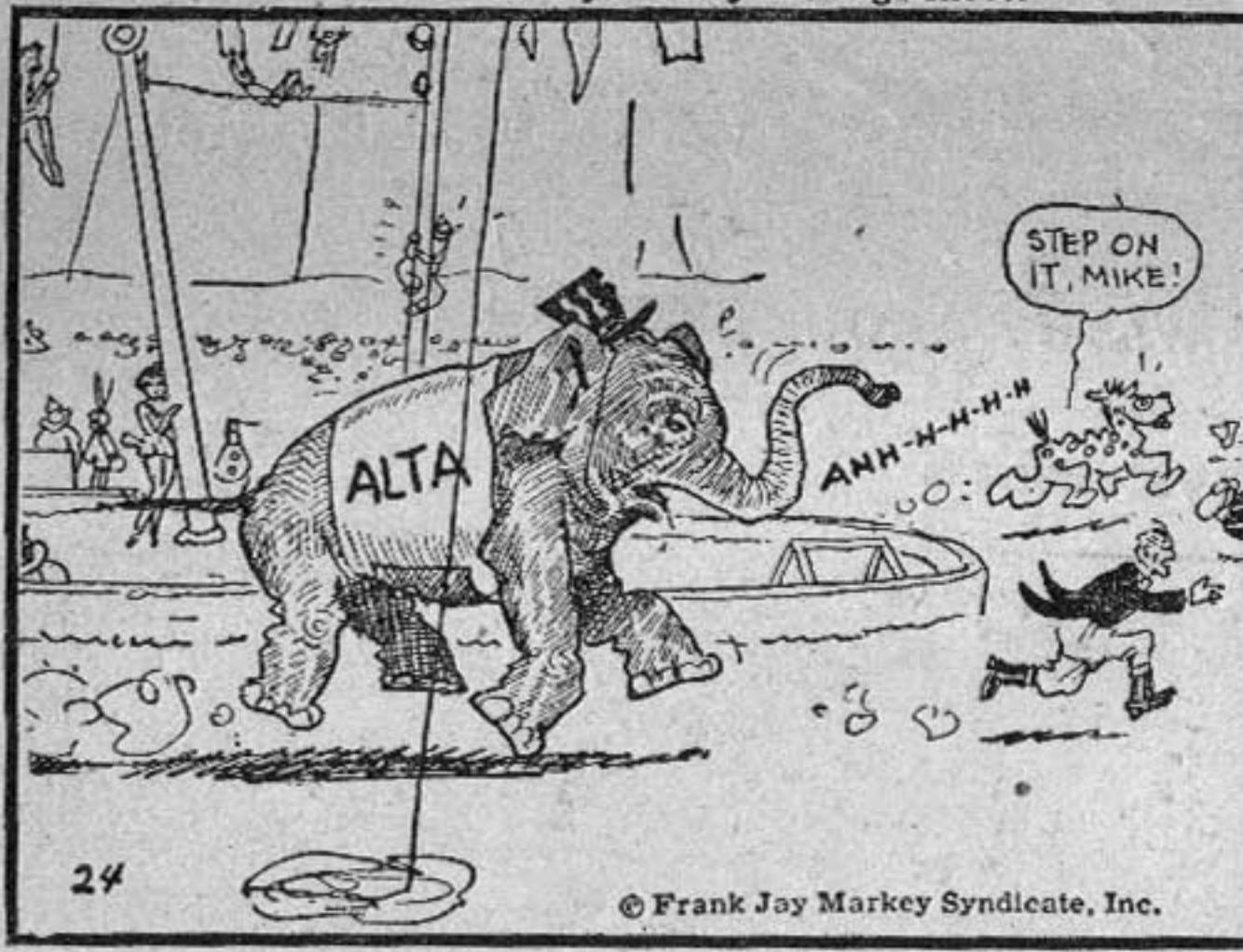




BIG TOP

Alta, big "bull" elephant, on a rampage, chases "Silk" Fowler, her mortal enemy. Will Jeff Bangs shoot?



By ED WHEELAN

The Bradley Times

OFFICE AT LONGTIN'S ROYAL BLUE STORE

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BEHIND THE SCENES IN AMERICAN BUSINESS

(By John Craddock) New York, November 28—Business—Arrival of Old Man Winter last week, with some localities reporting a foot or more of snow, brought cheer to retailers.

Washington—Though making few sensational headlines, a Senate Committee is now digging into facts behind the profit-sharing systems used by some of the country's largest companies.

Volume and Profits—An important message for department store operators can be found in the National Retail Dry Goods Association's recent study of the relationship between sales and profits in 30 departments of 300 stores.

Rubber Ball—Sixty-eight years ago, the Chamber of Commerce of the then small but ambitious town of Akron Ohio, hearing that a Civil War surgeon in New York was looking for a new factory site, issued an invitation urging him to consider the natural advantages of Akron before choosing a location.

This week the Akron Chamber of Commerce is issuing more invitations—this time to a huge and colorful "Rubber Ball" to dramatize its position as a rubber key city.

the 68-year-old organization. With the guest list reading like an industrial "Who's Who," Akron's "Rubber Ball" is another demonstration of the ingenuity which has made the name of the Ohio city famed the world over.

Things to Watch For — Novel costume bracelet cast from colored plastics with small receptacles for holding powder puffs, mirror, face powder. . . New fan which draws warm air out of hot-air registers in har-to-heat rooms. . . Electric extension cord which stretches when required and then recoils to take up the slack, particularly use-

ful around the home. . . Batteryless flashlights with spring-operated electric generator which is wound up like a watch. . . Burglar alarm systems which sound a gong and fire tear bombs. . . Hy-Lo Bridge with equipment that looks like Mah Jong, but played with same rules as contract except that each player has choice of a high hand and a low hand to bid and play.

Headlines in New York—Cotton mill production creeps to high peak since September, 1937. . . Construction contracts to total \$3,500,000,000 next year compared with \$3,200,000,000 in 1938, F. W. Dodge Corp., estimates. . . Great Atlantic and Pacific Tea Company introduces full-sized loaf of bread for five cents; permanent increase in wheat consumption forecast as a result. . . Looking over the earnings reports; higher—H. F. Wilcox Oil & Gas and First National Stores; lower—Brown Shoe and Pet Milk. . . Freight carloadings exceed 1937 for first time this year. . . Weekly output of electric power expected to surpass last year's record within a month.

nessmen—and I always do when. For every chance in a big-city law office, there are 50 out in the small cities. For every chance to hang out an M.D.'s shingle in New York or Chicago, the young doctor will come upon 100 somewhere out on the highways. Even with engineers the same holds true. I summon a competent witness here.

James Shelby Thomas, president of both the Clarkson College of Technology and the Chrysler Institute of Engineering, and a member of the Rotary Club of Detroit, Michigan, believes that small cities and even small businesses these days offer the best opportunities to engineers. "It takes strong qualities to command recognition in a big organization. Besides, there must be at least 100 entirely new things that should be done, that could be best started in small towns and cities—not the big ones. It takes a lot of money to start a business under city conditions. I know of very successful business enterprises all through this section (near Potsdam, New York) that have been successful from the start, and that are located in villages with anywhere from 2,000 to 2,500 people."

Consider manufacturing. It shifts fast away from the old enormous centers, more and more toward the open spaces. In a hundred towns in the United States during the past six months, I have seen new buildings arising where less than two years ago cows were munching green grass. They fringe the medium-sized cities, North and South, East and West. Their owners are weary of monstrous city taxes, of labor-union racketeers, of poor service, and of shifting, shiftless workers. They have discovered America. They are going back to it.

As a rule, you do well to shun all big cities unless (1) you know your way around and have connections; (2) you enjoy working in huge organizations, like insurance companies, banks, railroad offices, department stores, or in Government jobs. If so, ignore my remarks.

New York and Chicago are the worst of all cities in the United States to tackle, unless you bring with you the magic key to a job in the form of "pull" or previous appointment. Everybody rushes to these great centers, firm in the faith that, just because millions of people dwell there, there must be many openings. This is rather stupid, isn't it? It would be more sensible to argue that, as there are millions of people on the spot and familiar with the place, all the best jobs would be snapped up as soon as they came along.

In many fields of work, the situation is made worse by the steady back country who have had experience and want to put in a year or two in the big city to round out their contacts and perhaps to find better jobs than they have filled back home. In the newspaper business, for example, beginners come up against a stone wall. Even the lower jobs are filled by men and women who have put in five or more years on papers elsewhere. These people usually arrive with money enough to keep them afloat for many months. They are not seeking a start in life. They seek to improve their lot. What chance has a mere beginner against them? Especially when many of them are willing to work for subsistence wages, just to be in the big city a while. Adolph S. Ochs, late owner of the New York Times, used to say frankly that, if he wished, he could fill most of his reporting staff with out-of-town men of mature experience and at beginner's wages. In Chicago, Victor Lawson, once owner of the Daily News, was fond of saying: "No reporter is worth more than \$20 a week." And, when pressed for an explanation, he would add that he never had to pay more for a good man.

Some five times as many young women are seeking jobs in New York City as sought them a year ago. Four out of five will either find no openings or a few will find work they detest and may be physically unable to perform. A recent report on unemployment in Cleve-

This fact may be proven by what is known as the tuberculin test. This is made by injecting into the superficial layers of the skin on the forearm a minute drop of tuberculin. Twenty-four to forty-eight hours later the color of the skin in a small area around the point of deposit shows whether or not the individual has ever been infected with tuberculosis germs. If the skin in this small area is bright red in color, the test is positive, indicating infection. If the skin is not discolored, the test is negative, indicating freedom from infection.

DO YOU KNOW—

It is the responsibility of parents and physicians to protect children against persons harboring the disease in an infectious stage? Tuberculosis in its early stages if of interest chiefly to the individual infected. In its advanced stages, it is of grave importance to the family and to the community.

While cures can be promised with less confidence than might be desired, early discovery and treatment give the patient the best chance of recovery or improvement and reduce the chances of exposing others to the infection.

DO YOU KNOW—

The individual who leads a well balanced life has much better protection against tuberculosis than the person subjected to stress and strain, long hours, insufficient sleep, and other debilitating influences.

The above statements have been approved by the Educational Com-

mittee of the Illinois State Medical Society.

HUNTING ON A LARGE SCALE

A wolf and deer hunt extraordinary in which more than 200 hunters combed the woods and prairies of four counties helped to make history in Illinois in 1846, research workers of the Federal Writers' Project, W. P. A., learned while compiling material for their Annals of Sports.

The large hunting party was organized to destroy wolves and to secure venison. On the morning of the hunt, men and boys from DuPage, Kendall, Kane, and Will counties formed a huge circle, the axis of which was Bob Roy Slough near the present village of Sugar Grove in Kane county. The encompassed area extended north to St. Charles, and south to Oswego. As the hunters closed in, they drove the game before them. Before the day ended, 40 deer and scores of wolves were killed.

PATRONIZE ADVERTISERS

The business firms who have announcements in this issue invite you to come in and select what you want for Christmas. They all wish you happiness and prosperity. They stand behind your community. Why not return the good will by trading with them?

Shakespeare wrote his plays with his feet on the floor, not on the desk.

Where Get Your Start in Life?

Look for Jobs Where People Know You—in a Small Town.

(By Walter B. Pitkin) Where get your start? Out in the open country? In a small town? In a big city?

Seven times out of ten, the small town wins. Why? Many trends in American life favor the small-and-medium-sized city. Let's see what's happening.

First of all, please notice that the population trend in the United States is away from the two extremes and toward the middle ground. The biggest cities and the remotest backwoods are both losing young people steadily. The middle-sized towns and the lesser cities are gaining these migrants. Towns of 5,000 to 50,000 seem to be getting the best of them, as well as the largest groups.

Notice, again, how the great trunk highways are attracting more and more houses and stores to the fringes of towns. New population centers are arising outside the great cities. And the records suggest that the middle-class folks are moving in. The very poor have to stay in the big cities. They can't afford to travel to and from work. As for the very rich, they don't matter here.

While these satellite towns are gaining population, so are the great automobile highways. These are rapidly becoming the pattern of tomorrow's America. With no planning whatsoever, highway towns are growing up everywhere. A main crossing of great highways is a favorite spot. First come a few gasoline stations, then a "hot-dog" stand, then a restaurant, then half a dozen bungalows, then a grocery store, then a group of fine roadside stands set up by near-by farmers—and the spot turns almost overnight into a village. Each such community becomes at once a center of opportunity—of some kind for somebody.

Now, these new centers and the villages that are fast becoming cities offer more opportunities in the long run than any other parts of the country. They do, that is, if you take into account all sorts of work, from low to high.

You see the new pattern of opportunity in the trend toward suburban farming. Farmers in remote places work at a grave disadvantage because of the cost of getting their crops to consumers. Near-by farmers, having lower distribution costs, get the cream of the business. Hence the remote areas must lose their ablest young farmers, who will either quit farming and move to the cities or will shift their farming to be in a place nearer to the consumers.

Thus farming becomes more and more suburban. The farmer near his customers can side-step the railways and the commission merchant. Thus he can become his own distributor and get retail prices, with treble profits. Thousands have already made this move. And each new highway opens opportunities for many other thousands.

To get the right start in farming, tackle the roadside stand, the auto cabin camp, the intensive truck farm near a city, or some such place. Once in a small job, watch what is going on around you. You will see more and more city folks moving out into the country. Most of them will be middle class. They will have some means, and their city work, if not abandoned, will call for easy and short hours in town. They make up the suburban farmers' best customers.

Hundreds of small towns offer chances for the development of small businesses like those reported by a Uvalde, Texas, Rotarian correspondent of mine. Across the street from his office, he writes, is a steam-laundry and dry-cleaning business that makes good money. It is owned by a man who started by learning to press clothes. On the corner is a bus station, headquarters for a line worth more than \$100,000, owned by a man who started by operating one seven-passenger bus to San Antonio. On the street behind his office is a transportation truck line worth about \$100,000 and paying big dividends. It was started by a young man with one truck.

Rotarian B. F. Schriber, lithographer of Pueblo, Colorado, who has studied conditions in his field, writes me that small towns, as a rule, offer many more chances to young people than do larger ones. I add to his testimony the words of scores of newspapermen and job printers I know, all over the years, that the best chances to often stated, during the past 15 break into the newspaper field are ever possible—I am amazed to find agree with me on this. Quite right—clear that towns in the range I have mentioned are wide open for a young man to find there, too. Just this year, in placing journalism graduates, I find the same situation. Rotarians, almost without exception, United States. Nine out of ten de- opportunities, even professional, the wide scattering of high-grade ly, however, they qualify their opinions by indicating that much depends on the young man in question, and his ability to adapt himself to a different tempo of living. As I chat with small-town busi-

Advertisement for Popular Mechanics Magazine and Newspaper. Includes text: 'IT'S A GIFT!', 'This Newspaper EXTRA', 'POPULAR MECHANICS MAGAZINE', 'Give Both for Only \$2.95', 'Two Gifts for the Same Price', and subscription information.

Advertisement for Pedestrian Pointers. Includes text: 'PEDESTRIAN POINTERS', 'SUGGESTED BY THE CHICAGO MOTOR CLUB', and an illustration of a car and a pedestrian.





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- Perfume Atomizers ..... 50c Up
- Amity Leather Billfolds ..... \$3.50 - \$5.00
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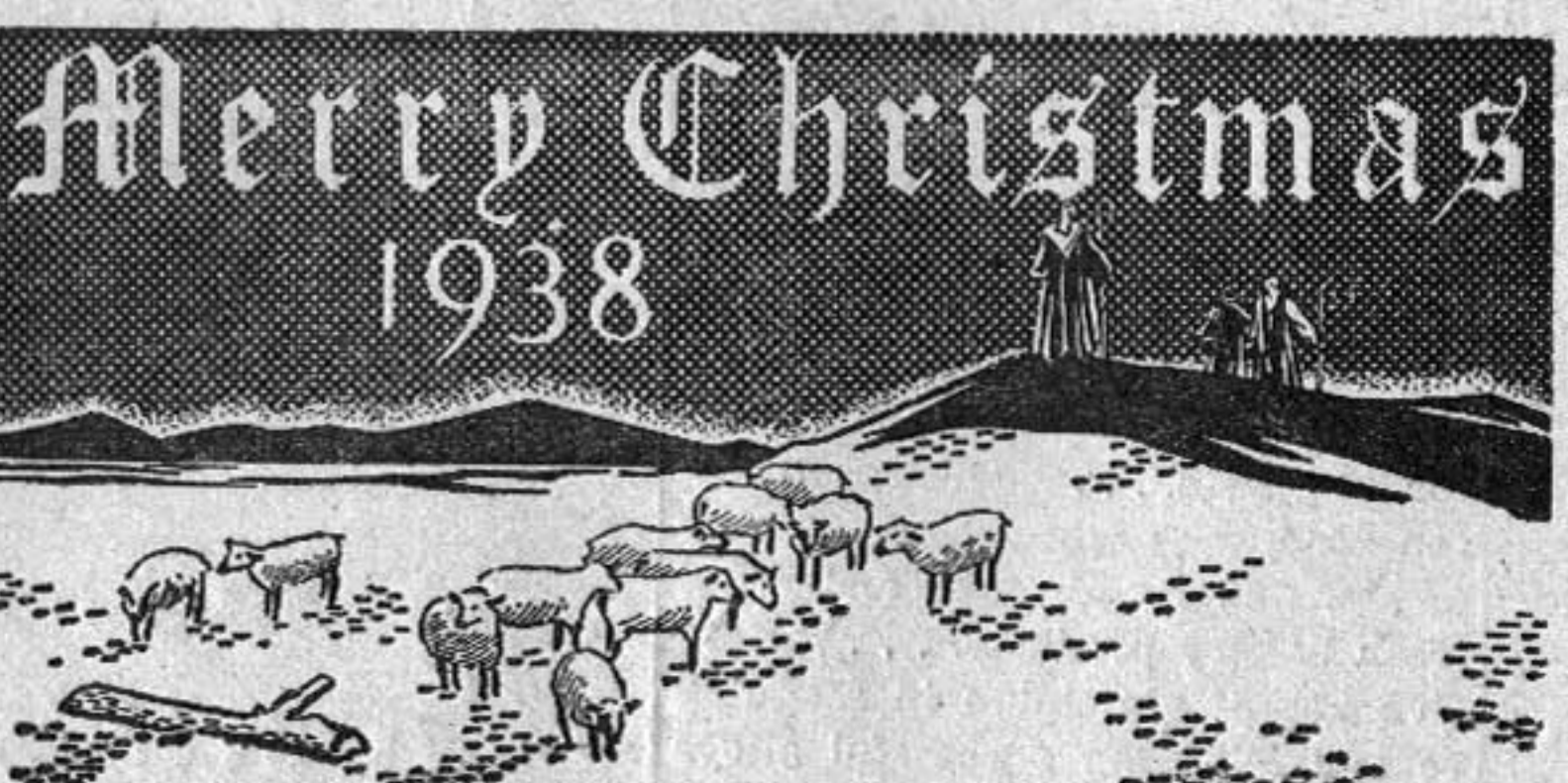
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