

State Auditor Urges Bankers to Advertise

Auditor of Public Accounts Oscar Nelson, in his October Banking Bulletin, says this to bankers:

"Depositors are becoming more bank minded. Confidence and goodwill have somewhat waned in the past. Now is the time to bring back depositors through conservative high-class advertising. This advertising should consist largely of the publica-

tion of a well-balanced statement. One of the requisites in this connection is the maintenance at all times of a reserve sufficient to take care of the normal business of a bank, together with such conditions as may arise through emergencies. Repeating a previously expressed opinion, we believe that the bank should maintain sufficient liquidity, which in itself is good advertising.

"If the public can be convinced that the banks can take care of the

situation in their particular locality a large percentage of the depositors who have sought other fields will return to the fold from which they strayed."

Governor Huey P. Long, of Louisiana, has announced himself as a candidate for the senate. If he is nominated and elected and gets in the senate his first name then can be changed to Hooley.

FRANCE IS SECOND IN AUTO BUILDING

Surpassed in Volume Only by United States; Gaining in Industry

Such vast strides has France made in motor-car production since her industrial and financial losses in the war that she now is surpassed in volume only by the United States, says Minot Saunders, N.E.A. writer in a dispatch from Paris. In quality of production it was generally agreed at the recent Paris Salon that French cars could hold their own against all rivals.

While France leads other European countries in output, statistics for 1929, now available, indicate the dominance of the American automobile industry in world trade. Last year France produced 245,610 cars, while the combined output of the United States is here quoted as 5,630,000. In the United States there is one motor car to every 4.6 persons, while in France there is one to every 31 persons.

France is moving rapidly, however in this industry which is of the greatest importance in her economic life. In one form or another, it provides employment for 420,000 persons, or about one-fifth less than those engaged on the railways and about the same percentage more than those engaged in the collieries.

Factories directly employ 110,000. Accessories occupy a further 45,000, tires 25,000, repair shops 120,000, and agents and dealers are estimated at 30,000.

Big Jump in Decade

These figures appear ridiculously small compared with what America could show, but it may be recalled that in 1919 the automobile production of France amounted to only 18,000 cars. Factories were quickly transformed from munitions works to their old purposes and in the following year the output reached 40,000. Every year since has registered a marked increase.

In 1928 41 per cent more cars were produced than in 1927 and last year the increased percentage was 10. This represented six times the total of 1920.

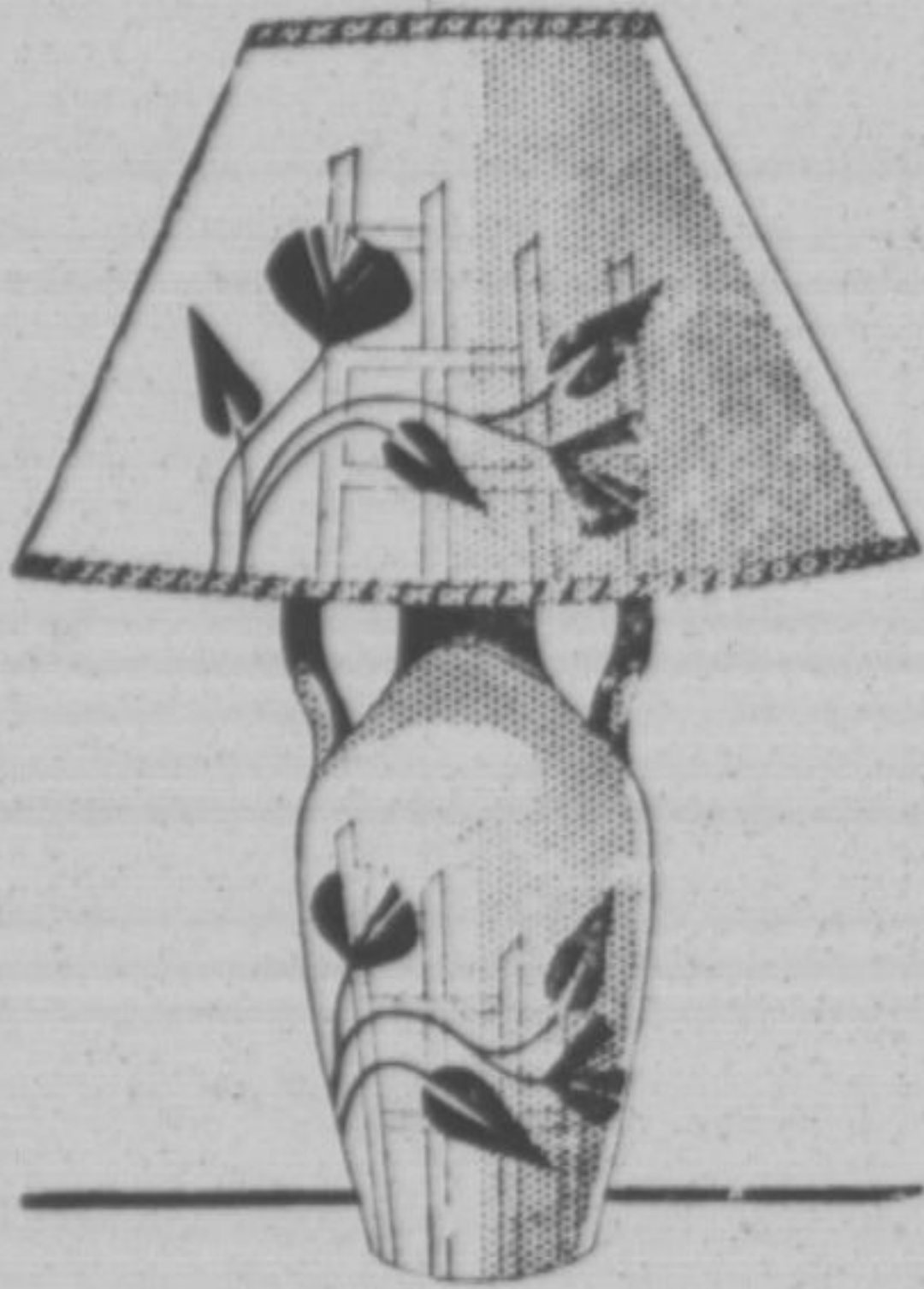
European rivals of France last year were Great Britain with 225,526, Germany with 131,000, Italy with 60,000, Czechoslovakia with 16,000, Austria with 9,300, Belgium with 7,700, Russia with 2,000 and Sweden with 1,850. These figures further indicate how far the United States leads in the business.

The total value of the French output last year was roughly \$260,000,000.

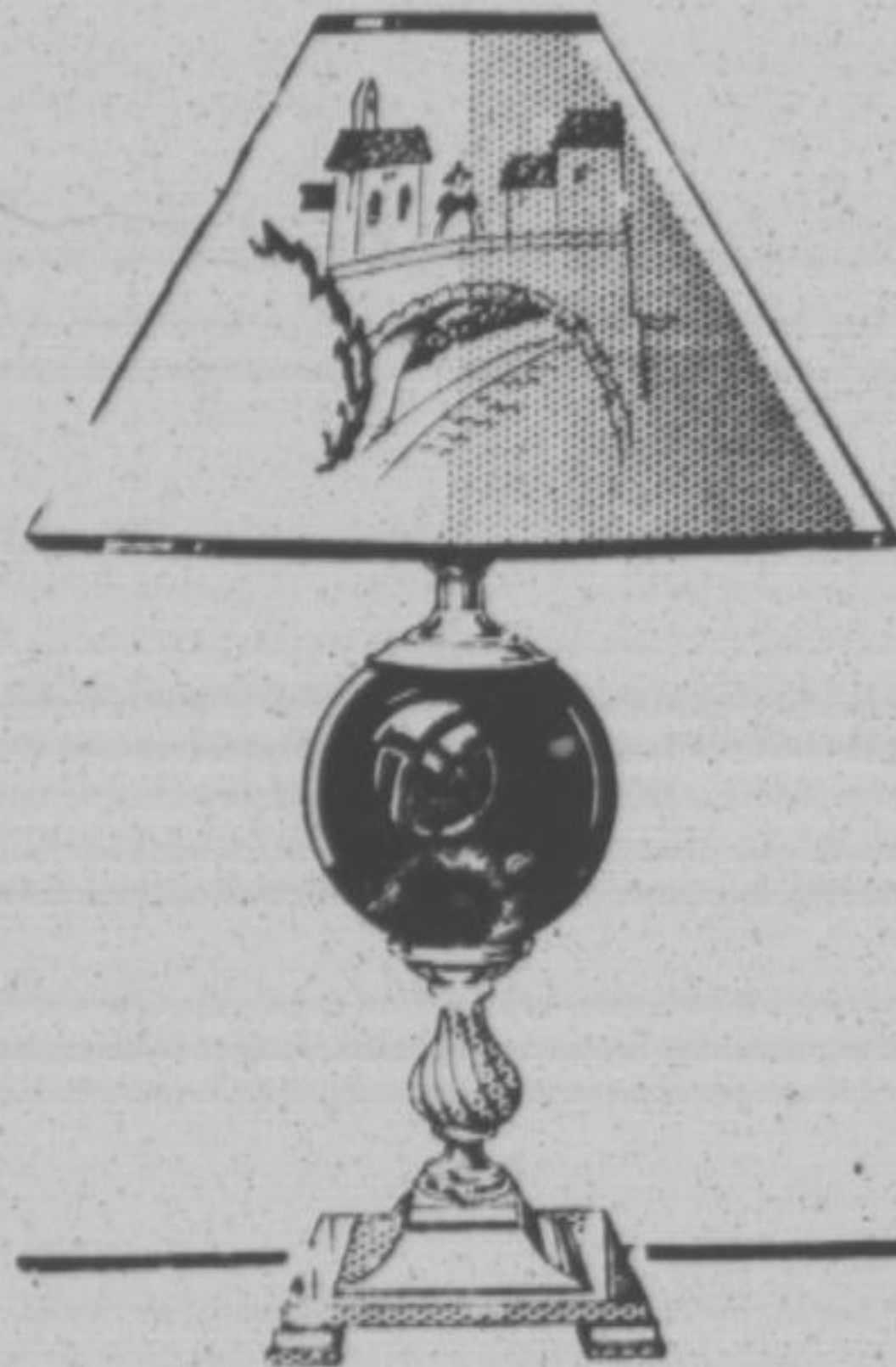
Display of Various Cactus Reproductions

Various important members of the cactus family are illustrated by a series of plant reproductions in the department of botany at Field Museum of Natural History. Among those shown are the dune cactus of Indiana, the Barbadoos gooseberry, the tuna fruit cactus of California, the cereus of British Guiana, and the cacti of Mexico and Trinidad.

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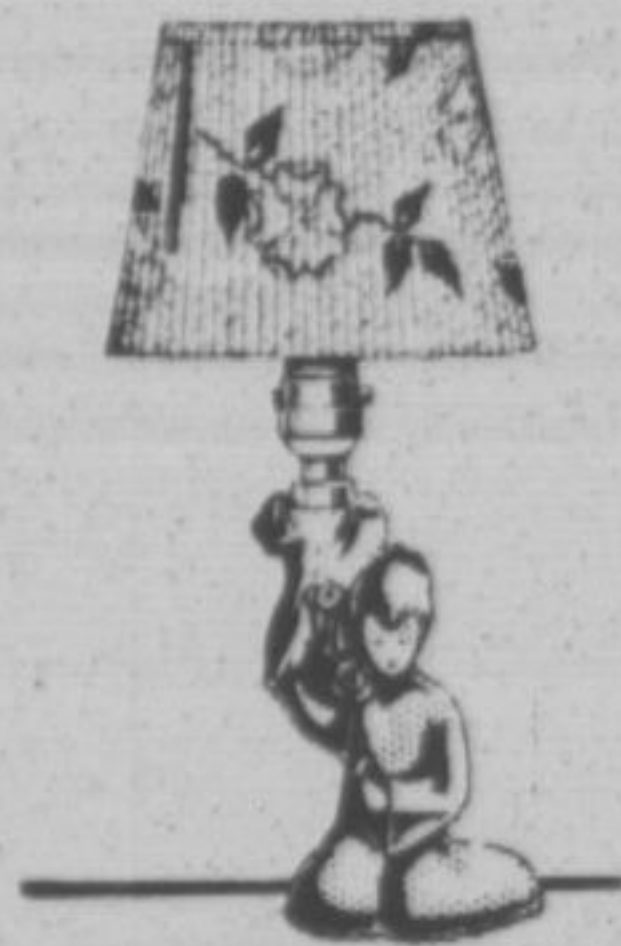


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