

**MASSILLON
HAILS THE NEW NRA
CODE EAGLE**

Are You Looking For It
When You TRADE?
Are You Displaying It
When You Sell?

NRA

Means regulated hours for labor.
Means no child labor.
Means more labor put to work.
Means larger pay envelopes.
Means greater sales.
Means more profits.
Means better supported churches.
Means happier homes.

Means A Successful City

Let's Take
Stock of Progress Since Last
July 1933

Republic Steel Co. Payroll (2 weeks)
July 10th, 1933 May 10th, 1934
\$113,568.00 \$214,000.00

Republic Steel Co. Employment Roll
July 10th, 1933 May 10th, 1934
2325 Men 3025 Men

No strikes in the city—Only one disagreement easily
and shortly reconciled.

Men Employed July 10, 1933 4073
Men Employed May 10, 1934 5086

Five Expositions

A Nationally Recognized Christmas
Week Celebration
Two Successful Massillon Day Demonstrations
An NRA Parade to be Remembered
with
Merchants in the Greatest Majority Reporting
Great Profits

Let's Hail and Honor our
Worthy President
FRANKLIN D. ROOSEVELT
and Support Instead of "Knock"
Our NRA Administrator
GENERAL HUGH S. JOHNSON

Let's Congratulate and
Stand by the RFC
Leaders and Chairman
Of Its Board of Directors
JESSE JONES
In His Effort to Get
Money to Work to
Put Men to Work
Even Against Odds Offered
By Those Whom Should
Assist Him

The First National Bank in Massillon
First National Bank
Depositing Federal Deposit
Insurance Corp.

Ohio Bankers Association
American Banking Association

**SOUTHERN GROCERS
LIKE THEIR CODE**

Hearty endorsement of the entire
NRA program, especially the wholesale
grocers' code, and optimistic
accounts of increases in business are
contained in letters received from
Mississippi wholesale grocers by the
NRA.

"From August until December 1
our expenses increased enormously
with no increase in volume of business",
said one letter from Jackson.
"However, with the approval of the
grocery code our expenses have been
reduced to the extent that we are
now on a profitable basis. In fact,
March was the best month we have
had in nearly 2 years, and conditions
look very hopeful at this time."

Reports "Big Improvement"

Another Jackson wholesaler reports,
"There has been a big improvement
in business, especially in
our section here."

From Brookhaven comes the following letter:

We have been undertaking to cooperate
with the Government in its recovery
program and frankly believe that it has
saved our country from serious industrial
trouble.

Naturally it has been difficult to make
the changes that were asked of us without
some friction and misunderstandings;
however, we have found among our
competitors and also our customers a
deep appreciation of the purposes involved
in this program and on the whole a
splendid spirit of cooperation.

Business in all lines has improved over
last year the same date.

Volume up One-third

A Tupelo dealer lauded the recovery
program and sent a suggestion for
better understanding of the grocery codes. His letter follows:

Our volume shows an increase of approximately 33% percent. There is a marked improved condition. People are at work, and the state of mind has changed.

The program must be a success. We heartily approve it, and it is a pleasure to operate under it.

Among the grocery merchants the great trouble is due to misunderstanding on account of carelessness. Many know very little about the code, and we find once they are acquainted with the provisions of it, the majority will cooperate. We suggest that local code authorities be requested to visit all towns and cities within their jurisdiction and meet with the merchants and enter into a discussion of the code. This is the program adopted by our local code authority, and the results are gratifying.

The Administrator Has Said:

"... Real recovery is under way at this moment . . ."

"... I know of no industry which would willingly give up its code . . ."

"... We can't do this job in an atmosphere of sniping and suspicion . . ."

"... Everybody likes the benefits of NRA—nobody likes its burdens . . ."

"... Under the law, if NRA makes a mistake, the President can and will change it within 24 hours . . ."

"... The antitrust acts have not been repealed. They impinge on every act in violation or abuse of a code . . ."

"... NRA is an experiment, but it is an experiment under complete governmental control and absolute flexibility . . ."

"... There is no right, however sacred, which in its exercise may not become an intolerable abuse of the rights of others . . ."

"... Just because a man has a million dollars he doesn't actually consume very much more than a man who has a thousand dollars . . ."

"... No good fairy is fluttering around on the horizon. We have got to hack our way out of this trouble by our own efforts . . ."

"... Too much of profit went back to build new factories and too little went to let people buy the products of the factories we already had . . ."

"... Leaders of labor and industry have been working 14, 16, and 18 hours a day—not for a day or two but week after week—to carry out the President's high purpose . . ."

"... The benefit to industry of NRA is very great. If section 7 is a burden, it is part of the bargain they made in their extremity to save themselves a year ago . . ."

"... By the very nature of the organization and method I have just described, controversy on conflicting views of adversary interest is of the very essence of NRA . . ."

"... Let's live up scrupulously to the obligations of the law, the codes, and the agreements. If they are wrong—and some of them are wrong—we promise to change them promptly and justly . . ."

"... You cannot enforce a law like NRA with penalties and policemen. NRA can succeed only if a very great majority of the people and of business not only want it but actively support it . . ."

"... In such a partnership both sides have rights and duties, but the Government also has a duty. It must see that industry bears its new burdens toward labor; that labor does not exploit industry; that neither singly nor both jointly infringe the public interests . . ."

"... In every important labor dispute, the President has set aside all other affairs of the Nation and, in his most crowded days, sat patiently, hour after hour, with labor and industrial leaders personally to insure that the rights of both sides under the law were fully assured . . ."

"... We are making neither promises nor boasts, but we can tell you one thing very definitely and surely—employers in this country want to do this thing harder than they ever wanted to do anything together and in one big strong pull at any time in this country since the war . . ."

"... Once there was a very poor farmer plowing a field with an ox and a mule. In the midst of a furrow the ox had an idea. He said to himself 'I don't need to go on pulling together.' So he laid down and chewed his cud—he would not get up and he would not pull. The field had to be plowed.

"So the farmer got into the yoke with the mule. The ox ambled home and ate his hay. At sundown the mule came home tired and worn out, and the ox was rested and talkative. He asked the mule:

"What did the farmer say?"

"Nothing; he just pulled on together with me."

"Didn't he say anything?"

"None."

"Didn't he even mention my name?"

"None." And then the mule remembered. 'Oh, yes', said the mule. 'A man drove along in a buckboard and the farmer went out to the fence and borrowed a chew of tobacco. Remember now that he did mention your name.'

"Who was the man?" asked the ox. The answer was:

"That was the butcher."

"... I know that the butcher is the public spirit and opinion that is awake all over the land . . ."

The Most Dependable Enforcement Officer



Courtesy Memphis Commercial Appeal

Bloomingdale's Hails the New NRA Code Eagle



We are proud to reproduce the new Retail Code Eagle that has been signed to BLOOMINGDALE'S. Let's take stock of the past nine months at BLOOMINGDALE'S since the establishment of NRA.

- We have given employment to 23½% more people.
- Our co-workers are working shorter hours.
- We have distributed hundreds of thousands of dollars more in our pay envelopes.
- Our business has steadily forged ahead.

[For the past nine-month period, our volume was 15.87% ahead of the corresponding nine months of the previous year.]

Truly, the Blue Eagle Has Been a Blue Bird of Happiness

Bloomingdale's
NEW YORK

SMALL BUSINESSES ARE PUT ON MODIFIED BASIS

President Roosevelt has, by Executive order, exempted small businesses in towns of less than 2,500 population from compliance with provisions of the Codes to which they may be subject other than those banning child labor and establishing fair trade practice rules.

Under the Executive Order "employers engaged only locally in retail trade or local service trades or industries" and operating not more than three establishments in towns of less than 2,500 are exempted from "those provisions of approved Codes of Fair Competition which relate to hours of employment, rates of pay, the minimum prices at which merchandise may be sold or services performed and the collection of assessments, except insofar as any such employer shall after the effective date of this order signify to the Administrator his intention to be bound by such provisions."

Amended Order

The text of the Order, which amends an earlier order exempting merchants and other employers in small towns from the provisions of the President's Reemployment Agreement, is as follows:

EXECUTIVE ORDER

AMENDMENT OF EXECUTIVE ORDER NO. 6354 OF OCTOBER 23, 1933, PRESCRIBING RULES AND REGULATIONS UNDER THE NATIONAL INDUSTRIAL RECOVERY ACT

By virtue of and pursuant to the authority vested in me under Title 1 of the National Industrial Recovery Act of June 16, 1933 (c. 90, 48 Stat. 195), and in order to effectuate the purposes of said Title, Executive Order No. 6354 of October 23, 1933, prescribing rules and regulations under the National Industrial Recovery Act is hereby amended by striking out the paragraph numbered 1 thereof and inserting in its stead the following paragraph:

Employers engaged only locally in retail trade or local service trades or industries who operate not more than three establishments and whose place or places of business is or are located in a town or towns each of less than 2,500 population and not in the immediate trade area of a city or town of larger population, as determined by the Administrator, are exempted from those provisions of the President's Reemployment Agreement and those provisions of approved codes of fair competition which relate to hours of employment, rates of pay, the minimum prices at which merchandise may be sold or services performed, and the collection of assessments, except insofar as any such employer shall after the effective date of this order signify to the Administrator his intention to be bound by such provisions. This exemption is intended to relieve small business enterprises in small towns from fixed obligations which might impose exceptional hardship; but all such enterprises are expected to conform to the fullest extent possible with the requirements which otherwise would be obligatory upon them.

The Administrator for Industrial Recovery is hereby authorized to prescribe such rules and regulations as he may deem necessary to carry out the provisions of said paragraph numbered 1 of Executive Order No. 6345 as amended by this order.

(Signed) FRANKLIN D. ROOSEVELT
THE WHITE HOUSE,
May 15, 1934.

General Retail Code Held To Cover Optical Stores

Optical stores fall within those groups coming under the general retail code, and employees in such concerns must be paid at least the minimum wages specified in that code, the administration has ruled. The decision was in the case of the Dr. Ritholz Optical Company of Chicago, which operates thirty-four stores, and has more than ordinary interest since there are more than 20,000 such establishments in the United States.

The case of the Chicago concern was brought before the National Compliance Board and at a recent hearing the respondent asked for the ruling of the Administration, agreeing that he would abide by it. It had been charged that the company had been paying its women "assistants" and "receptionists" wages considerably below those fixed in the retail code under which it was presumed to be operating. The defense was that the company does not belong in that group and that its position is not clear because the proposed code for the optical trade has not yet been approved. It was held that optometrists are not engaged in retail trade as it is ordinarily known and the question of the professional status was raised.