

## Going Out of Business Sales Scheme Is Under Attack

The following is a reprint of a letter written by Richard O. Cook, Assistant Executive Vice President of the Michigan Retail Merchants Association, which appeared on the back cover of the February edition of the association's official trade publication.

Dear Michigan Retailer:

During the last year there have been a rash of so-called "going-out-of-business sales" conducted throughout Michigan. Many of these special sales are honest efforts to close-up shop in an orderly manner, but some are designed for the sole purpose of defrauding the public.

You are all aware of the fraudulent type of special sale:

1. A retailer "goes out of business" every six months, without fail.
2. A retailer with a \$20,000 inventory "goes out of business," and the gross sales amount to over \$100,000.
3. A retailer buys a store for the sole purpose of running a fraudulent "going out of business sale."

This activity not only constitutes unfair competition with the honest merchant, but cheats the buying public and tends to discredit all retailers and all special sales.

Dishonest special sales are illegal in Michigan, as well they should be. No such special sale can be conducted without a license, and all of the merchandise offered must be inventoried in advance. No merchandise may be added to the stock during the sale, and no unusual purchases made 60 days prior to the "going out of business." This is the Law, and properly enforced at the local level, the statute will help to control fraudulent sales in your area.

However, experience has proven that the law contains many, many loopholes which allow dishonest operators to evade the intent of the Legislature. IT IS TIME WE TOOK ACTION TO CLOSE THESE LOOPHOLES, AND PUT AN END TO FRAUDULENT SALES IN OUR STATE.

As a part of a fifteen point legislative program for 1960, your MRA has prepared amendments to the "going-out-of-business" statute, and will strongly urge their adoption in this session of the Legislature. FULL DETAILS WILL REACH YOU VERY SHORTLY. WATCH FOR THEM, AND TAKE ACTION TO CORRECT THIS UNFAIR SITUATION AFFECTING ALL MICHIGAN RETAILERS.

Sincerely,  
Richard O. Cook, Assistant  
Executive Vice President

## Income Facts Are Sought by Census Bureau

Special questions on consumption, income, educational attainment, literacy, and family characteristics will be asked in the U.S. Census Bureau's Current Population Survey in March, according to Director John E. Tharaldson, of the Bureau's Regional Field Office at Detroit.

The special questions will be in addition to the regular employment and unemployment inquiries which are asked each month in the Current Population Survey.

THE SUPERVISOR emphasized that all information about individuals furnished to the Census Bureau is held in absolute confidence under Federal Law. It is used only to obtain summary figures such as totals, averages and percentages for various groups in the population and not to show information for particular families or individuals. The information cannot be used for investigation, taxation, or regulation.

The current Population Survey will be conducted locally and in 329 other areas of the country during the week of March 24. Information will be collected locally by duly accredited interviewers.

### JOLLY GOOD

LONDON—Sir Arthur Morse, chairman of the British Travel and Holidays Association predicted that more than 1½ million overseas visitors would come to Britain this year. There were 1,390,000 visitors in 1959.

### DRILL IN MAY

WASHINGTON—Federal Civil Defense planners said that this year's nation-wide civil defense drill will begin May 3 and continue through May 5.

### BOURNEMOUTH, England—

Mrs. Edith Hicks was fined \$5.00 for littering after police found a box she had thrown on to the road. The box had her name and address on it.

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