Cambridge Tribune

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THE PROFIT TREND

In a number of fields, business profits have recently shown declines—a natural result of the tapering off of the great postwar buying spree when price seemed to be no object.

Some retail organizations have been hit especially hard. For example, one report states that the net income of 24 of the country's leading wholesale and retail corporations declined 18.5 per cent in the first quarter of 1947 as compared with the same period of 1946.

Here is additional evidence to the effect that retailing is not out to exploit the consumer by following an all the traffic will bear price policy. The truth is that a great many retailers, including both chains and independents, have voluntarily cut their profits in order to prevent price increases that would otherwise have been necessary. The average margin of profit on a given sale is very small. In certain basic fields, such as food, it is so small that the consumer would save very little if it were eliminated entirely. It is not uncommon for large retail food organizations to earn, as net profit, only a little more than a penny for each dollar spent by customers.

Prices remain high for reasons which are beyond the power of either retailers or manufacturers to control. For one thing we are living in an economy in which many elements of labor are demanding more and more money for less and less production—and in that sort of an economy a deflated dollar is inevitable. Buyer resistance and appeals to further reduce profits will cause some corrections—but they can't solve the problem of swollen operating costs which confront every kind of business.

TWO KINDS OF GOVERNMENT

There are two, and only two, forms of government in the world. One is based on the proposition that the sole reason for any individual's existence is to serve the state. The other is based on the completely opposed philosophy that the purpose of government is to promote and protect the rights, freedoms and liberties of the individual.

All governments, regardless of what they may call themselves, fall squarely into one of these two classifications. And the titantic struggle for power that is now engaging the entire civilized world is the result of the enormous differences between the two concepts.

It is not an exaggeration to say that the United States is the last powerful state which holds that which makes all our institutions the right of the individual to live his life as he chooses is the most basic and precious of all rights. This, essentially, is the principle — free enterprise, representative government, freedom of speech and press and religion—possible

History has proven a thousand times that the destruction of this right is followed by the destruction of all other rights. The totalitarian state—whether it calls itself socialist, fascist, communist, or anything else—invariably ends in oppression. The kind of government which controls the economic life of a country, sooner or later must control all other phases of life. It it tells a man what he must do, where he must work and who he must support, it will also tell him what he must say and think.

The American people must never forget that freedom must be eternally defended. If we are to maintain the individual's freedom to speak his conscience, without fear of the state police, we must maintain all the liberties upon which a free society depends. Those who temporize with freedom always lose it.

TODAY AND TOMORROW

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having its obvious effect on purchasing and on industrial production. Millions of people living on fixed or semi-fixed incomes find that the bare necessities of living absorb all they receive. No one has found the solution to such problems as these.

American foreign traders, according to a Wall Street Journal article, continue to enjoy excellent business. Exports in March reached a total of more than $1,304,000,000—15 per cent above the preceding month. Our imports, by comparison, were up only 3 percent and were valued at $434,500,000.

Practically every exported item has shown an increase—cotton goods, nylon and rayon, steel, electrical machinery, cars and trucks, what, coal, etc. The world's appetite for American commodities is enormous.

Aboom in exports of all kinds is scheduled beginning July 15, when England will relax present control over the pound. The entire United Kingdom will be involved, and tremendous sums will become available for purchasing in this country. Some think, however, that the boom may not be as great as is forecast, on the grounds that Britain will not be able to indefinitely stand so heavy a drain on her supply of dollars.

FIREFIGHTING COMPANIES WOULD BE FREE OF TAX

Scores of firefighting companies in Maryland and throughout the country would be exempt from paying the manuacturers excise tax on supplies and equipment under bills just introduced in the House by Representative Beall, (R.. of Md.) and Representative Sasscer (D.. of Md.)

The pending measure introduced separately by the Maryland members would amend the Internal Revenue Code to provide that articles taxable under Section 3403 for theexclusive use of a firefighting company or association not organized for profit would be exempt rom the tax.

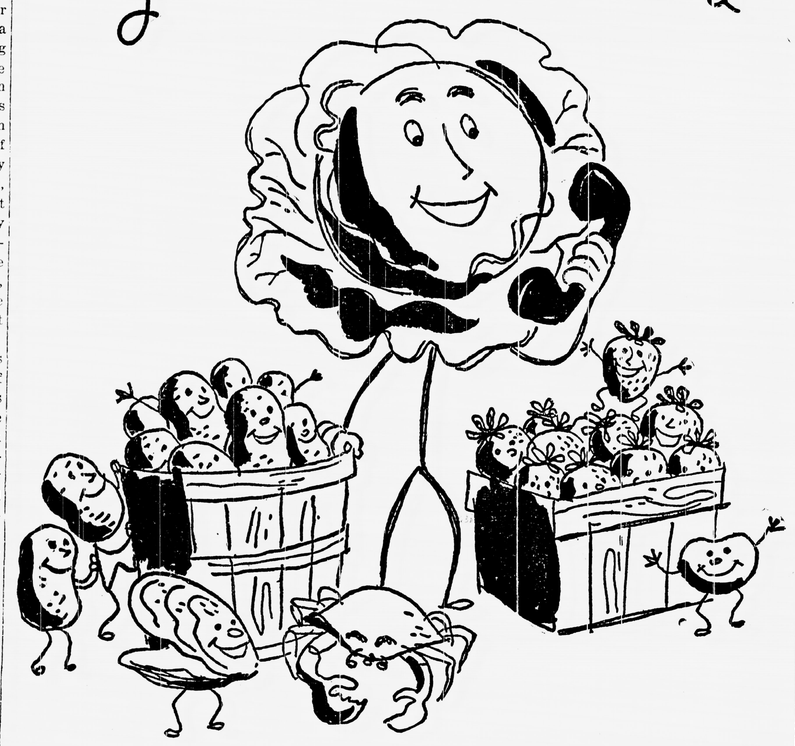
The two measures were referred to the Ways and Means Committee.

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EVERY ROOM WITH BATH OR SHOWER
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HOTEL VAN BUREN
Atlantic City - New Jersey
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Quiet, Homelike Surroundings
MODERATE RATES - ELEVATOR
Phone 4-9131 JOHN H. WINTER, Prop.

Food is on the wires



• Calls concerning the marketing of crops and seafoods are loading the Long Distance lines in this vicinity.

• Unless these calls go through promptly, shipments of perishable food may be lost.

• We are building additional cable facilities to provide for more Long Distance circuits. But this is a big job, so it takes time. Unless we're delayed, we hope to complete it early next Fall.

PLEASE AVOID THE MORNING RUSH HOURS

• *In the meantime, won't you co-operate by making your out-of-town calls outside the busy hours — which are from 8 a.m. to 1 p.m. That way, you'll help vital food calls get through faster.*

The Chesapeake & Potomac Telephone Company of Baltimore City

Keep Your Light Burning!

KIPLING once wrote: "They asked me how I did it and I gave them a Scripture text: 'I kept my light a shining a little ahead of the rest.'"

During a period of business adjustment many firms neglect to keep their light a shining ... they neglect cultivating new customers and retaining the friendship and confidence of their old customers ... in other words, they neglect their advertising.

The business institution or organization that waits for "normalcy" to come back or for the signing of an armistice before beginning their advertising, will be left in the dark.

If you want to get your share of business in the post-war tomorrow, you must begin now to lay the foundation by the use of letters and advertising to your old customers and logical prospects ... You must keep your light a shining a little ahead of the rest. NOW IS THE TIME TO LIGHT YOUR LAMP.

Gas on Stomach
Relieved in 5 minutes or double your money back
When excess stomach acid causes painful, suffocating gas, sour stomach and heartburn, doctors usually prescribe the fastest-acting medicines known for symptomatic relief—medicines like those in Bell-ans Tablets. No laxative. Bell-ans brings comfort in a jiffy or double your money back on return of bottle to us. 25c at all druggists.

Has a Cold Left You With a Nasty Cough?
When your cold brings on a nasty troublesome cough, spend 45 cents at any drug store for a bottle of BUCKLEY'S CANADIOL MIXTURE—triple acting—to relieve coughing fast. Take a teaspoonful and hold it on the tongue a moment, then swallow slowly and feel its powerful, pungent action spread through the throat, head and bronchial tubes. BUCKLEY'S MIXTURE acts promptly to help loosen up thick, sticky phlegm—soothe irritated throat membranes and ease hard coughing spells.
Most all Canada knows BUCKLEY'S—folks who live up North where a cough mixture has got to do a real job, keep BUCKLEY'S handy. So try it the very next time a cold results in a wracking, stubborn cough—find out for yourself just how good it is for coughs due to colds. Get BUCKLEY'S CANADIOL MIXTURE — made in the U. S. A. — TODAY — at all drug stores

Buy War Bonds
TODAY
For Future Needs



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SHARPENED
ON THE IDEAL SHARPENER

This machine automatically grinds the blades of your mower to just the proper bevel, thus assuring a perfect cutting job. Your mower will run like new and stay sharp longer than when sharpened by any other method. Also Saws, Knives, Scissors sharpened.

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