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Editorial and Business Office,

Good Ideas Build Business

In 1912 a delicatessen dealer in New York wanted to earn more money than his store brought in. Finally he thought of the mayonnaise that his wife made from a recipe she had worked out. At first they had made it just for themselves, then had begun to sell it over the counter; many people expressed great satisfaction with it. this delicatessen dealer's name was Richard Hellman.

So Hellman and his wife made up a large order, and Hellman took it to the customers who had been trading with him and told them it was something unusually fine. Some of them bought; they like i; it really was fine.

Hellman and his wife continued to sell their kitchen-made mayonnaise for some months but not with outstanding results. Then, one day, Hellman saw something which gave him an idea and made him a fortune.

On this day Hellman was delivering some of his product to a customer and was standing in the hall waiting for the customer to answer his knock when, across the hallway he saw a woman poking and jabbing into a bottle; she would poke a moment or two, then turn the bottle up and look into it. Then Hellman saw she was trying to get a rival's mayonnaise out of the bottle. Right then and there he conceived an idea which changed his life.

Instead of putting up his may naise in a small necked bottle as all of his competitors were do ing, he would have his in a wide necked bottle. That was all there was to the idea. But it was plenty. he would have to work rivals would pounce So he hired two men take ... not on vate purchasers, but ne delicatessen storeman race there are those naive to another.

Orders poured in so fast that he had to hire a truck to speed deliveries. The first time he had ever had to do this. He continued to play up the wide necked bottles—and speedy delivery which was much speedier than that of any of his competitors. Business boomed. It was not long before he had a second truck.

Twenty years from the month he hit on the idea of the wide necked bottle, Richard Hellman sold his mayonnaise business to Best Food Company for more than a million dollars. In later years he said just two ideas had made that million for him: the bottle with the wide neck and a quick delivery by the truck. With, of course, a good recipe as a foundation. But those two things mentioned first were the determining factors.

So it is with most business. One, or maybe two, ideas have brought an erstwhile plodding business to success. Ideas which have been new and different from those used by competitors. So, in your business, or your work, look for new ideas, new ways of doing things.

An American's 'Must'

If a citizen has no interest in the outcome of an election—and there are such—there is no reason why he should bother to cast his vote. He would probably toss a coin any how to decide whose name to cross on his ballot.

But if a citizen is interested and allows anything less than a freshly broken leg to prevent him from exercising a privilege which he may otherwise find himself without—he—or she—is just not making good sense. Forgive us for even suggesting that any member of the "weaker" sex could be anything but perfection. But even among the members of that otherwise delightful element of the human race there are those naive enough to believe that their vote doesn't make any difference among so many others.

This fallacy has lost many an election—large and small. Not that these elections have been lost by just one vote; they have been lost by a number of "one votes." They have been lost by a number of non-voters who didn't believe their side had a chance; or who believed their side was a sure thing; or who were just too busy with small matters which they considered more important to themselves and their families than the qualifications of the next mayor or governor, or even president.

Now there is practically nothing more important to the citizen than who the next alderman, mayor, governor, senator, president, etc., will be. His taxes depend upon it; his streets and roads, his sewage system, schools, health, business—almost life. Certainly these considerations are more important than a trip to the beach; than a directors' meeting; than a day's fishing! than a stomach ache; or than a bridge tournament.

Who hasn't cussed out the mayor, the governor, or the president? Who hasn't said they were "put in office by a lot of communists," or bankers, or women voters, or labor unions or horse and buggy citizens? But if the bankers put him in office it was because the labor unions were asleep on the job, or vice versa; and if the booze hounds elected him it was because the election was held on a Monday and the women had the wash to do. If the Communists swung the election it was because the farmers and other old line Americans had neglected the interest of their beloved country.

If Abraham Lincoln had not been elected President of the United States, we might have been two nations today. We certainly would have turned the course of our own history and that of the world: possibly for the better—probably for the worse. If a few citizens of California had neglected to vote in 1914, Woodrow Wilson would not have been elected president and we might possibly have failed participated in the first global war. Germany might have won it and the world we live in today would probably have been even less pleasant than it is. Suppose Franklin Roosevelt had been defeated by his opponents because the Democrats were so sure of his return to office that a few million of them had spent the day on the golf links, or at the baseball games or on a picnic? There would doubtless have been a vast difference—one way or another—in life as it is today.

Maybe the mayor or the congressman or the town councillor is not as important as the president—but he certainly means a great deal to his constituents—whether they appreciate it or not. It is pretty stupid not to get out and vote for him no matter what one's preoccupation for the moment may be. But it is more than stupid not to get to the voting booth on presidential election day.

Another Victim of Robot Bombs



OPA TO BOOST CEILING PRICES ON SOME GOODS

In a move to encourage production of low-priced consumer durable goods in short supply, the Office of Price Administration has announced conditions under which manufacturers may be granted increases in price ceilings.

Theprovisions cover a range of products including baby carriages, brooms, carpet sweepers, electric irons and fountain pens, and allow increases granted to be passed on at wholeale and retail.

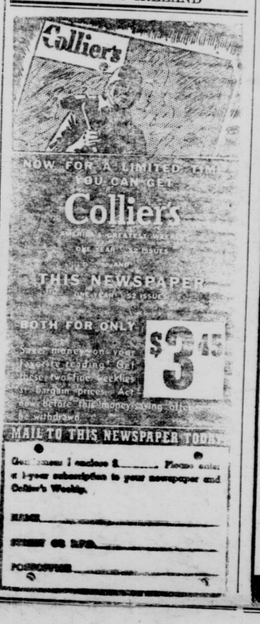
To qualify for a higher ceiling manufacturers will be required to show they are faced with an overall loss on their operations and that prevailing ceiling prices on particular items are below costs. Also they must show that their ceiling prices on particular items are below their factory costs, "regardless of the over-all positions."

LIVING COSTS REPORTED UP

Living costs of moderate income families rose six tenths of one per cent during the month ending July 15, with higher prices for food accounting for most of the increase, Secretary of Labor Frances Perkins reported yesterday.

MOTORCYCLE FOR SALE

Model 74 Harley-Davidson Motorcycle with many extras, for sale. Apply:
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EAST COAST PIPELINE DELIVERIES AT NEW HIGH

Shipments of petroleum to the East Coast by pipeline reached an all-time high during the week ended August 5, when deliveries averaged 715,222 barrels a day, the Petroleum Administration for War reported this week.

Previously the record was 709,075 barrels daily, set during the week ended July 15.

PAW also reported that during the week of August 5 the Texas Pipeline Company's 34-mile 6-inch products pipe line from Lockport, Ill., to East Chicago, Ind., began operations at the rate of 18,500 barrels a day. The first delivery of gasoline reached the eastern terminus on August 4.

TUBERCULOSIS FORUM SCHEDULED AT ANNAPOLIS

Dr. William J. French, Anne Arundel county health director, announces that several State medical authorities and educational advisers will participate in a tuberculosis forum in Annapolis Aug. 30

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To Hasten Victory

No American wants this war to go one minute beyond the time we can bring it to a victorious end. To hasten that victory—to save possibly the lives of millions of our boys on our far flung fronts—it is imperative that every American do his part in the Second War Loan. There is an investment to fit every purse. The most you can do is little enough compared with the sacrifice offered by our boys in service. They give their lives—you lend your money.

"A GOODNESS ALL ITS OWN!"

PHILLIPS DELICIOUS SOUPS



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PICTORIAL REVIEW of WORLD-WAR TWO

Are you confused by the many strange names and places that are mentioned in the news? Do you find it difficult to keep up with the news that pours in upon you from every corner of the globe? Do you feel lost among the hundreds of vital facts that are necessary to understand this historic turning point in the life of mankind? If so, here is exactly what you need to set you straight about geographic places . . . to keep you up-to-date with the news and your understanding of it . . . to establish order in your mind about the world and the war — The PICTORIAL REVIEW of WORLD WAR TWO! Here at your fingertips are facts about all the outstanding happenings of the war to date . . . a chronology of events . . . a dictionary of war terms . . . famous war documents such as the Declaration of War, the Atlantic Charter and others . . . descriptions of ships of our navy . . . spellings and pronunciation of names in the news . . . and many other sections of information fully illustrated. And in addition: AN ATLAS OF THE WORLD IN FULL COLORS. All this in one book. This is exactly what every intelligent newspaper reader needs to keep him posted on the events of this greatest of all wars — The PICTORIAL REVIEW of WORLD WAR TWO. This marvelous book, a real treasure of facts, figures and pictures, is yours absolutely free with this special good-will offer!

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