The Queenstown News

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Friday, February 8, 1952

Profit Can be Too Low

Under the competitive sys-em, the profits per dollor of ales earned by all kinds of stores have bee nvery low—much lower than most consumers realize. This is all to the customers' benefit and is one of the fine fruits of low-cost profits are forced down too low, the inevitable result will be poorer service, reduc ed operations, and stagnation. Nobody does his best when he must work for noth ing or next to nothing.

Today, many retailers face a critical profit situation, due to OPS policies and orders. Ashort time ago a food chain association submitted to an OPS official a certified public accountant's report on what has happened to 32 of these organizations, all o fthem typical of the industry. Sales increased 14 per cent in the third quarter of 1951 as compared with the same period a year before. Yet net earnings, af ter taxes, decreased more than 67 per cent, and amoun ted to only 41-000 of one per cent on each dollar of sales. As the letter accompanying the report said, "For an indu try that historically operates on a net profit of 1 per cen to 2 per cent of sales, you wil lagree that less than 41 cents for handling $100 worth of merchandise thru warehousing, transporting, and retailing functions is dangerously low."

A comparable situation exists in retailing operation other than food—and it exists for independent stores as well as for chain systems. No retailer is asking or demanding exhorbitant profits—indeed, when competition is open and free, that is automatically made impossible But government policies which take almost all of the profit out of progressive and essential enterprises menace evryone with a stake in the strength and welfare of Am erica.

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From where I sit ... *by* Joe Marsh

Experienced Hand Wanted

Cappy Miller's back from visiting relatives and tells about a big snow storm that knocked out the electric power for miles around.

Naturally, the local power company was doing everything possible to restore service but folks kept calling in and one woman gave them ... having ...bled, "but I've ...y barn and they ...me. ... to

From where I sit, it's only too easy to forget how to do something—even as simple as milking a cow—if we don't keep at it. And that goes for practicing tolerance, too. Like forgetting our neighbor has a right to decide for himself whether or not to enjoy a temperate glass of beer. If we don't keep the other fellow's point of view in mind we're all liable to get "snowed under" by intolerance.

Joe Marsh

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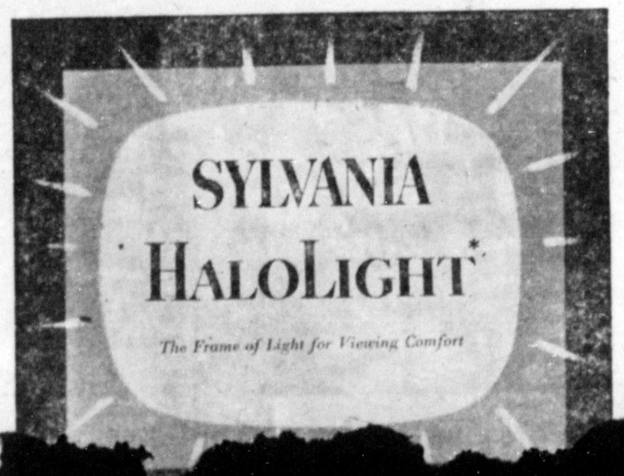

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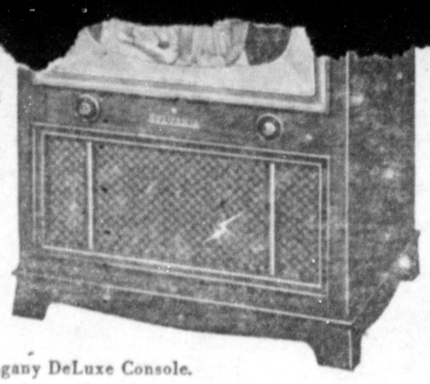

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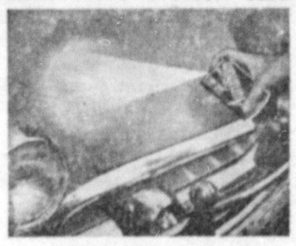

A new finish preserver, eliminates the need of polishing or waxing. Aurillium, spray-on-sealer can be applied in 30 minutes. One application preserves paint and chrome from rust, heat, cold, salt spray, tree sap and road scum for a full year, says Tri-State Aurillium Distributing Company, 7907 Woodbury Drive, Silver Spring, Maryland.

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