The Queenstown News

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Friday, January 29, 1954

Strengthening the American System

A short time ago a plan was announced whereby shares in American business can be bought on the installment plan, with the individual investor putting in as little as $40 every three months.

The Sunday News, New York City City, devoted a long editorial of approval to this idea. It described in detail how the plan works, emphasizing the fact that the investor is not penalized if he decides to stop his participation at any time—in that event, he receives the number of shares he has actually paid for. Then the News made this significant observation: "We hope this plan will meet with every success, and will spread stock ownership among Americans far more widely than it is spread now.

"One reason for this hope is that we don't like to see a lot of our fellow citizens missing chances to invest in sound, productive and profitable American industries and businesses.

"Another is that we'd like to see the greatest possible number of Americans become vitally interested in maintaining and improving the Capitalist system, and in fighting all persons or group that want to tear the system down."

The more people there are with a stake in our system of doing things, the more secure that system will be.

When You Spend $10.00

Those people who still think that business keeps, as profit, a large part of the money it takes in from its customers should be interested in a report by the American Economic Foundation showing what happens to the dollars we spend at retail.

Suppose you go into a store and buy $10.000 worth of goods. On the average, here's where the money goes

Cost of the merchandise, with transporation, rent and other overhead expenses comes to $8.02. Wages and salaries account for $1.31. Taxes total 38 cents, and depreciation of physical eqipment such as buildings and fixtures requires 7 cents. This leaves a mere 22 cents out of that $10.00 of yours—and that is the storekeeper's profit. Not all of this remains in the pockets of the owners. In typical large stores, for example, in a recent period, only 14 cents of it was paid out in dividends, the remaning 8cents being reinvested in the business, to enable it to meet the competition and keep up with the march of progress.

One sure deduction can be made from these figures. If store owners earned no profit at all, you, the consumer, would hardly notice the difference in the prices you pay for goods.

Keep This a Land Of Opportunity

Writing in Nation's Business, Secretary of the Treasury Humphrey says that more tax cuts are essential. He adds. "This nation, as the land of opportunity for the young—eager for work and ambitious to better themselves—cannot long endure as such under the restrictive taxes which we inherited.

They must be further reduced."

The nation has seldom herd so unequivocal a statement from an official in so responsible a position.

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C.F. OLEOMARGARINE	pound	27c
C.F. PANCAKE MIX	2 packages	33c
C.F. REAL LARGE PRUNES	pound	27c
ANGEL FOOD CAKE MIX	box	59c
KELLOGG'S CORN FLAKES	2boxes	31c
EXTRA STANDARD TOMATOES	2 cans	27c
C.F. ALL-PURPOSE FLOUR	5-pound bag	49c
C.F. RED PITTED SOUR CHERRIES	can	25c
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