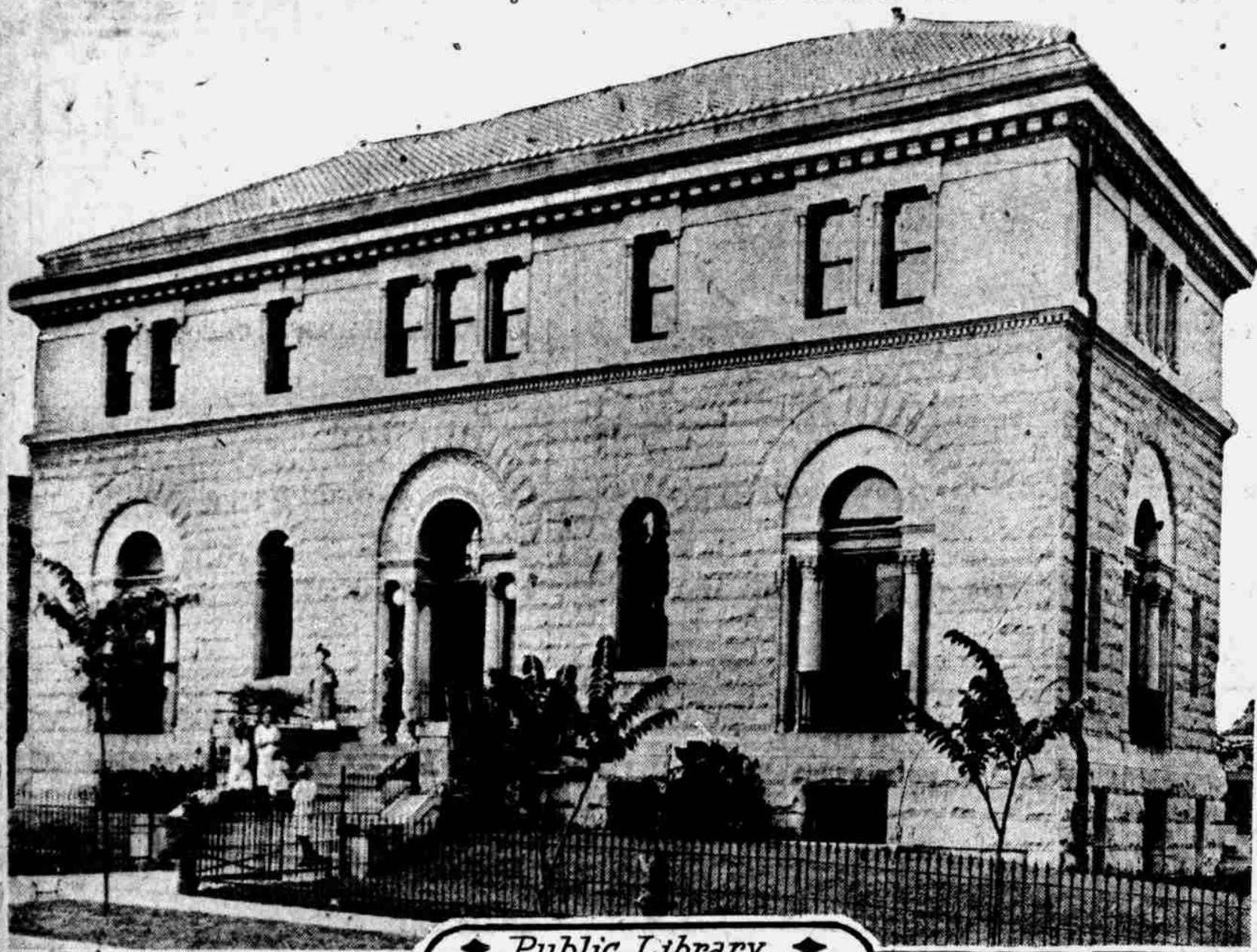


Public Library on South Side Put to Good Use



Public Library

THINKING IN CENTS,  
NOT IN NICKELS

How Price Boosts Put on Copulent Fronts as They Slip Down the Line to the Consumer.

"Think more in cents, less in nickels and dimes," is a motto professed by the New York correspondent of the Philadelphia Ledger as a rule of action for resisting the big squeeze. It is a decidedly profitable idea, at present worked exclusively by the trade. The writer explains: An illustration may seem small at first, but which, in essence, is of large importance has been given to Mr. Hoover by one of the country's prominent economists, H. N. Fell.

He takes the case of a corporation which has a capitalization in excess of \$8,000,000 and which conducts eighty-seven restaurants in the United States and three in Canada. From the time this corporation started business up to September 1 it charged 5 cents per glass for milk. The glass contains half a pint. That gave to the restaurant 20 cents a quart for its milk. With the advance in the wholesale cost of milk the corporation found it necessary to advance the price to its customers. As all its charges are 5 cents or in multiples of 5, it promptly made the price of a glass of milk 10 cents. Now it gets 40 cents a quart for the milk for which it formerly received 20 cents. The economist figures that this corporation gets six times the profit out of a glass of milk that it did formerly. The corporation is patronized by 200,000 persons a day. There are scores of other "chain store" restau-

rants like it. The patrons are mostly clerks and salaried men who have to gauge their expenditures closely.

What is true of milk is true of other items on the bills of fare of these establishments. An increase of 1 to 2 cents in charge per item of food might be warranted, but the system of charging multiples of fives operates to the disadvantage of the customer and the greater profit of the purveyor.

Until recently the largest manufacturer of collars in America sold his product to retailers for \$1.10 a dozen and the retail price was two for 25 cents. "On account of the war" he raised the wholesale price to \$1.20 a dozen. The other day the price was advanced again, this time to \$1.30 a dozen. Now the retail price is set at 20 cents for one collar, 35 cents for two and 50 cents for three and \$2 per dozen. In each instance the comparatively small increase in the wholesale price served to almost double the retailer's profit. Today the retailer gets a profit, at the lowest computation, of 70 cents a dozen on collars which formerly he was pleased to sell at 40 cents a dozen profit.

In practically every branch of retailing but one the story is the same. Retailers seem eager to take advantage of any increase in cost to them to boost prices for their own advantage.

The one prominent exception is the cigar and tobacco trade. The tobacco people appreciate that tobacco is a luxury, not a necessity. In the bulk of their trade where they have advanced prices on cigars it has been by the cent. The 7-cent cigar has become an 8-cent cigar and in some instances the 5-cent cigar has become a 6-cent cigar. If the tobacco people had done as the "chain store" restaurant has done the 7-cent cigar would have become a 10-cent cigar. But that would have resulted in a pronounced reduction in trade. In the restaurant business, however, the article is food and men must eat.

Thinking in round numbers is costing the American people far more than they imagine.

War Curtails Courtesies  
Of Doffing the Hat

War is likely to change the "hats off" custom as well as "hat-tipping" to women.

R. L. O'Donnel, general manager of the Pennsylvania Lines East, also in charge of railway transportation of troops in the eastern section of the United States, approached the "hats off" custom from a mild angle, which caused T. F. Mullins, manager of the William Penn hotel, to predict arbitrary changes, following the success of woman suffrage after the war. Mr. O'Donnel was here this week at his East End home, and was in the best of humor when, unable to give

the hotel reporter an exclusive item on dates for the movements of the troops from this point, the noted railroad man asked these questions on the hotel "hats off" custom:

"When accompanied by women or if women are present in elevators in hotels, men take their hats off, walk through the lobbies with hats off when accompanied by women—but why will the same man put his hat on when women are with him, and all go to the desk to register, or why will men walk barcheaded through the lobby out to a cab, and hatless see that the ladies enter, and why will that man then put his hat on and enter the cab, where that is the best place to take the hat off, for comfort?" —Pittsburgh Times.

Horrors of War Kept

This Man From Home

A policeman found a man leaning weakly against a lamp post one cold night. He was carrying a top-sided load of alcohol. Fearing he would overflow and freeze, the cop gave him a gentle nudge with his night stick.

"Get out of here and go home," he ordered.

"I can't," wept the man with a strong Teutonic flavor. "I wish I was dead. I came from Bavaria, my wife she is French and her mother, who lives with us, is Swiss. My oldest girl got married to an Italian, and my other one got a Dane, and now since this country goes to war, my

three sons say they are Americans. What do I want to go home for—

get killed?"

The cop rubbed a thoughtful finger across his face.

"Well," he said, "it's agin regulations, but you have to go somewhere, and he eased him gently into the back entrance of a saloon and put him in a chair."

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