

RETAIL MERCHANTS NOT PROFITEERS

After All Operating Expenses Are Paid But Little Is Left To Merchants

For nearly a year the retail merchants of the United States have been cussed-up hill and down hill for keeping up prices. The wholesalers have blamed their reductions in selling prices in box car type and have given the world to understand that they have sacrificed greatly in their efforts to return goods that people buy to normalcy. Thus they gave everybody the impression that the retailers were the cause of prices not going down to pre-war levels—that the retailers were profiteers.

It's all louse talk. Most of it was absolutely false. And now we have the incontestable facts, carefully gathered and tabulated by the Harvard Bureau of Business Research. This bureau of its own initiative, for the sole benefit of its business faculty, has been digging up hard-boiled facts about expenses and profits in retail stores.

They had extraordinary opportunity to get confidential figures—they are trained analysts—their deductions are logical and accurate. The figures that they announce in their report are unquestioned, for they are absolutely disinterested and unprejudiced. And this is the big fact that they found:

Out of every hundred cents that passed over the retailer's counter the merchant kept less than TWO CENTS profit for himself.

The public hear a lot about gross profits, but mightily few people know anything about how little net profit retail merchants make. When a committee investigates a store, the individuals always express amazement at what is found necessary to sell, wrap and deliver the goods; but even they can know nothing about the cost of searching for, bargaining for, bringing in, unpacking, marking, displaying and exploiting the goods.

The public knows almost nothing about the costly training of employees, to give people the service they receive when they come into the store to buy. A store is one of the most vital public institutions existing for daily human service.

It makes it possible for millions of people to supply their daily wants quickly, comfortably, enjoyably, at the lowest possible cost—and the merchant gets two cents out of a dollar for his service.

The following facts, brought out by the investigation of 266 retail establishments, made by the Harvard Bureau of Business Research, show how every cent of a customer's dollar is divided:

The goods cost net	72.2
Salaries and wages	13.9
Rentals	1.9
Advertising	2.1
Taxes	.6
Interest	2.1
Supplies	.9
Service purchased (Light, Heat, Power and Delivery)	.7
Unclassified	1.7
Travelling	.2
Communication	.2
Repairs	.3
Insurance	.4
Depreciation	.7
Professional services	.1
Total Mdse Cost plus expense	98.1
The Merchants made	1.9
(Less than 2 cents)	

Few other lines of business are operated on so narrow a profit margin, and other line of business renders so widespread and intimate a service to us all. Hereafter, before we criticize the retailer and his profits, let's remember how small a part of the dollar the merchant keeps.—American Press.

Obituary — Franklin L. Whipple.

Franklin L. Whipple was born at Osage, Iowa, July 2, 1865, and when he was about two years of age his parents moved to Vermont. After a residence of a few years in the east the family returned to Iowa, settling in Rock township, Mitchell county. When about ten years of age he began work in a printing office in Osage and followed the trade until his fatal illness came.

In 1897 he was united in marriage to Miss Matilda McLaughlin of Cresco, Iowa, and the union was blessed with two sons, who died at the age of three and four years while Mr. and Mrs. Whipple were residents of Houghton. Where Mr. Whipple was engaged in newspaper work.

Besides his wife he is survived by one brother, Herman Whipple, and two sisters, Lulu Turner and Mrs. Katie Campbell, all of Osage. He passed away Sunday morning, June 4th, at his home in Farmington after an illness of but a few days duration. Funeral services were held here on the following Monday afternoon, and the remains were taken to Houghton where burial took place in the family lot Wednesday morning. Brief services were held at the O'Neill funeral chapel, where many old friends gathered to pay their last respects and to offer their sympathy to the bereaved wife.

Mrs. Whipple was accompanied to Houghton by her nephew, Arthur Hess of Milwaukee, Wis., and she was joined at Houghton by a brother and sister of Mr. Whipple, Mrs. Whipple desires through The Enterprise to express her sincere thanks to the kind friends in Farmington who came to her aid when death claimed her beloved husband, and she was left alone among strangers. She is especially grateful to Rev. H. H. Ford of the Baptist church for his comforting words; to E. P. Bates for the music rendered and to Undertaker Heene for his thoughtfulness and care in making all the arrangements for the funeral and for the shipment of the remains.

Northville is to have a race matinee and ball tournament on July 4th. There will also be a program of sports during the forenoon with a free street dance and fireworks in the evening. There will be three racing events and a good field of horses is already assured.

NOTES OF THE CHURCHES

THE METHODIST PARISH.—Farmington—10:30 "The Message of the Roses." June is the month of roses. The church will be decorated with roses.

11:45 Sunday school. The big crowd of happy people.

7:30 "Life's Pay Check." The baccalaureate sermon.

—North Farmington—2:00 Preaching service. W. W. Dale, preacher.

3:00 Sunday School.

—Clarenceville—10:30 Preaching service. Rev. W. W. Dale, preacher.

11:45 Sunday School.

7:30 Evening service. Sidney D. Eva, Pastor.

W. W. Dale, Associate Pastor.

Universalist Church.—Sunday morning, 10:30 o'clock. Worship and sermon. Dr. Beresford will preach on the subject: "The Bridge and the River"—a summer sermon.

12:00 Sunday school and adult Bible class.

First Baptist Church.—10:30 Sunday morning. Dr. H. H. Ford's subject will be "The Law of Progress"—the casting away of the poor and the taking on of the good.

6:30 p.m. E. Y. P. U. Topic: "Cultivating Contentment." W. G. Way, leader.

7:30 p.m. "All alone with God and the Blessed Results which follow."

Salem Evangelical Church.—10:30 English services next Sunday.

11:45 Sunday school.

CAMP FIRE GIRL WINS PRIZE

Pig & Whistle Bean Guessing Contest Won By Miss Elaine Cox.

Look who's here—Shiawassee Camp Fire girls—Who said Farmington wasn't a good producer? Boys, look what they did. Just stepped down to the Pig & Whistle store at the Junction; looked in the window and saw a "Bean-Guessing contest advertisement" McManis had in the window—looked it over a couple of times and said, "Girls, let's get the \$5."

So in they marched and made one guess; piece. And to make sure their interests were looked after they came back on Decoration day for the end of the contest to see that every bean was counted. McManis says if he could have the rest of his goods watched as close as those beans were that there would be money made in the grocery business.



Shiawassee Camp Fire Girls.

Talk about doing things right, boys you have got to hand it to Miss Wallace Gardner and her Shiawassee Camp Fire girls. Following is a list of the girls:

Lillian Reynolds.

Allice Clare.

Mable Mahaney.

Hope Perkins.

Josephine Delmore.

Marie Walling.

Janette Howard.

Helen Steele.

Bernice Miller.

Margaret Pickett.

Nettie Stamann.

Helen Phelps.

Thelma Salow.

Aline Cox.

Miss Gerbar and Miss Van-Houghten supervised the counting with credit. There was some close guessing but Miss Aline Cox walked away with the \$5.00 cash prize for coming the nearest to guessing the correct number of beans in a gallon jar. The count showed 13,250 while Miss Aline guessed 13,333. Some of her camp fire girl chums gave her a close run, the Shiawassee Camp is right there when it comes to doing things right. Let's all boost Miss Gardner and her Camp.

Ladies Literary Club—Twenty-nine members of the L. L. C. motored to "Old Homestead Farm," the home of Mrs. Frank Steele, Wednesday, June 7th, to celebrate "Presidents' Day."

After the business session the afternoon was turned over to the committee and the following program was given:

Piano Duet—Mrs. Whipple and Mrs. Wilbur.

Reading—Miss Boynton.

Solo—Mrs. Pauline.

Reading—Miss Sprague.

Reading—Mrs. Cook.

Reading—Mrs. McGee.

Duet—Mrs. Wilbur and Miss Kennedy.

The afternoon closed with a delightful dinner.

The first meeting of the new year will be held October 11, with Edna Dohany—Lou Pauline, Sec.

Farmington day at Bob-Lo will be next Friday, June 23, when a crowd of Farmington people will join the caravan to the famous resort. Tickets are on sale everywhere. See Mr. Howard Stamann. Special cars will leave Farmington at 7:20 and will meet the boat in the evening.

Seeley for Congre's Club.

A meeting was held in Pontiac last Friday night for the purpose of organizing a Seeley-Congress club among the Oakland county friends of T. J. Seeley. There was a good attendance and the meeting was an enthusiastic one, representatives being present from a number of the townships of the county; besides those who came from Highland Park and Detroit. Judge Glenn C. Gillespie stated the purpose of the meeting and expressed the belief that Mr. Seeley could be nominated if his friends in Oakland county became active in his behalf. The following officers were chosen to direct the affairs of the club:

President—Cramer Smith.

Vice-president—Luther Allen, Bloomfield Township.

Second Vice-president—Miss Lucille Avery.

Secretary—Frank G. Ely.

Assistant secretary—Mrs. Ray Falk.

Treasurer—S. S. Skelton.

Attend the Picnic Saturday.

To-morrow, Saturday, this whole community is urged to attend the picnic to be given under the auspices of the Baptist church in the Turner grove, two miles south of this village. Take your basket and have it filled to the brim, and enjoy the day with your neighbors.

An interesting program has been arranged for the day and it will be varied enough to please all—old and young alike. Read the announcement in today's Enterprise.

State Police Called to Lansing.

Sgt. Doyle and Trooper Eaton of the local detachment of the state police, were called to Jackson to assist in quelling the riot, relative to the murder of Miss Mallet, nurse of the Florence Crittenden Home. They came home Wednesday to attend court, but returned to Lansing on Thursday, where the alleged murderer is in jail.

Beautiful Country Home.

One of the show places of this section is the Broth stock farm just outside of Redford on the old Farmington road. Situated in a very picturesque rolling location with a setting of forest, hills, and valleys along a branch of the River Rouge. The barns and chicken houses are a veritable mansions and are kept up with the same degree of care and cleanliness as a home for the most aristocratic nabob. Of course the stock is all high class, pure blooded, etc., and the crop raising is done along scientific lines.—Redford Record.

Center Line Play's Ball.

The Center Line Base Ball team will play the Detroit Champions I. O. O. F. 1921 on June 18th corner of Center Line and 7 mile road, 1-2 miles south of Farmington.

Get Your Title To Auto.

More than 235,000 Automobile owners in Michigan will face arrest July 1, through their failure to secure from the secretary of state at Lansing a certificate of title for their automobile.

Failure to secure a title is a misdemeanor and punishable by a fine of not less than \$25, or more than \$100.

With but 20 days remaining before July 1, the secretary of state's office declares that there are all office owners to be applications for certificates of title before that date, it would be a physical impossibility to issue them.

No automobile can be licensed, or a used car sold after July 1, unless a certificate of title is held for the car.

"The press of Michigan has generously devoted columns of space in advertising the provisions of the Canadian state title law," said Secretary of State DeLand, Wednesday. "The provisions of this act went into effect July 1, 1921. Automobile owners have had a full year in which to secure their titles."

In the future when a auto owner seeks to procure a license for his car, he must first secure his certificate of title out of the license will not be issued.

TWO BAD ACCIDENTS THIS WEEK

Man Struck by Auto—Carload of Picnic-Bound Tenth Graders Hits Tree

On Monday morning about 5:30 o'clock as William Hendryx stood talking to T. Gibson beside his auto, on Grand River avenue, his car being headed west, a load of cement, also going west passed the Gibson car. Mr. Hendryx started to cross the street and ran directly into a car going east, driven by William Downey, Jr., of Novi, who was taking his two sisters and another little girl to St. Mary's school at Redford.

The boy had no possible chance to see Mr. Hendryx in time to avoid hitting him, as he came from behind the load of cement. Downey's father was notified and when he arrived Sgt. Doyle of the state police, took them to Pontiac before Prosecutor Blakeley, and after making his statement he was released. It was an unavoidable accident, but the boy is all broken up over it, and when his father found out that Mr. Hendryx had passed away he didn't allow the boy to know it until after he was home.

William R. Hendryx was born at Redford, December 27, 1854, and he met his death by accident Monday morning, June 12th, 1922. He has lived on a farm near Farmington 45 years. This spring he moved to the village and for the past four months has lived on Wilmarth avenue. He leaves his wife, two daughters, one at Royal Oak, and one at Leonard, and one son, Clarence, at home. He also leaves three sisters and two brothers.

Mr. Hendryx was a valued citizen and the town as well as the family will feel the loss deeply. The family have the sympathy of the entire community in their bereavement. He was a regular attendant of the M. E. congregation. The funeral will be held from the house Wednesday at 2 p.m. and will be conducted by the Masons. Burial at Grand Lawn.

The tenth grade, with Miss Walton as chaperone, started for Walley Lake Tuesday afternoon for a picnic, but owing to an accident the fun anticipated was turned into turmoil. Fred Allyn took one load and Lucile Halsted another. When reaching the lake they turned to the right followed the road by the cottages. As Fred was making a curve he saw another car coming from the opposite direction, and which was taking the middle of the road, and in order to avoid hitting the car he got over as far as possible with out going into the ditch, and when he put his brake on the rear end of the car slewed into a tree.

One side of the car was badly smashed and several of the occupants injured. Miss Irene Hammond of Northville, was the most seriously injured, being rendered unconscious and was taken to Harper hospital, Detroit, where it was found that her skull was fractured besides other injuries to the face and knee.

Miss Trena Catherman has a sprained wrist, and Margaret Kreager was bruised about the face and limb, and Jeanette Putnam's hip was lacerated.

4th July at Milford.

The American Legion Posts of Oakland Co. have joined together to have one grand celebration at Milford July 4th. It will be a big day with sports for everybody horse races, ball games, sham battle, boxing, fireworks and field day for the High schools of the county.

Pleasant Party.

On Friday evening Percy Pauline entertained the ninth grade to what should have been a lawn party but on account of the rain they were entertained in the house, however, the storm did not dampen their spirits and the evening was a happy one for all. Music and games were the entertainment, after which refreshments were served.

Mrs. Sam Lock has a new Ford Sedan.

W. H. M. S. Elects Officers.

The annual meeting of the Women's Home Missionary society was held on Tuesday, June 6, at the home of Mrs. MacArthur. A picnic lunch was served at noon, followed by a social time. The business of the year was conducted in which reports of officers and departments were read, showing advancement in all the activities of the society. The election of officers took place with the following results:

President—Mrs. Lottig MacArthur.

1st. Vice-president—Mrs. E. L. Clark.

2nd. Vice-president—Mrs. H. A. Boice.

Recording Secretary—Mrs. Frank Allyn.

Corresponding Secretary—Mrs. M. Truscott.

Treasurer—Mrs. D. L. Dickerson.

Secretary of Missions—Mrs. Arthur Lamb.

Secretary of Deaconess Work—Mrs. S. Lock.

Secretary of Evangelism and Stewardship—Mrs. E. Ross.

Secretary of Children's Work—Mrs. Leon Green and Mrs. S. O. Harger.

Secretary of Literature—C. N. Wesley.

Home Guards Superintendent—Mrs. D. Woodruff.

New Michigan State Leader.

A new champion for Michigan has been announced by the Holstein-Friesian Association of America for the 365 day division of the Junior four year old class. She is Doris May, Great Wayne, owned by J. H. Winn, Inc. Rochester, Mich. She made 16051.7 lbs. of milk and 595.01 lbs. of butter fat, equivalent to 743.7 lbs. of butter.

She displaces by this record Flint Maple Crest Lady, owned by Otis Scott & Sons of Clio, Mich., whose record is 15174.9 lbs. of milk and 554.62 lbs. of butter fat, equivalent to 693.2 lbs. of butter.

The State record of 365 day production over all ages is held by Traverse Segis Howlett, owned by the State Hospital at Traverse City, Mich., whose record is 21685.2 lbs. of milk and 746.44 lbs of butter fat, equivalent to 933 lbs of butter.

Clarenceville School Notes.

One more week of school. Next week is our busy week. Why not attend our school exhibit next Tuesday afternoon—Come and look over our work, and attend the P. T. A. meeting.

On Wednesday we have our class night. Everyone is welcome. Come and have a good time—something doing in all rooms.

Thursday is commencement night. Mr. John Andrews of Pontiac, is the principal speaker. You will enjoy hearing Mr. Andrews speak. You are also welcome at this meeting.

Friday is our picnic. We are planning on going to Walley Lake. Come and bring your car.

Watch next week's paper for a summary of the year's school work.

Mrs. Orion Everett and daughter Harriett, of Franklin, visited her sisters Ida and Zaida Steele Tuesday afternoon.

Agriculture Has Big

Inning at Washington

Very important steps in agricultural progress within the past few weeks have been congressional action in placing a farmer representative on the Federal Reserve board to adequately represent agricultural credit needs, and action of the house of representatives in adopting the Voight Filled Milk bill, which makes illegal interstate commerce in artificial condensed milk, wherein coconut oil is substituted for the vegetable oil is substituted for the coconut oil. The Senate has passed the bill. The Senate has passed the bill. The Senate has passed the bill.