

CLOSER CO-OPERATION.

Now, our Guild's usefulness is to make for honest and fair conditions, and any work we may attempt to do without co-operation will not be a success. Nobody should object to a man getting a fair, honest, living profit—and with the aid of all the manufacturers, wholesalers and retailers who are willing to join in this important work, we could confidently look for improved conditions and also protection against the many fallacies and innovations in trade that not only fake the public—but while doing so are a continual source of irritation to the legitimate trade of the country.

Now, the object of the three classes of trade is to sell as cheaply as possible in order to create trade and avoid undue competition.

It is out of the question—and not within reason—that the consumer can get his goods at less than what they cost the manufacturers and distributors with a reasonably good profit added.

You must get down to some fixed concrete principle of trade. General remarks and ideas are of no great value to you and will not relieve you of the burdens you wish to overcome.

Unsatisfactory conditions of trade are due, no doubt, to a confusion of ideas and neglect of concentrated effort to find out just what the disease is and the remedy to apply.

In all organizations it is necessary to maintain loyalty—frank, out-spoken loyalty—to the objects of the institution to which we belong. If you do that loyally you stamp your organization with respect, and you improve the character of the business in which you are engaged.