

ministration is called upon to remedy the situation. It has two alternative policies at its disposal. It may oppose the multiplicity of coercive labor union practices through revoking the legal sanctity which New Deal legislation has bestowed upon unions. Unfortunately, this alternative is not open to the large number of Congressional representatives who owe their election to the labor leaders.

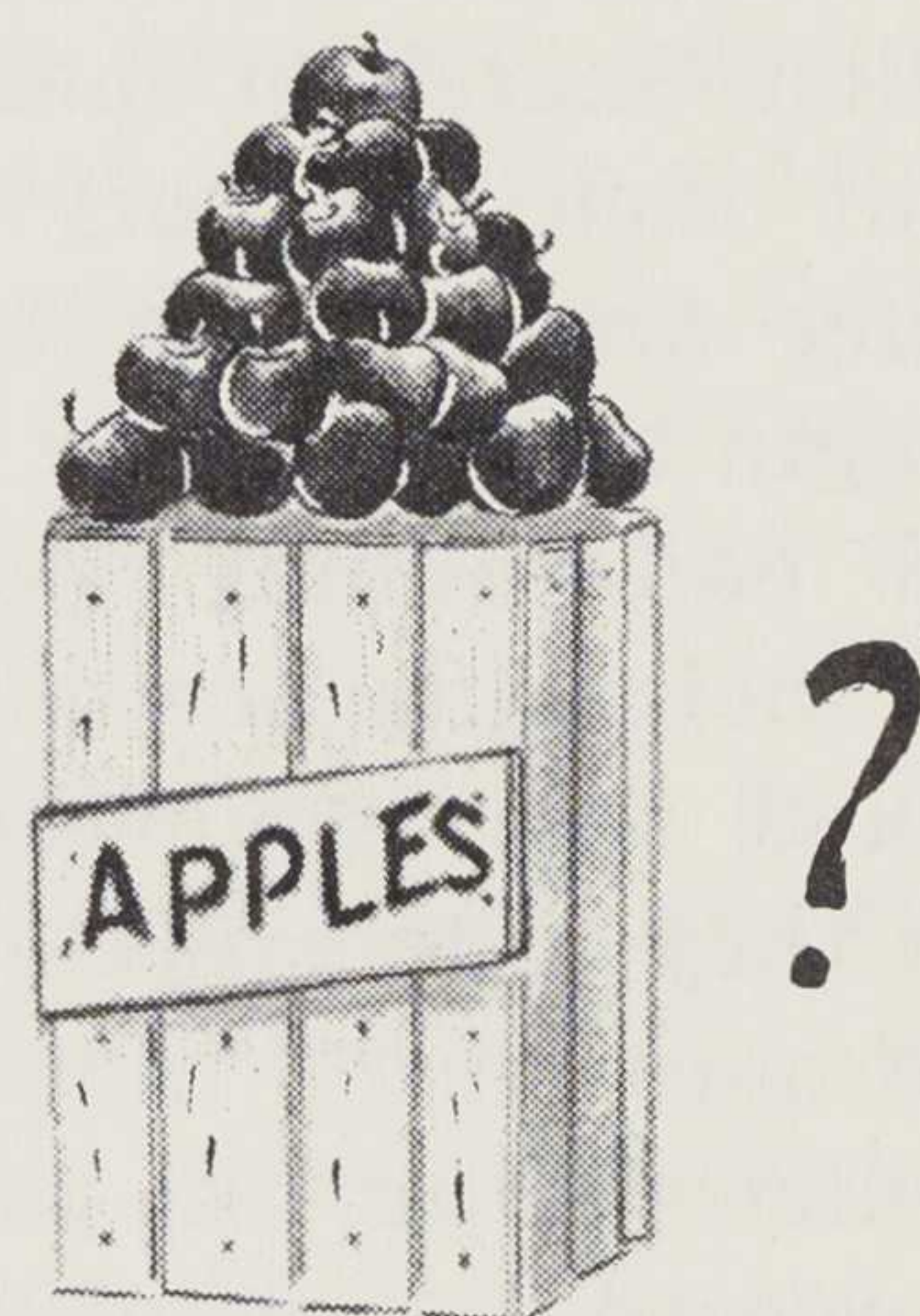
The other alternative is much more popular. Whenever the country suffers from unemployment due to coercive union practices, our government immediately

comes to the rescue of the labor unions and their dominated industries through easy-money policies. It rescues the building and construction unions, for instance, through more government guarantees, easier terms of payment, lower rates of interest, and other "stimulating" measures all of which result in inflation.

In this respect inflation is a political expedient resorted to by weak administrations. It is a device that hides temporarily the evil effects of coercive union practices. But while it does this, it bears its own formidable effects. . . .

Anyone for

GRACE BOSWORTH



AFTER LISTENING to the pro and con discussions as to whether our present economic plight indicates that we have repealed certain economic laws or not, I made some studies in order to render an opinion of my own. So far, only one fact is clear. No matter what

happens, America will never again see the apple stands of the last depression.

The Lost Art

They were masterpieces of simplicity; the owner acquired a big crate, piled his apples on top of it, and began an aggressive sales pitch. In the first place, our art

of selling has fallen into decline. We rear our salesmen on the "soft sell" to appeal to the buyer's hidden impulses, instead of telling him out and out that we think he should say he has a good product. Today, to sell soap or cigarettes or cars, you appeal to the potential customer's "maleness" or "femaleness" as the case may be. The tattooed hand and gossamer gown are standard props for everything from breakfast food for the family to flea powder and fish food for the family pets.

Don't Forget Uncle and His Friends

But even if we still used aggressive selling, the apple stand couldn't stage a comeback. Conservatively, I estimate that a man with a capital of \$3,000 might, if he were careful, establish an apple stand today. Aside from the initial investment for his bag of apples and a crate, he would face other costly factors. First, there is the matter of government agencies! As a small business owner he has certain forms which must be submitted to both federal and state agencies. He would need the serv-

ice of at least one tax consultant to get those in order. The tax man might consider accepting his fee in apples, but times would probably have to be *very* hard. Besides, there is some question if that would be legal or not. Then, there are forms to be filed with the state in the event that you have, or do not have, other employees. Usually this requires the services of a competent bookkeeper.

Insurance is also necessary. Dealing with the public makes a good full coverage necessary, maybe a \$100,000 minimum would do it... an insurance consultant, for a fee, will work that out. Aside from that, if the stand is going on the city streets, there will be applications needed in City Hall, license fees and, of course, meeting the requirements of city codes with regard to health and safety factors.

These are just the beginnings of my findings, but it becomes evident that we simply cannot afford another depression until we look over some of the laws governing small business. . . .

IDEAS ON LIBERTY

Commerce vs. Politics

LET GOVERNMENTS have as little to do with one another as possible, and let people begin to have as much to do with one another as possible.

JOHN MORLEY, *The Life of Richard Cobden*

Mrs. Bosworth is a California housewife who also does secretarial and editorial work.