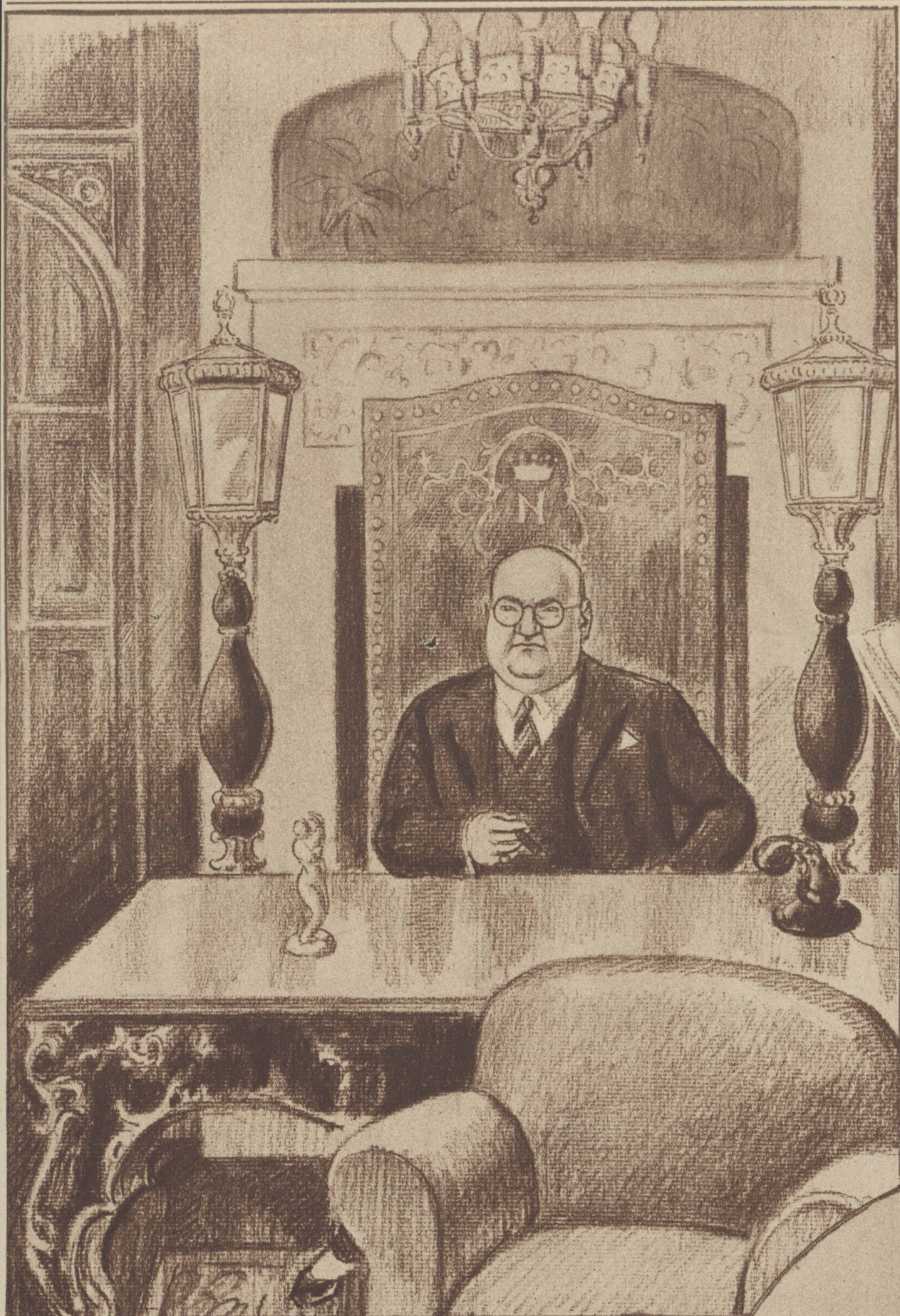


Business Acumen

By W. E. Hill

[Copyright: 1930: By The Chicago Tribune.]



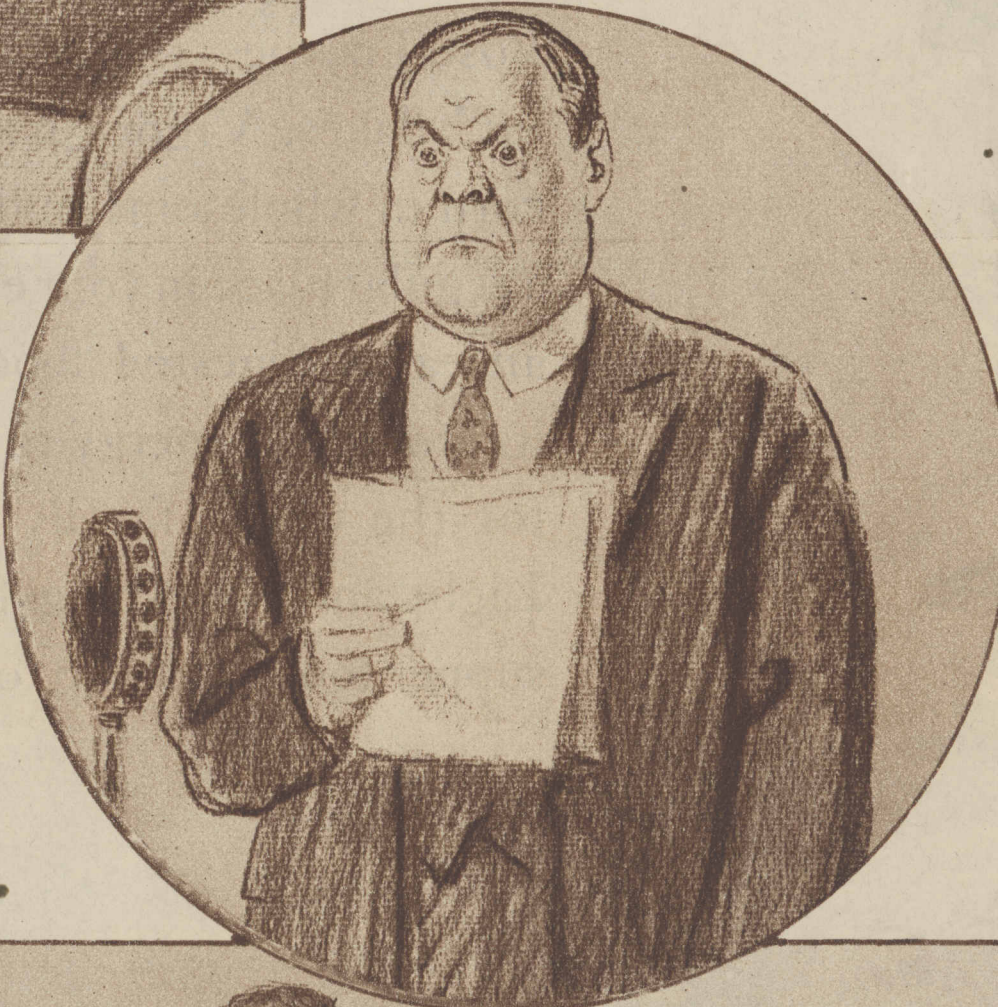
The bigger and better industries like to foster among their clients a sense of security coupled with refined grandeur. This is swell for the business and provides a neat background for the heads of the firm. By a judicious cutting down on office space devoted to the working force this can be accomplished without too great an outlay.



A workers' magazine is a great asset to a business house. Many a girl worker who has made up her mind to leave at the end of the week because her boy friend thinks she ought to better herself will stay on indefinitely after reading that "Miss Lilyan Riordan of the exporting department has her new bridgework in place and looks like new."



"O, no, that's not static; that's just a dog barking!" A radio salesman with proper business acumen will never be at a loss even in a crowded market.



Small town shopkeepers have to bring every particle of business acumen to bear in these trying times of chain stores that pop up overnight on Main street. Throughout this great land of ours modern Patrick Henrys are broadcasting over the local radio station with tears in their honest voices, giving the home town radio fans to understand that the wicked chain stores are snatching the very bread from the mouths of the babes and widows of the home industries.



A great problem in office expenditure lies right in the washroom, where the girls are wont to gather and use up countless paper towels and liquid soap. One office we know of has solved this extravagant overhead by placing the paper towel container just high enough so that the girls will think twice about ripping sleeves out before reaching up.



Workers' insurance is a splendid thing for the proletariat. (This young man, anxious to create a good impression on the medical examiner, is thoughtfully taking along a lovely bunch of white carnations. He is troubled with torpid liver, displaced windpipe, and a few other drawbacks to a really good insurance policy.)



Many business organizations with rest rooms attached, where girl clerks with headaches are wont to repair for a little lie-down and an aspirin, have found that greater efficiency among the working personnel exists when said rest rooms are not made too seductive. For instance, a mouse trap conspicuously placed is a splendid means of recalling to the mind of a lady worker the adage, "Work before play."



A keen business man will, if he is wise, make a pal of the income tax adjuster from the internal revenue office who calls to find out just why there should be a business expense exemption of nineteen thousand dollars listed "entertaining clients, etc.," in the tax report. A man with real business acumen will tote out the bottle of Scotch, and after the fifth or sixth highball they will be friends and the income tax adjuster will get to thinking of his private affairs and start telling about how his wife doesn't understand him and about how mean his mother-in-law is, and how she could help pay off the mortgage if she only would. And from then on it's plain sailing.