

# S. M. E. A. HIGH LINE

Official Organ of the Southern Minnesota Electrical Association

Vol. 2

June, 1930

No. 1

All Roads Lead to Beautiful Fairmont on June 15th and 16th, 1930  
Second Summer Meeting Opens with Family Gathering Sunday, Business Meeting Monday

All roads will lead to Fairmont so far as the electrical fraternity of the southern half of Minnesota is concerned, for there will be held the second annual Summer outing and business meeting of the Southern Minnesota Electrical Association. And brothers, it's going to be the biggest pow-wow the electrical trade in Minnesota has ever witnessed at least so far as the retail trade is concerned. We also have every assurance that the wholesale interests, power companies, municipal stations and manufacturers will be very well represented.

With all due respects to the many beauty spots in Southern Minnesota it may be said that very few offer as many attractions as Fairmont. It is in the heart of the Southern Minnesota Lake region, and is famed through

many states for its resorts on Lakes Sisseton and George, part of a chain of five lakes. It therefore provides for excellent fishing, boating and bathing. And right in the same spot you can have trap shooting, golfing, baseball, tennis, dancing and open air amusements of all kinds.

For the outing on Sunday the 15th, all electrical men, their families, employees and friends are invited to come to Interlaken Park, where they will be given free use of the camping grounds. This is a real beauty spot with unlimited amusement facilities. For the grown-ups there is fishing, boating, bathing, and the famous Interlaken golf course. Free coffee is furnished for those who care to bring their basket lunches, and there are excellent meals available at the Mari-

gold Gardens and Interlaken Inn, besides "hot dog" and refreshment stands. For the children the park affords a regular "kid's paradise," with free playground and bathing beach facilities; as well as an extensive amusement park with novel "rides" and other attractive features. You owe it to yourself and your family to take in this grand outing on Sunday the 15th. Tell your employees and their families and friends to come along too.

Detailed program is printed elsewhere, and you will find it very much worth your while to come to Fairmont for a day of pleasure on Sunday, and a day of profit in the business meetings to be held on Monday. No progressive, self-respecting electrical contractor or dealer can afford to miss it.

## Official Program for the 1930 Convention at Fairmont Fun for All, Interesting Talks, Profitable Discussions Provided

### Sunday, June 15th

Registration of guests will start about 10:00 A. M. Signs will be placed in and around Fairmont directing visitors to Interlaken Park.

Sunday morning, Trap shooting at Fairmont Gun Club.

Those desiring hotel reservations can make them at Interlaken Inn at the Park, or downtown at any of the following hotels: Edgewater Hotel, Fairmont Hotel, Augusta Hotel. Those from a distance who plan to stay for the entire convention would do well to make reservations in advance. Cottages and free camping ground available at Interlaken.

Noon—Bring your basket lunches if you wish. Free coffee provided. Good meals at Interlaken Inn, Mari-gold Gardens, or downtown.

Sunday Afternoon—Boating, Fishing, Bathing.

Golf at Interlaken Golf Course.

Baseball Game, Minnesota-Iowa League Game Fairmont vs. Sherburn.

Amusement Park and Playground. Tennis and Horseshoe Courts.

Trips around Fairmont's residence and business section.

Sunday Evening—Luncheon arrangements same as noon.

Amusement Park, Free Attractions, Theatre Parties.

### Monday, June 16th

9:00—Registrations

10:00—Business Meetings

Welcome Remarks, President J. W. Hruska.

Secretary-Treasurer Reports, William A. Ritt.

Chief Topic Electrical Ordinances,

Licenses and Inspection. Introduced by Mr. G. E. Basom, manager Fairmont Water and Light Commission. Fairmont has an excellent electric plant and a real ordinance. Let's see how it works so we can take some ideas home with us. Question Box will be provided. Drop your questions and suggestions.

Noon—Luncheon for men, Interlaken Inn Dining Hall. Luncheon for ladies, Interlaken Golf Club.

1:30—Business meeting re-opens Ladies will be entertained at the Golf Club; Golf, Bridge.

Opening announcements, President J. W. Hruska.

Committee Reports.

Unfinished Business.

New Business.

(Continued on Page 2.)

THE HIGH LINE

Official Organ of the Southern Minnesota Electrical Association.

EDITORIAL STAFF

William A. Ritt..... Editor
J. W. Hruska..... Assistant Editor
Ed M. Raetz..... Associate Editor

OFFICERS

J. W. Hruska..... President
Mankato Electrical Co.
Chas. Bailey..... Vice-President
Bailey-Reynolds Co., Albert Lea
William A. Ritt..... Secretary-Treasurer
St. Peter, Minn.

Progress

Two years ago this association was but little more than an idea, and some of the pessimists predicted that it would be a wash-out. Some of the electrical contractors decided that the electrical business was a real, honest to goodness, respectable profession and deserved to be recognized as such by means of a real he-man organization. So the S. M. E. A. came into being at Mankato a little over two years ago. How that little idea of 1928 has grown! Those who attended the meeting at Rochester last Summer realized that in a year's time we had built a real organization, and those who came to Mankato last February found out that we had grown almost twice as big in six months. And we predict that the membership of February will be doubled by June, in fact we are well on the way to that figure right now.

So when you come to Fairmont you are going to find one of the largest and livest trade organizations of the State functioning smoothly and surely for the benefit of the electrical business in Minnesota. We will go on record to say that anyone who feels that they don't get the value of a year's dues out of this one meeting can have his money back! If you don't already belong, make up your mind that you are going to get in on this. Don't let your competitor get all of the benefit and inside information. Get some of it yourself. Competition may be alright, but we can show you that co-operation is ten times more profitable.

Our Mission

To a few of our members this bulletin may seem a needless expense, but the majority of the executive committee felt that it was a very much worth while method of keeping all members informed on our actions, in addition to serving as the best possible means

of contacting new members, and letting the world know that we have a real organization. Then it also serves as a means of letting our members know of coming events and apprising them of meeting dates. Taken all in all it is an economical means of accomplishing these things.

Our crying need is for more members. In union there is strength. If we are to accomplish anything in the line of state legislation and reforms within the trade factors of the electrical business we must have the strength of a representative membership. By dint of hard work members are being added right along, but it should not be necessary to urge and coax everybody to join. The work is being done voluntarily by the officers of the association and a few members, with the least possible expense. Practically everyone admits the value of the association, but few take the initiative in joining. This association is for the benefit of everyone, so why let a few do all the work.

If you happen to be one of those who haven't joined yet, send in your application and check and help the good work along. If you doubt the effectiveness of our work, come to Fairmont as our guest, and if you aren't convinced then we won't ask you to join.

Our Friends

Financial support is one of the very necessary things to make a success of any organization. Realizing that everything we do for the betterment of the retail electrical business is also to the benefit of the jobber, the manufacturer and the power producers, these firms and individuals have seen fit to become associate members of this organization by contributing \$10.00 per year. This association in turn realizes that these firms are approached for many contributions within and without the industry, and we gratefully acknowledge their co-operation with us.

Blaine Electric Co., St. Paul, Belmont Corporation, Minneapolis, Minn.

Electric Supply Co., St. Paul, J. H. Holmes, G. E. Supply Corp., St. Paul.

Fairmont Water and Light Commission, Fairmont.

L. P. Johnson, Graybar Electric Co., Minneapolis.

Kato Engineering Co. (E. L.

Jensen), Mankato.

Northern States Power Co., Mankato, Minn.

Northland Electric Supply Co., Minneapolis.

Price Electric Co., St. Paul, Minn.

W. A. Roosevelt Co., La Crosse, Sterling Electric Co., Minneapolis, Minn.

Westinghouse Electric Supply Co., St. Paul.

There may be others who have not yet been asked to join, or who have been waiting to see what we could accomplish. We will be glad to consider applications from all who feel that our work is worth while, and such applications as are accepted will be announced at the next meeting.

PROGRAM

(Continued from Page 1.)

Speakers:

Mr. C. P. Wagner, in charge of Rural Electrification, Northern States Power Company, Minneapolis, Minn. Mr. Wagner is one of the leading authorities on this work in the United States and his message will be of vital interest to every electrical dealer in Southern Minnesota. You will enjoy and profit by his message.

Mr. Frank O'Meara, National field representative of the Association of Electragists International. Mr. O'Meara brings to us the experiences and aims of the entire electrical industry for the betterment of all concerned.

Mr. E. L. Harris, field secretary for the Minneapolis Contractors Association, will be present or will have representatives of that organization there to tell us what progress is being made on the matter of State Legislation and other topics of interest.

Inasmuch as there will be many topics and questions that the members want to bring up no further formal program has been arranged, as we will find that, as usual, time will be all too short to cover these topics and give everyone a chance to express their views. It is these discussions which have proven so interesting and profitable in the past and we want to continue them.

5:00—Opening of Question Box

6:30 P. M.—Banquet, for everybody.

This is the grand get-together. There will be a few short remarks, with plenty of entertainment and music.

OFFICIAL ADJOURNMENT

8:00 P. M.—Dancing

# Minutes and Reports of First Summer Meeting of the S. M. E. A. Which Was Held at the Arthur Hotel in Rochester on June 16 and 17, 1929

On decision of the Executive Committee it was decided to hold our 1929 Summer meeting at Rochester, Minnesota, June 16-17th, accepting the invitation and co-operation of our association members of that city.

A goodly number of members with their wives, families and friends arrived in Rochester by noon of Sunday, June 16th, and headquarters were established at the Arthur Hotel.

After luncheon a tour of inspection was made through the beautiful new Clinic Building under direction of Messrs. Foster, Morrison, Peterson and Raetz, where the members found a very comprehensive and interesting electrical installation in this building of which Rochester is so justly proud. This was followed by a tour of the city under direction of the Rochester committee. In the evening the members attended the open air Symphony concert in Mayo Park.

On Monday the business meeting opened with registrations, showing 12 jobbers represented by 21 officials and representatives of associate members; 17 dealers represented by 24 proprietors and employees and 8 visiting speakers and guests.

The meeting was formally opened at the noon luncheon in the Sun Room of the Hotel Arthur with greetings by President J. W. Hruska. This was responded to by various members and visitors including the following:

L. A. Cowles, Don E. Postier, A. J. Lendfer, representing the city of Rochester, the Central Station, and the Kahler Corporation; Mr. Frisbee of the Ellerbee Company, Engineers for the Clinic Building, and others.

The feature talk was given by Mr. Perry Peterson, business counsellor, of Minneapolis, who gave a highly interesting and entertaining discourse on Business Methods used in various sections of the United States in the electrical contracting field. His remarks on overhead, mark-up and profits were especially interesting and profitable to all.

Various jobbers and dealers were given an opportunity to respond.

After roll call and introduction of all those present, and minutes of the previous meeting were read and approved.

A number of communications and telegrams were read from those who

were unable to attend this meeting in person.

The secretary-treasurer's report was read, outlining work done so far in the organization and showing receipts of \$220.00 to date and expenditures of \$136.05, having a balance of \$83.95 prior to this meeting.

The following bills were allowed and ordered paid:

W. A. Ritt, Secretary-Treasurer, Expenses and Editorial work on Bulletin, \$10.00.

St. Peter Herald, Printing and Stationery, \$27.75.

E. M. Raetz, Rochester Convention Expenses, \$36.39.

J. W. Hruska, cash for cigars, \$4.50.

Receipts at this meeting for new membership amounted to \$25.00.

The meeting was then thrown open for round table discussions on any subjects which might be of interest. One of the first subjects discussed was labor costs and charges made for labor as compared with other trades. This discussion showed that skilled electrical labor is receiving a lower average remuneration than most other mechanical trades in Southern Minnesota.

The matter of Jobber Co-operation was thoroughly discussed and responded to by Messrs. Searles of Belmont Corporation, Lindquist of Sterling Electric, Kufuss of Midwest Electric, and others. The jobbers all expressed their willingness to work with us and assist in correcting as many trade abuses as possible.

Unregulated curbstone competition was brought up and discussed by Messrs. Kline, Bailey and Turner. It was suggested that this association cooperate with other Electrical associations in the state to secure amendment of present state laws regulating the licensing of electricians, so that present regulations may become more nearly statewide in effect.

Appliance discounts were brought up for discussion, showing that 25 and 30% discounts were inadequate to cover merchandising costs or overhead. It was brought out that merchandising requires a greater overhead than contracting and some dealers are making the mistake of charging the same overhead against contracting departments as on merchandising departments or vice versa. It is thus easy to understand why a contractor dealer with a

high merchandising overhead cannot figure jobs in competition with a contractor who has only a low overhead on his contracting department. The same evil applies to Central Stations who put on expensive merchandising activities and charge their losses to operating costs of utility divisions. It was pointed out that many devices, notably electric refrigeration cannot be sold profitably on a margin of 25% discount from list, as the average merchandising overhead would be nearer 30%.

Many complaints were made against Central Station merchandising activities, some of which have been conducted on a basis that has been decidedly unprofitable and manifestly unfair to contractor dealers. Many of these activities could not even be justified as load building efforts. It was pointed out that Central Stations might be justified in taking losses in pioneering the sale of new appliances but even this could be eliminated by better co-operation with dealers. Dealers on the other hand could sell merchandise more profitably than Central Stations and extend greater assistance to the Station or Power Companies in load building. It appeared very evident that some form of improved co-operation between Power Companies and Contractor Dealers was not only desirable but quite necessary in the electrical industry.

The discussion returned to the subject of overhead, figures on which varied from 10 to 42%. It appears advisable that every dealer study his overhead costs very carefully.

Discussions were curtailed by the fact that most members planned to drive home that evening, and a motion was offered to extend a rising vote of thanks to the Rochester Committee and all others who co-operated to make this meeting an outstanding success. The motion was duly carried and was followed by a motion to adjourn subject to call of the executive committee, which was also carried. The members and their wives and families then repaired to the park where a delightful picnic lunch had been prepared by the Rochester ladies. At sundown the crowd broke up and started for their respective homes, closing a most successful assembly of this association.

W. A. RITT, Sec'y-Treas.

# Minutes and Reports of Second Annual Meeting of the S. M. E. A.

Which Was Held at the Saulpaugh Hotel in Mankato on February 24th, 1930

Pursuant to due notice the second annual meeting of the association was called at Mankato, Minnesota, Monday, February 24th, for the purpose of electing officers and transacting such other business matters as might come before the meeting.

The meeting was called to order at 1:30 P. M. by President J. W. Hruska with all of the officers present and an excellent representation of both new and old members as well as many jobbers and manufacturers representatives. After roll call and introduction of those present the minutes of the previous meeting were read and approved.

The report of the secretary-treasurer was then read. This report showed total receipts from membership dues of \$245.00 for 1929, with disbursements of \$194.94, leaving a balance on hand of \$50.56. This report was audited by J. W. Ulrich and J. N. Weiberler and was found to agree with the books and cash balance on hand and in bank. Upon motion made and seconded and carried the report was accepted.

The secretary also pointed out the progress made during the past year in which the membership had been greatly increased, the large meeting staged at Rochester, and a large delegation sent to the state meeting at Minneapolis last December to co-operate in furthering such matters as state legislation and other matters of mutual benefit. The efforts of this association have also brought increased activity and interest throughout the entire state, and helped materially to organize the contractors of Central Minnesota. The Twin City groups, Duluth group, and the Central group working in co-operation with our group should be able to accomplish many important results for the betterment of the electrical industry throughout the state.

There being no other reports or unfinished business the meeting proceeded to the appointment of a nominating committee to nominate candidates for the offices and the three directors. The following were appointed on the nominating committee: E. W. Raetz, C. W. Turner, J. N. Weiberler, J. W. Ulrich, A. H. Foster. While these members were preparing the lists of nominees the meeting at large took a short

recess.

At 2:30 the meeting was again called to order, and the nominating committee submitted the following names:

President (for re-election)—J. W. Hruska.

Vice President (for re-election)—Chas. Bailey.

Secretary-Treasurer (for re-election)—William A. Ritt.

For the executive committee the following names were submitted, the three receiving the highest number of votes to be declared elected as directors for a term of three years:

Melvin Fowler	H. Kline
W. E. Bromingham	G. H. Weiberler
R. G. Brown	Lloyd Peterson

Motion was made and seconded that E. W. Raetz cast the unanimous ballot of the association for the re-election of the President, Vice President and Secretary. Upon being put to a vote the motion was carried and E. W. Raetz cast the ballot electing these officers for the year 1930.

A ballot was taken on the nominations for members of the executive committee; whereupon the following were found to have the highest number of votes and were declared elected directors or members of the executive committee for a term of three years:

M. L. Fowler, Owatonna.
H. Kline, Winona.
Lloyd Peterson, New Richland.

The following bills were read and allowed:

Saulpaugh Hotel, 1930 Convention Expense	\$12.00
St. Peter Herald, Printing Bulletins, etc.	13.25
William A. Ritt, Stenographic Expense, Telephone, etc.	18.95
J. W. Hruska, Convention Expense for Entertainment Program	9.00

There being no further new business the meeting proceeded to the discussion of topics as outlined on the program. The first speaker was Mr. E. L. Harris, field secretary of the Minneapolis Electrical Contractors association who told of the work that had been accomplished in the past year in re-organizing the Minneapolis contractors with the benefits that resulted. He expressed the desire of his organization to co-operate with ours in every way for mutual benefits.

Mr. Chas. Bailey, our vice president, spoke briefly on the work of our association for the coming year, chiefly to increase our membership and to work in co-operation with other organizations to bring about legislative and other reforms.

Mr. Ed. Raetz lead a spirited discussion on the value of liens, methods of handling installment sales and book accounts. Some valuable sidelights were given by Mr. Langford, Mr. Geo. R. Jones and other visitors from Minneapolis. According to their opinion lien rights were of very little value, and frequently were detrimental as contractors would often take doubtful jobs relying on their lien rights to pull them through on a poor credit risk. Several of our members cited instances where lien lights had been a help. From opinions rendered it would appear that fixtures are lienable if soldered to the wiring, not otherwise. By the same reason fixtures sold on contracts or mortgage notes should be fastened in some other way than soldering by using approved connectors. The discussion proved very interesting and valuable and was enjoyed by all. It is possible that an attempt will be made at the next legislature to change the lien laws, and this should be carefully watched.

The topic of chief interest, and of vital interest to every electrical contractor was on what the Minnesota law covers and how the law might be improved. This discussion was lead by Mr. George R. Jones of the State Board of Electricity. Mr. Jones handled the subject in a very comprehensive manner because of his close knowledge and experience with the present law. The feeling is very evident and very general that the present law is far from being satisfactory or meeting present conditions. It is of no value whatever to the contractors outside of cities of the first class, which makes the law effective in only four cities of the state at present. It is proposed to make the law effective down as far as cities of the fourth class, but it seemed to our members that the law should go even further, and cover all forms of work including farm work which is outside of city limits but needs regulation as much as

any other class of work. The problem is to make the law effective and to provide means of inspection. This might be worked out in connection with nearby larger places which maintain regular inspection. It is quite certain that the present law should be far more widely effective than it now is. This can only be accomplished by united effort and co-operation of all branches of the trade. Another point brought out was the necessity for eliminating the sale of substandard electric fixtures and appliances generally sold by chain stores and certain types of non-electrical stores where no attention is paid to the safety of the appliance. The only consideration with these types of store is "how cheap" and how fast it will sell. It was suggested that the law should require all electrical appliances, lamps, fixtures, etc., to bear the underwriter's approved label and provide penalties for violation of this law. The meeting went on record to co-operate with all other organizations in bringing about needed reforms in the state electrical law, and instructed our legislative committee to work closely with similar committees from other groups.

This was followed by a very interesting talk on the elimination of radio interference by co-operation of power companies with local dealers. The subject was handled in a very comprehensive manner by Mr. M. J. Perkins, in charge of this work for the Northern States Power Company at Mankato, Minn. Mr. Perkins explained the various kinds of interference which they had to contend with and stated that his company would be only too glad to co-operate with dealers in towns served by their district in helping to eliminate radio interference.

Mr. Melvin C. Fowler of W. C. Manthey Co., Owatonna, presented his views on the co-operation of the jobbers with dealers in helping to correct trade abuses, and establishing more firmly the position which a reliable and financially responsible electrical contractor should hold in his community. The jobbers represented among those present pledged their help in every way possible.

Many other topics came up incidentally and the afternoon was found entirely too short to cover the many interesting topics that were brought up. Time prevented further discussion and the meeting adjourned to prepare for the banquet which was held in the banquet hall of the Saulpaugh Hotel.

President J. W. Hruska ably presid-

ed as toastmaster, and the banquet table was an inspiring sight with every seat taken and several late comers had to be seated at a side table. More than 75 persons were seated and a more spirited scene of good fellowship could hardly be imagined. The management had provided an excellent repast which was thoroughly enjoyed by all. The Northern States Power Company Orchestra, comprised of employees of the Mankato Division furnished music that was in keeping with a high grade organization and were tireless in their efforts to provide both lively and classic melodies. Diversified entertainment was also provided by the Three Aces, radio artists, with singing, banjo and novelty numbers that were enjoyed immensely.

The dinner was followed by another interesting session of talks. Mr. A. G. Buchholz, manager of the N. S. Power Company at Mankato, presented the views of his division on the relation of his company's activities to the electrical contractor-dealers and to the public. In his talk he made it evident that they were going to unusual lengths to satisfy the public and carry on a "live and let live" policy so far as the progressive electrical contractors and dealers were concerned. He said it was their desire to build good will in every way possible, and avoid incurring any ill will from their customers or others in the electrical trade.

Mr. Frank T. Langford, Minnesota executive committeeman for the Association of Electrotechnicians International, spoke convincingly of the value of the work of that organization which is the only national body having in view the same interests as local or statewide organizations. He mentioned several ways in which they were co-operating with local organizations, and suggested other ways in which we might co-operate with them in their work.

Among the visitors present who were very welcome guests were Mr. Frank Hurd, president of the Minneapolis Contractors association, and Mr. John Ellenbecker of St. Cloud, president of the Central Minnesota Electrical association which had just recently been formed to provide the contractors of Central and Northern Minnesota with an effective organization. Mr. Hurd was called on for some remarks which although humorous in their presentation were decidedly to the point. He spoke of the many benefits which had accrued to members of his association, and presented a pic-

ture of the chaotic and unprofitable conditions that existed until the Minneapolis contractors decided to co-operate. Mr. Ellenbecker was given an opportunity to express his very evident pleasure and satisfaction at being with us and told of the satisfactory progress which they were making with their organization. We heartily welcome the Central Minnesota Electrical association and wish them every success. Several other toasts were responded to and a very genial atmosphere pervaded the entire meeting.

Your secretary gave an example of direct co-operation between members of the association, which resulted in completing a \$22,000.00 contract in record time without interrupting the business of either member. It was a very concrete example of how members may profit through association contact, instead of engaging in destructive competition.

At this point the delegation from Fairmont extended the city's invitation to hold our annual Summer outing and business meeting at Fairmont.

Fairmont is represented 100% in our association, even the Water and Light Commission holding a membership. With this very evident spirit of co-operation, the association was un-animously in favor of holding the next meeting at Fairmont, the date to be set later.

The meeting officially adjourned at about ten o'clock, but we are told that some of the members enjoyed it so much that they stayed on in various groups until a very much later hour.

### What Price Labor? Questionnaires Reveal Interesting Figures on Going Wages Among Members

At our last meeting a questionnaire was passed around to find out what charges were being made for labor, truck mileage and other information that might be of interest or value to our members. A tabulation of these replies reveals the following: Charges for electricians varied from 75 cents to \$1.60 per hour, about 50% of the answers reporting \$1.00. The average rate was \$1.07 per hour. Charges for helpers ranged from 50 cents to \$1.00 per hour, with some reporting that they did not employ any helpers. One third of the answers reported a mileage charge to every job for use of car or truck; the other two thirds report mileage charges only on out of town

(Continued on Page 6)

## Secretary's Report of Minneapolis Electrical Contractor's Meeting Discussed State Licensing Law, State-wide Organization, on November 16

Acting on the invitation of the Minneapolis Electrical Contractors Association, a letter was sent out to our members inviting them to attend this meeting which was held in the Minneapolis General Electric Company Building, November 16th.

Your secretary attended the meeting and was gratified to note a splendid representation of our organization present.

The main subject of discussion was amending the State Licensing Law which has previously been discussed by our association. It was decided to have a State Committee of three members from each of the four present state associations and representatives from other sections of the state which might become organized. This com-

mittee is to study present and future desired legislation with a view to bringing this before our next State Legislature.

Splendid talks were given by members of the Minneapolis Inspection department: The State Board of Electricity; Mr. Larry Davis of the Association of Electragists, International; and Mr. Sam Williams, Editor of the Electrical Contracting Magazine.

Four Electrical Contracting Associations were well represented at this meeting comprising members of the Minneapolis, St. Paul, Duluth, and Southern Minnesota groups. Many other points were represented and it is understood that a North Central group has since been organized under direction of Mr. Ellenbecker of St. Cloud,

who was in attendance.

Plans were also discussed for forming a State organization and it seemed to be the opinion that the groups could function best in their present form, but that a Central State Committee could be formed to coordinate activities of statewide interest such as legislation and other matters. This proposition was referred back to each organization.

The meeting was followed by a banquet at the Masonic Club and those in attendance felt that at last a start had been made to secure some real accomplishments for the Electrical trade throughout the whole state.

WILLIAM A. RITT,  
Secretary-Treas.

### S. M. E. A. Emblem See the Artist's Sketch of Appropriate Symbol for Our Organization.

Ever since the organization of the S. M. E. A. members have discussed the advisability of having an official emblem for association members which will set them apart as members of the association and identify them as reliable Electrical Contractor dealers.

Like the weather, people often talk about it a lot, but seldom do anything, this matter has rested in midair waiting for someone to take action. Your secretary in his idle (?) moments got an inspiration and penned a sketch for an emblem which seems to have met universal approval with the few members who have been privileged to see it.

A pen and ink drawing of this proposed emblem has been prepared and will be submitted to the assembly at Fairmont for approval, disapproval or changes. It will be at least a concrete start towards getting something that we all want.

A brief description of the emblem may be of interest and prepare the way for suggestions or changes that members may have to offer. The proposed emblem is in the form of a circle, the conventional emblem of fraternity and association. More properly there will be two circles one inside

of the other and in the space between appears the name of the "Southern Minnesota Electrical Association." An electrical flash cuts diagonally across the circle, emblematic of electrical energy. Upright through the center stands a torch, portraying light, and the emblem of truth and service. Within the circle and arranged above and below the foregoing described emblems are the words "A Pledge of Service, Safety, Satisfaction." One large "S" serves as the first letter of each of the last three words, also identifies the "Southern" Minnesota Electrical Association. In the blank spaces are the three symbols used for light, heat and power wiring.

Many uses suggest themselves for the emblem of the association. First of all, by means of a card hanging in the member's place of business it identifies the member as one who is progressive and who respects his business. It tells all who may read it that here is a recognized reliable electrical contractor or dealer. Small stickers or cuts of the emblem may be used on stationery or advertisements.

### Why Not Members?

How about Your City Engineers, Central Station Managers, Inspectors and Plant Operators? They should be vitally interested in our work, and may become associate members. Several have already joined and are enjoying their contact with

this association. Don't stand back and condemn them for all they do, or fail to do. Get them to join this association and we'll try to get them to see our side and your side of some of the trade problems and abuses that have come up. Most of the power companies do not want to incur any ill will. They can't afford it, and most of them are anxious to cultivate good will. When we understand each other better and see the other fellow's problems we can accomplish a great deal for the betterment of the electrical business. Invite these men to attend our meetings and we'll guarantee that it will mean a better understanding and better conditions for everybody concerned. Friendly co-operation is worth a thousand times as much as cut-throat competition or working at cross-purposes. Don't say it can't be done until you've tried to do it. The man who says it can't be done is continually being interrupted by the man who is doing it.

### WHAT PRICE LABOR? (Continued from Page 5)

jobs. Mileage charges varied from 6 to 10 cents per mile with an average of 7 cents. Minimum charges for shop repairs ran from 20 to 50 cents, and for outside calls from 25 cents to \$1.00, the majority being 50 cents. Two thirds of the replies reported electrical ordinances and inspection systems in their cities. License fees ranged from \$2.00 to \$50 per year. Permit fees varied from nothing to 75 cents.