

## MERCHANTS ARE HIT BY WAR CONDITIONS

Uncertainty of Manufacture and Distribution Upsets Markets.

### SHOW TAX IS FIXED

Movies to Be 11 and 17 Cents—Confectioners Hurt by Sugar Measure.

Columbia merchants in all branches of the retail trade are beginning to feel the pinch of war measures and conditions. In some instances government conservation measures are directly responsible for the upset, but in the majority of cases it is brought about by the unsettled conditions of manufacture, transportation and uncertainty of business in general, brought about by the war.

Probably the most general complaint of the retail merchants is that the manufacturer and jobber or the big trusts and combinations are playing safe at the expense of the retailer. Local dealers say that it is impossible to get some lines of goods without paying in advance, which places a great burden on the small retailer. In some cases, the manufacturer has cut out the production of all lines that failed to yield large profits. Shortage of good and delay in shipment are other difficulties that the merchants have to contend with.

**Shipments Delayed by Railroads.**  
In some cases the merchants say that even after the goods have been put on the station platform and a bill of lading sent, the merchandise is held up for weeks by wartime transportation difficulties of the railroads.

Conservation measures and fairness are also playing havoc with many retail industries. With the candy and confectionery dealers, the sugar conservation measure that has been passed by Food Administrator Hoover in view of the nation-wide sugar famine, is badly crippled. All report that it is nearly impossible to get sugar, sirups and candies shipped, as the manufacturers are unable to work at capacity because of the government restraint. One dealer received a shipment of candy yesterday that was ordered in June. The making of candy has been discouraged by the Food Administration, and laws and restrictions are effectually cutting down the manufacture.

**Federal Tax Added to High Prices.**  
The plea is general among Columbia merchants that they have to pay higher prices than ever before for their products and make a much smaller per cent of profit. Besides the higher prices that they have to pay to the manufacturer and wholesaler, many are forced to pay an additional government tax.

Some that are affected by this tax are the jewelers, druggists, hardware dealers and tobacco merchants. Two per cent of the billed price is charged by the United States on all metal. Besides this, it was reported today by hardware dealers that nails, fencing and sheet metal had made an increase of 30 cents per hundred pounds. Tobacco prices have been forced up by the government tax, but still the dealer makes a smaller per cent of profit.

The auto tax, which recently went into effect, besides having a direct effect on the automobile dealers, will indirectly make the overhead expense higher for those dealers who run auto delivery trucks. Dealers estimate that food prices have increased on an average of nearly 50 per cent since the beginning of the war and drygoodsmen, clothes and dealers in other staple lines make their estimates at nearly the same figures.

### Theater Tickets Up 10 Per Cent.

In accordance with the policy of the Food Administration to tax all luxuries, a theater and amusement tax will be levied beginning November 1. Theater managers, after this date, must collect from the purchaser a United States tax of 10 per cent of the admission price. The same tax will have to be paid on all free passes. This tax will not affect the theater directly but may have some effect, managers think, in its unwillingness. According to that scale, the patron will have to pay 11 cent for a 10 cent ticket and 17 cents for a seat costing 15 cents. A food production measure also goes into effect by the first of next month.

Many of the measures of the War Revenue Bill are still matters of dispute. The excess profit section, if ever satisfactorily settled, may be a great help in alleviating some of the difficulties mentioned that the dealers are now complaining of. Some of the dealers think that if the big corporations could be made to give over to the government all excess over a normal peacetime profit that their incentive to grab more than their share would be taken away and the retailer would get a more equitable distribution. Not all merchants, however, are blaming the manufacturer, jobber and trusts. Many are blaming their troubles to general conditions made unavoidable by the great conflict.

### PLANS FOR BIG Y. M. C. A. FUND

Organization Will Look After the Welfare of Soldiers.

The six million prisoners of war in the camps of Europe today, the thousands of Americans in home canton-

ments and abroad, and the French, Italian and Russian soldiers represent the fields to which the Young Men's Christian Association desires to send trained men to assist in their social and physical welfare. The campaign for money to aid these men is nation-wide, and every state is organizing to raise funds. Missouri has been divided into twenty-two districts. Twenty-one of them consist of counties, and the other one covers all of the colleges.

Boone County with Callaway, Audrian, Osage, Maries, Cole, Miller and Moniteau constitute district No. 8. Judge David Harris of Fulton, chairman, and Hugh Stephens of Jefferson City, secretary and campaign manager, have charge of the organization work with the district headquarters in Jefferson City. This committee has called a general meeting of delegates for Sunday, November 2 in Jefferson City. C. G. Lord will be the chief speaker at this meeting. A special committee composed of N. T. Gentry, Dr. A. W. Taylor, J. T. Mitchell, E. W. Stephens and Dr. J. P. Cole will obtain a representative attendance from Boone County. The state committee conducting the campaign of district 22 is, Dr. P. F. Trowbridge of Columbia, chairman; Dean Kirkenslager of Columbia, secretary and campaign manager.

The plan for the campaign in the colleges has been made. The committee selected to promote the work in the University is composed of Dean Eldon R. James; President A. Ross Hill, M. F. Miller, Nathan Scarritt and Dorothy Worrell. The college campaign will be opened formally November 4.

### START "BIG SISTER" PLAN

Members of Alpha Phi Sigma Are Responsible for New Students.

The Alpha Phi Sigma sorority, at its meeting yesterday afternoon, decided to start a "big sister" movement among the members, in which it will be the duty of every member to become responsible for two or three freshmen or new girls. In this way new students will have a "big sister" who will see that she joins in all the student meetings and activities.

The members are trying particularly to get the freshmen out to the "mixer" at 4:15 o'clock Friday afternoon in the ladies' parlors in Academic Hall. The list of seniors and the girls that they are responsible for will be posted by Friday on the bulletin board in the ladies' parlors. Names of new girls who are not freshmen will be posted later. The object of the movement is to get up more "pep" among students, and so to boost the University.

Housewives can help the merchants by ordering in large quantities and carrying all parcels of under \$1 in value. (adv)

## M. U. ENROLLMENT DROPS 22 PER CENT

Schools of Medicine and Business Only Two Which Show Increase.

### 50 PER CENT IN LAW

Only Half of Last Year's Students in This Branch, President Reports.

A falling off of twenty-two per cent in the enrollment of the University of Missouri was officially announced at the office of President A. Ross Hill this morning. While two departments, those of Medicine and Business and Public Administration have increased, the latter department quite noticeably, all other branches have fallen off to considerable extents. The largest decrease in enrollment is noticeable in the School of Law which has only 50 per cent of the number of students as did last year's school.

The biggest decrease, as was expected, is in the number of men students enrolled, the total registration showing that 73 per cent of the number of men are attending this year as did last year. Women's registration figures show that there are 89 per cent of the girls here this year as were here last year.

The figures as announced today by President Hill follow:

**Enrollment by Divisions.**  
Law—50 per cent.  
Agriculture—66 per cent.  
Graduate—69 per cent.  
Journalism—73 per cent.  
Mines and Metallurgy—75 per cent.  
Education—78 per cent.  
Arts and Science—82 per cent.  
Engineering—87 per cent.  
Medicine—103 per cent.  
Business, etc.—161 per cent.

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## APPLE CROPS MOST VALUABLE

Well-Managed Orchards Yield Greatest Profits of Missouri Crops.

During recent years the University of Missouri College of Agriculture at Columbia in co-operation with a number of practical orchardists has been carrying on demonstration experiments in the value of spraying, pruning and the general renovating of neglected orchards in Missouri.

The results of these demonstrations show that apple orchards well managed may be made to yield the largest profits of all Missouri farm crops. On the other hand neglected orchards in the same neighborhood hardly yielded interest on the valuation of the orchard.

During 1917 the results of proper spraying and pruning have shown larger profit than in any previous year. During the last year neglected orchards have set very little or no fruit. The little fruit which has set here and there was, for the most part,

small, wormy and of low market quality. Orchards properly sprayed and pruned during the last two or three years have set any where from a fair up to a heavy crop of fruit. The quality of apples on well managed orchards this year has been the best produced in Missouri in recent years.

Orchards properly sprayed and well managed have yielded any where from \$100 up to several hundred dollars per acre, net. Neglected orchards in the same neighborhood have yielded anywhere from nothing up to \$18 to \$20 per acre, hardly enough to pay interest on the valuation of the land and the expense of growing the orchard.

Some orchardists have hesitated to assume the expense of equipping for spraying, and of employing the labor necessary to properly prune the orchard. There is a fear that should the crop fail the orchardists would not be in position to pay for his spraying outfit and his spraying material.

Many Missouri orchardists com-

plained last spring that the rainy weather and cold nights during the blossoming period prevented the bloom from setting fruit, or killed set fruit on frosty nights. The killing was due almost entirely to the fact blossoms were weak. In most of the properly managed orchards, at least a fair crop of fruit set and matured to fine condition, due to the fact that trees kept healthy can usually set fruit even during trying weather.

Home Economics Workers to Meet. The United States Department of Agriculture and the extension committee of the National Association of Agricultural College have called a national conference of home economics workers November 9 to 13 at Washington, D. C. Miss Bab Bell and Miss Sarah Pettit of the agricultural extension service will attend the conference. The Federal Department regards the conference of sufficient importance to justify paying the traveling expenses of state workers out of federal funds.

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## COLUMBIA MERCHANTS ASK WOMEN'S AID

Housewives Can Conserve by Ordering in Quantities and Carrying Small Parcels.

The National Council of Defense has made a special appeal to the Retail Merchants' Association of Columbia to help in the national movement of conservation by cutting down deliveries costs.

In order to make this possible the housewife must co-operate with the dealer to make fewer deliveries possible. This can be done by ordering in larger quantities and by carrying all packages of under \$1 in value.

If the merchants can materially reduce the cost of their deliveries it will tend to prevent the raising of prices.

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