

# Industry United on Plan to Stabilize

## ONE-PRICE PLAN FOR SEASON

### Problem of Adjustment Put Up to Industry.

THAT the solution to the problem of adjusting business conditions is a function which industry itself must undertake is reflected in the avalanche of replies received to a letter recently sent out by the Lakewood Engineering Company, Cleveland, a reproduction of a few of which are shown herewith.

Believing that price is a most potent factor, this company announced its decision to make price periods of not less than six months, with a view of bringing about a common understanding between the producer or manufacturer and his consumer, and a definite establishment of confidence between the two.

#### New Price Revolution.

Irving Fisher, professor of political economy of Yale University, has written an article which was presented to the governors' and mayors' conference at the White House in Washington, in which he said, "Business men should face the facts. To talk reverently of 1913-1914 prices is to speak a dead language today. The buyers of the country, since the armistice, have made an unexampled attack upon prices through their waiting attitude, and yet price recessions have been insignificant."

It is interesting to observe that many manufacturers think that prices must come down, including the price of labor, but they are ready to demonstrate to you that their own prices cannot come down, nor can they pay lower wages. Almost everything they buy somehow costs twice as much as before the war and their labor is twice as dear. They cannot pay their labor if labor is to meet the increased cost of living. As a matter of fact when we investigate any individual one of the so called high prices we are likely to find that the individual price is not high, that it is not high relatively to the rest. Everyone seems to have lost the sense of value.

In the review of history conditions before and subsequent to a war, there is not one instance where prices have receded to a pre-war level. The devastations of this war have affected the United States less industrially than any other nation participating. Tremendous demands created by the war have expanded production with conse-

quent increased wages to such a point that in a period of four years they are practically doubled. The average increase of building materials in the same period has been but 68 per cent. The recession in building material prices during the last four months has almost been invisible.

#### Product Prices Higher.

A short time ago a farmer asked a buggy manufacturer for a price on a

certain type of vehicle. Upon receipt of the quotation the farmer wrote the manufacturer accusing him of "profiteering" and similar high commercial

crimes and misdemeanors. In justification of his charges he reminded the manufacturer that he (the farmer) had once bought a very similar buggy

from the same factory at a price far below the price now quoted. The manufacturer operated one of those systematic businesses that maintains

a record of all its transactions. Upon receipt of the farmer's complaint the manufacturer looked up the previous sales to which the farmer referred. He found that such a sale had been made and that the farmer paid for the buggy not in money but with a shipment of wheat. The manufacturer then replied to the farmer, giving a complete record of the transaction and he made this proposition: "If you will ship to me for your new buggy the same amount of wheat you shipped

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"LET'S GO"  
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If every person who reads this article will take up the slogan "LET'S GO," put it across and get everybody thinking, doing and going, everybody acting without waiting for someone else, nothing can stop America. No person, no business, no nation ever got anywhere by waiting on someone else. The successful one is the one who does.  
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for your old one, we will ship the buggy, and in addition will ship you a piece of household furniture and a kitchen stove."

It is a fact that the products of the farm can today be exchanged for between 15 and 30 per cent. more of manufactured articles than ever before.

In the face of prosperous conditions obtaining in the retail stores of the country, the situation is somewhat difficult to analyze. On the other hand, these merchants are not replenishing their supplies, manufacturers are not buying their raw materials, foreign buyers in this country are holding back the orders which they came to place, awaiting a settlement of conditions, in the belief that there may be some recession in prices.

Action Necessary.  
The only economic solution for the problem of unemployment, the only way to obviate further unemployment is to overcome the present inertia by bringing into activity the enormous potential buying power, which we all know exists.

Judging from replies to the suggested "one price for the season plan," industry itself intends to overcome this inertia. The replies come from every conceivable industry and from every state in the Union and they were 99.4 in favor of doing for themselves without waiting for someone else to set the pace.

It is the purpose of the National Prosperity Campaign, an organization with its headquarters at the Commodore Hotel in New York, supported by members of industries, to further this spirit through the trade and business press of the country.

The only way for business to have people know what is good for business is to take the people into its confidence and get them thinking and acting on those things which are good for business on the theory and good sense that whatever is good for business is good for the people as a whole and that whatever is good for the people is also good for business.

The collage features several documents, including:
 

- REZ NOR MANUFACTURING CO.**: A letter regarding Reznor Gas Heating Stoves and Reznor Pipe Hooks, dated 4/27/19.
- THE LAKWOOD ENGINEERING CO.**: A letter from Buffalo, N.Y., dated 4/27/19, regarding a "LET'S GO" campaign.
- THE MIAMI PAPER COMPANY**: A letter from West Carrollton, Ohio, dated 4/27/19.
- NATIONAL CARBON COMPANY, INC.**: A letter from Cleveland, Ohio, dated 4/27/19.
- COLUMBIA GRAPHOPHONE COMPANY**: A letter from Atlanta, GA, dated 4/27/19.
- A. G. SPALDING & BROS.**: A letter from New York, dated 4/27/19.

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### BOYS AND GIRLS OF SANTA ROSA ENJOY OUTING

BY G. L. HERRINGTON.

The club boys and girls of Santa Rosa county, Florida, have never had a more enjoyable time nor learned more interesting things about club work than during the encampment held at Floridatown, June 9 to 14.

There are 18 clubs organized in the county and two boys and two girls were elected from each club to attend the camp. This made up a most interesting party.

Floridatown is only a small village or community, located on Pensacola bay, but is famous as a camp ground. It was one of the first places in Florida to be settled up by the white race. Prior to that time the Seminole Indians used it as a camping ground and landing place for their canoes that went up and down or across the bay.

There are immense live oak trees spreading their long branches over the grounds making dense shades. The live oak tree grows only in tropical or semi-tropical countries and we will explain to the boys and girls further north that it is much like the water oak or pin oak. It is evergreen, and immense quantities of grey Spanish moss hangs from its branches in Florida.

During the encampment the boys made their beds on the floor of a large dancing pavilion while the girls used cottages. Meals (good meals) were served by the girls, cafeteria style. A cook was employed to do most of the work as it was not right for boys and girls to do anything that could not be considered half play.

How hard it would be to relate all the activities of the camp. The girls had lessons in sewing, cooking, canning, basket making, while the boys spent the forenoons at their classes on various branches of agriculture and livestock raising. Devotional or chapel exercises were held every day. Fishing, bathing, ball games, drill, etc., were the leading sports every afternoon.

The moon shone brightly every night during the camp. After a brief lantern slide lecture on club work just after supper, the boys and girls all went to the white sand beach where they played games in the moonlight until late bed time.

Old southern songs were sung at the moonlight games, and some of the funniest stories every thought of were told. Patriotic songs were sung, too, and especially during the morning exercises.

The camp was entirely successful. Club members from all parts of the county were well acquainted when it closed. Their interest in the very best

club work was renewed and their request was that all boys and girls be allowed to attend next year instead of only four from each club. Perhaps that will be possible since it is to be made an annual affair. The county commissioners appropriated funds to make the camp possible.

Club leaders and instructors from the University of Florida, State College for Women and the United States Department of Agriculture were present and they all claim to have enjoyed the camp as well as if they had been club members themselves, but this is hardly possible. They only thought they were having as good a time as the boys and girls.

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