Calvin Coolidge Says:

BOSTON, Mass., Sept. 27.—Some of our country merchants are beginning to experience difficulty in finding goods for immediate delivery for fall trade. This bears out the assertion so frequently made in the last few weeks that consumption has been running ahead of production. Those stores that have waited too long in placing their orders will now be compelled to lose some of the seasonal trade for lack of stock to supply it.

Perhaps the time has now come when the marking down of inventories can be overdone. It is a fine thing in a time of dull trade for a merchant not to be overstocked or in debt to his bank. If he can still meet his expenses he will not be forced out of business, but, on the other hand, he will not be making much profit. It is self-evident that goods which are not on the shelves cannot be sold. This accounts for some decrease in trade.

Merchants may well remember that the purchasing power of the people is enormous. But the people should co-operate. It cannot be too often repeated that it is now a public duty to pay merchandise bills promptly and buy what we can afford.

CALVIN COOLIDGE

Calvin Coolidge Says:

NORTHAMPTON, Mass., Sept. 26.—Practically all nominations and all platforms to be voted upon in the November elections have been completed. Men have made great sacrifices of blood and treasure to secure the privilege and right of self government. We have extended the franchise to women. All who are eligible should register and vote.

The foundation of popular government depends upon the affirmative action of the people at the polls. It is time to begin a careful study to determine what principles and what candidates should command support. The judgment of the voter should be an informed judgment. The purpose of a campaign is to educate the voters on the issues and the ability and character of the candidates.

Elections are the most serious business in which our citizens engage. On their results depends not only the welfare of the people but the demonstration of their ability to govern themselves with safety and justice to each other. The greatest peace-time test of the moral power of a people is the ability to cast a disinterested, unselfish and patriotic vote. At the present time the country needs the most conscientious thought it can give in choosing officers. Only such decision is worthy of a free people.

CALVIN COOLIDGE