

TWO PAGEANTS DURING SUMMER

Retail Merchants Association to Cooperate With Duluth Boat Club in Celebration.

PRESIDENT MOE OUTLINES WORK OF THE ASSOCIATION

Organization Is Capable of Aiding All Other Civic Societies in Bettering Duluth.

Rightly classed by its president as the organization that has put the "Do" in "Duluth," the Retail Merchants' association of this city reviewed what had been accomplished during the past year and outlined what it would attempt to do in the future, at a meeting held at the Spalding last evening following a banquet.

The Association of Superior and the Duluth Advertising club were invited guests.

Better railroad accommodations for Duluth, market places for the farmers, the lighting of the aerial bridge and two huge pageants to be held by the local merchants were among the plans of the association according to its president, John J. Moe.

The cooperation of the merchants for the week and events to be held every Friday and Saturday evenings and Saturday afternoons from the last week in June to the first week in August was solicited in a letter from the Boat club. Boat races of all kinds, flights by a hydroplane and aquatic sports are among the events promised if the merchants will guarantee the purchase of \$5,000 worth of tickets. A cup will be offered by the association for the most artistic boat and medals will also be presented.

At the suggestion of Secretary Pearson, who was highly complimented by the speakers for his efficient work the Advertising club was entrusted with the preparation of a parade to be held the week in which all of the Duluth merchants will hold their fall openings. Leading the parade will be a mammoth hammer appropriately draped which will be thrown into the lake.

Moe Re-elected.

The election of officers followed the reading of communications and the reports of the various committees. John J. Moe was reelected president, A. L. Ahlen of the Floan & Leveros company was selected as vice president while A. C. Pearson of the French & Bassett company was reelected as secretary-treasurer. The directors selected were: A. W. Cleveland of French & Bassett, William Billstein of the Columbia Clothing company, Benjamin Blumenthal of the Lelser company, B. Silberstein, and George J. Nichols of the W. & L. Shoe company.

The association took a firm stand in support of the bill passed by the legislature preventing fraudulent advertising and placed its stamp of approval on a proposed ordinance requiring all persons intending to hold "Bankrupt" or similar sales to take out a license from the commissioners in which the value of the stock must be given. The "vigilance" committee of the Ad club promised to prosecute all violations.

The association held a short executive session before adjourning.

Association Has Grown.

Mr. Moe in the opening address said:

"The past year has seen our association grow; not only in membership and bank account, but in power and usefulness. A year ago we were hardly known, and many of us did not know each other. Today we are looked up to and consulted with, by every organization in Duluth. We have learned to know each other and have been pleasantly surprised to find that the other fellow is not nearly as bad as we thought he was; in fact, we have learned to know and respect each other as we have found that we were all willing and glad to join hands and work together for the good of all.

"Our several committees have been unusually active, and have accomplished much, and I want to extend not only my personal thanks, but the thanks of our board of directors to each and every one who has given his time, thought and energy as a committeeman, working in the interest of our association. No one having had a duty placed upon him has shirked, but has willingly, cheerfully and uncomplainingly fulfilled that duty, and I assure you, gentlemen, that I feel greatly indebted to you for your cooperation. And right here I want to pause a minute to extend my personal thanks and the thanks of our entire membership to the one who has really been the "live wire" of our organization, the one who has planned in and out of season; yes, I believe he has planned and dreamed about it through nights, and surely he has made things 'hum' whenever there was anything doing. I refer to our resourceful and most efficient secretary, A. C. Pearson. He, above all, deserves a double portion of our thanks at this time.

Brevity a Keynote.

"I fully agree with another statement made by Dr. Vincent, the other night, 'that brevity is the keynote of the day.' I believe in 'saying less and doing more.' Nevertheless, let us look into the past for a moment. It is an interesting past. One full of accomplishments. For instance: We have been active in advertising service which has saved us all much money.

"We have worked to hold the fare to the steel plant down to five cents.

"We have worked consistently and favorably with our congressmen, state senators and representatives in regard to much legislation as would benefit not only ourselves, but the entire community.

"We have insisted that only Duluth made cigars be passed at our meetings and while at first they were not obtainable at the hotels, we can now get them at any hotel, at any time, and as a consequence, more cigar-makers are now employed in Duluth.

"We assisted in the establishing of markets for our farmers, and we are still actively engaged in that work.

The "Do" in Duluth.

"In fact we have been so active in every movement of interest, not only to our members, but of interest to the entire city, that time will not permit enumerating all. While the past year has seen much accomplished, there

remains a great deal more to be done, but if we all pull together the coming 12 months as we have the past 12, I feel quite sure that this organization will go down in history as the one that has been a big factor in putting the "Do" in Duluth. For instance:

"We do want to assist the new commission in making Duluth a cleaner, brighter and more wholesome city in which to live.

"We do want to see the great steel plant started and street car extensions made, and a 5-cent fare to that plant, and we are going to have it.

"We do want to see better railway accommodation in and out of Duluth, making it possible for people in the outlying districts and towns to get in and out of the city the same day, with a few hours to spend in the city, and we're going to work for it.

"We do want Duluth advertised as a summer resort and proper facilities provided for taking care of the thousands who would come and spend the delightful summer here if the natural advantages and beauty which nature so lavishly has bestowed upon us were properly advertised to the outside world.

"We do want to see the city acquire and make a park and boulevard drive along the lake front from the aerial bridge toward Lakeside, and we will work for it.

"We do want to see the aerial bridge, one of the wonders of the world, illuminated during the summer session, and we believe we'll have it.

"We do want to see more industries started and more labor employed at good wages the year around, and we're going to work for it.

"We do want to see Superior and Duluth merchants pull together instead of apart, and we're going to work for it.

"We do want to see more dignified advertising in our dailies, and we are going to work for it.

"We do want to see the "fake sales" merchants put out of business.

"We do want to see a "white way" on Superior street, and we are now working for it.

"We do want every merchant in the city not now a member to become a member of our organization, and we are going to get 'em.

"We do want to lend the help of this organization to every good and worthy cause, and will assist in every honorable way to make a more desirable, delightful and dignified Duluth.

"Now, gentlemen. I ask: Who is it that put the 'Do' in 'Do it for Duluth?'"