



The Office, With Its "Massive Pillars, Priceless Tapestries, Oriental Rugs and Mahogany Furniture

decorate the rooms. Rich and gorgeously colored, yet refined, rugs and quaint pieces of furniture greatly enhance the attractiveness of the furnishings. Nothing in the brilliantly lighted apartment suggests the drudgery of office routine. The executive quarters reflect the environment of a massive reception hall or drawing room.

The novel method employed in packing the tea is very interesting. The tea, delivered in sealed chests, fresh from the gardens of Ceylon and other gardens where Salada is grown, is taken from trucks under cover protected from the elements.

Samples are taken from the various chests and tested by expert tea testers on the first floor, to make sure of the proper blends. The samples are carried from the chests to the testers in specially designed tube containers over pneumatic tube system. When the tea is officially approved by the testers, the chests are taken to the top floor by a power conveyor and there emptied into a "hopper." Then the tea passes through a chute to the floor below where it is cut and sifted. From the cutter and sifter the tea is delivered into the blender, where it is thoroughly mixed or blended. It then descends automatically into plate glass tanks on the floor below. Each tank holds 3,000 pounds of tea.

#### MAXIMUM WAGE FOR MINIMUM HOURS REAL FACTOR IN HIGH COST OF LIVING

The experience gained during the last five years ought to serve as a great lesson for the American business man. The ever rapidly changing conditions have been very trying, indeed; while you men were offering unheard of salaries to the men and women who work in your factories and mills, we retailers, in order to keep a fair sized force of clerks to minister to the wants of a hungry people, were compelled to raise the wages of our clerks and the end does not seem to be in sight. Clerks who used to receive from \$12 to \$15 per week are now receiving from \$30 to \$40 per week.

In all this "hub-bub" created by the "high cost of living," it seems as though the retailer has shouldered all the blame, when the real facts are that men demand maximum wages for minimum hours of production. These men, in my judgment, are the real profiteers. Talk about an eight-hour day, why, these same men are already campaigning for a six-hour work day.

Unskilled labor in thousands of instances are making more money in less hours of labor than a great many of the retail merchants who have

thousands of dollars invested in their business. The records of the Federal income tax returns will prove this statement, yet these small dealers have been publicly charged as "retail gougers and profiteers."

Instead of continually stirring up strife and creating unrest, these men ought to devote their time studying how to become good Americans; they owe it to themselves and our country to properly analyze any impending danger, and if placed in a position to disseminate reliable information, they could come to only one conclusion regarding this great question of today, the "high cost of living," with the answer that you cannot increase production and lower the cost of the necessities of life by increasing wages and reducing the hours of labor. Yet I do not believe that the American people want to go back to the old days of cheap commodities, low wages and longer hours. It is only a natural condition of progress, yet we complain and naturally want to "make a goat" of someone.

It seemed that the average retail grocer was an "easy mark" so every one "took a crack" at him. But times have changed, and with the changing times we find a different retail grocer—one who is not afraid to stand up for his rights. The retail grocers of this country

From the glass tanks the tea drops to automatic weighers on the next floor. The weighers deliver Salada in quarter or half pounds, or other desired amounts to the packing machines, which envelop the tea in tightly sealed metal packets—the only way in which Salada is sold. The packets are then labeled by machine, boxed and either put in stock or shipped. Throughout the entire process, from the receipt to the shipping or storing of the goods, the tea is not touched by hand. The entirely modern and sanitary Salada method of tea marketing is an entirely sun-lighted factory—artificial light is required only after dark—is surely worth a visit to the well located and efficiently equipped building. The structure is admirably adapted for the particular use to which it is put.

Absolute cleanliness in handling the tea impresses one more than anything else perhaps on visiting the Salada Tea Company's warehouses and offices. This fact was brought out very clearly on the occasion of the recent visit of the grocers of Boston, and it will be quite as clearly impressed upon the Directors of the Massachusetts Retail Grocers' Association. They have accepted an invitation extended by the management of the Salada Tea Company for a visit to the headquarters on Thursday, February 5th. The invitation also includes the ladies.

The visit of the grocers to the Salada Tea plant is but one of many that have already taken place. Indeed, it is becoming quite the vogue for visiting organizations, of Boston and other cities, to include this beautiful commercial structure in their itinerary. Arrangements are now complete for "Observation Trips", by the Boston Chamber of Commerce, to include the Salada Tea Company's building.

Tea experts have repeatedly been quoted on the subject as saying they are "convinced that if the public generally did but realize this difference between Salada Tea and that of the teas from certain other countries the demand for Salada would increase quite beyond the capacity of the country to produce it." W. H. W.



This Machine Makes, Weighs and Labels "Salada" Packets in a Continuous Operation

very ably and properly defended themselves from these unjust charges of profiteering, and today the public have an entirely different opinion of the retail grocer, and are respecting him for the stand that he has taken in his own behalf.

Yet with all of this unrest, I believe that we are in the midst of a period of great progress. Never in the history of our country have the American people enjoyed the prosperity that they are enjoying today, and the best part of it all is that the American working man is also enjoying some of the good things that in times gone by he would not have even dared to dream of.

Thousands of thrifty working men are bond holders and own their own motor cars and also enjoying bankers' hours.

Yet it is true that this nation has gone dry, and instead of drowning their troubles in strong drink, we have a certain class who have become intoxicated with prosperity and are continually clamoring for a larger pay envelope, yet these same people are expecting a reduction in the cost of living.

Each and every one of us owe it to our country and ourselves to preach the doctrine of Americanism. It is up to us as American citizens, whether we are manufacturers of the