A BUREAU OF BUSINESS

Live News of Interest Abou Goods Made and Sold In th Wilmington Territory.

Unlikely That Advertising Will Suffer Any Large Loss

New York Banker Finds More Than Technical Interest in the Connection-Between Advertising and the Volume of Business, Declaring That it is a Subject That is Important to the Community As a Whole-a Review

of business activity rather than of ex-

clares. "In an era of sweeping and

widespread changes in the course of

business activity, the relation between

the volume of advertising and the vol-

ume of business thus becomes a mat-

ter of more than mere technical in-

terest. Broadly viewed, the subject

is important not only to publishers.

advertisers and advertising men, but

of advertising would have a profound

effect on the number and distribution

of both newspapers and periodicals,

and on the interchange of opinion

lly be discontinued while those which

survived would reach fewer readers

because the loss of advertising reven-

ues would make necessary large in-

Mr. Clarke cites statistics compiled

by Printers' Ink and the New York

Evening Post on newspaper and mag-

azine advertising, which he has plot-

ted as a graph together with the fig-

ures on bank clearings. He continues

noted that the seasonal variation in

both classes of advertising occur to-

are substantially similar in extent.

"Many publications would necessar-

which they so greatly stimulate.

creases in subscription rates."

"Any great decrease in the volume

to the community as a whole.

raneous causes.

Newspaper and magazine advertis- | sents a comparison of total advertising in the United States is unlikely to ing lineage for the past ten years with suffer any considerable permanent loss bank clearings outside New York, an in volume, according to James I. accepted index of business activity. Clarke, second vice president of the This comparison shows that both fol-National Bank of Commerce, in New low the same general trend, he points

In the July number of Commerce of advertising during the post-war Monthly, the bank's magazine, he pre-

TOBACCO TWINE We Are Pleased to Give Prices On Application stock of heavy No. 1 Craft Paper for parcel post packages. Hardware and Wrapping Twines. Brooms, Bags, all grades of Wrapping Papers, Bag Racks. STERNBERGER & CO. BAGS-PAPER-TWINES 0 Grace Street

Home-Made Bread and Rolls

Now that flour is cheaper, good home-made bread, with a flavor and nourishment all its own, is more than ever taking the place of more expensive foods in most homes. The thrifty housewife is using Pillsbury's Best, the incomparable flour for bread and rolls; makes it better and more of it.

If your grocer does not carry this brand, phone 65 and we will be glad to tell a few that do.

GROCERS' SPECIALTY CO.

Sole Distributors

emphasizes the remarkably stable character of the volume of advertising. The general upward trend in the volume of advertising continued with-out substantial interruption from the RECORDS TRADE COURT earliest date for which satisfactory data are available until the autumn

this study of total advertising lineage

"During 1919 and the early months of 1920 there was a considerable gain in both newspaper and magazine advertising, particularly, in the former. This increase followed a period during 1917-18 when a rapidly rising price level and the stimulation of war activity very considerably increased the bank clearings throughout the country so that this index of general business during those two years tended to rise faster than the volume of either

magazine or newspaper advertising. out and that the unprecedented growth acted swiftly on nearly every form of boom period was primarily the result "There is a popular belief that the passing of the abnormal conditions of recent years may result in a marked and permanent reduction in advertising of every sort," Mr. Clarke de-

in slightly less proportion.

"During the latter half of 1920 and main. the first months of the current year, less than \$18,000,000,000 in February, ye's" or summonses, deposition or and decreased proportionately less the court, which is "ambulatory," than bank clearings.

with general business activity but cision. that on the whole the volume of advertising appears to be more stable nicipal court of Chicago. than magazine advertising.

"Comparing the curves representing New York newspaper advertising and total magazine advertising, it will be tent by federal taxes, or was the re- vorable ruling resulted. gether and with extraordingry regusult of any factor other than the stimlarity. Not only do the nuctuations ulus of business activity.

in newspaper and magazine advertising occur at the same period, but they "Although the volume of newspaper magazine advertising in the United States tends to follow in general the trend of business activity, established, and it seems improbable

CALL TO BUSINESS BRAINS OF NATION

(Continued from page one)

black, gracefully draped with con-

Retailers have been preparing for satisfactory basis have been able to obtain goods from wholesalers at very their goods in preparation for stock praces. Frequently questations were viding the retailer passes on the benefit of this saving the consumer public will find excellent bargains.

As to regular buying, retailers still think it best to restrict purchases no stock on hand. However, even the of production has prevented their replenishment a more normal relationship between production and distribution should come about in the not dis-

The great amount of unemployment is showing its effects on retailing. There is still, however, a good demand for articles of sports wear of all sorts. including both men's and women's goods. Scottish manufacturers report that a better demand for knitted sport oats has helped them keep their facories working without further reduc-

in the hosiery market. Low end cotton goods are moving hardly at all. They are as stagnant as in' the days nal conditions. It is unlikely.

There may be a better market for Perhaps a prolonged period of hard times might as in former periods of depression felowing booms tastes that were formed it the crest of the wave remained so many of the finest stockings bought but on the average the grade purhased will be higher than was the ase before the war, even should skirts op several inches.

ring industries of New York state incate a reduction of about 2 per cent employment in May, as compared th April. Strikes are responsible in rt for the increase in unemployment. The conditions noted in the forego-

FRIENDS PLEASED WITH

International Body Functions Despite Sharp Opposition From Some Quarters

CHICAGO, July, 2 .- By the Associated Press.)-The first international court or commercial arbitration es-"In the summer of 1914 the sudden keenly directed, is now one month old catastrophe of the European war re- and has heard a total of twelve cases Friends of the new "trade court' business activity, with the result that point with gratification to this first bank clearings throughout the latter month's record, more especially behalf of the year were substantially cause of the strenuous opposition below the average of the proceding which it has encountered on the part year. The volume of advertising also of certain elements of the bar and decreased, magazine advertising to a the established courts of law . This somewhat greater degree than bank antagonism sprang from a feeling clearings and newspaper advertising that the trade court constituted an encroachment upon their rightful do-

The trade court, functioning as an business was again faced with a pe- arm of the local association of comriod of sudden and profound readjust- merce, distributes justice with much ment. Bank clearings outside of New the same informality and directness York, which reached a total of over that characterized the tribunals of \$18,000,000,000 in October, 1920, fell to tribal days. Without the aid of "hear 1921. The volume of magazine adver- bailiffs, the evidence is heard and the tising declined in accordance with the case decided. The litigants, such as usual seasonal fluctuations during the in one case were a manufacturer sitfall of 1920, but much more precipi- uated in New York and a retailer lotately than in previous years. The cated in Chicago, pursue their revolume of newspaper advertising fol- spective businesses just as if nothing lowed the normal seasonal variations unusual at all were happening, while gravitates between New York and "It thus appears that, apart from Chicago, gathering the testimony, and seasonal variations, the volume of in the regular course of its business advertising tends generally to move day, without pomp, renders its de-

The "trade court" was made possivertising lineage possesses marked ble officially by the state legislature stability, rising less rapidly than busi- after it had been advocated by the ness in seasons of extraordinary ac- Chicago Credit Men's association, the tivity and falling less rapidly in pe- National Credit Men's association and riods of depression. Newspaper ad- Chief Justice Harry Olson of the mu-

The final test of its validity oc-"There appears to be no reason to curred later when a test case was believe that the notable increase in taken to the state supreme court periodical advertising during 1919 and through the activity of the Chicago 1920 was influenced to any great ex- Association of Commerce and a fa-

Advocates of the trade court point out neither party to the controversy "The experience of the past ten has had to appear as a witnesse in years, and especially that of the pe- open court, no important trade secrets riods of depression in 1914-15 and have been aired before competitors, 1920-21 seems to demonstrate that the no expensive fees have been paid out economic system is thoroughly well ful publicity has been incurred, and able permanent curtaffment of its daily decisions in the conference room

tablished courts of the United States, except a divorce action, may come bethe trade court; the supreme has sustained its legality un-TO SUPPORT BUDGET der the new arbitration and awards act, and has refined its authority as extending to any question of fact as distinguished from questions of law. cision. But the trade court also has powers which a court of law has not; it may define the rights of both par-A number of new models are being ities under a contract where no action black, plain all-over has yet occurred, even though a court of law could not entertain an ordinary suit until damages had accrued for breach or non-fulfillment of contract; it may disregard the letter of the law and decide according to the equities of the parties should a muerror in the contract be found where ordinary court procedure would require filing of a bill in equity to enforce the contract.

The scope of the trade court jurisdiction is the wide world. A manufacturer in Liverpool who has a tiff over a mechanuse settlement with a his case adjudicated in Chicago, although the merchandise did not even enter the United States. Merely the agreement of both parties to the ac-

more than \$200 and less than \$1,000 the fee is \$10, where the amount exceeds \$1,000 a fee of \$10 is exacted plus a special fee equivalent to 2 per cent on the first extra thousand, one per cent on each additional thousand and one-half per cent on all over five

The costs are met by the unsuccessful contestant unless otherwise ar-

the court are summarized in a statecontinue to be the bright spot can't give bail when arrested, is almost inevitably brought to trial for the reason that he cannot legally be held in durance for more than three when people were paying almost any months. The rich man, on the other hand, who can readily furnish bail, regardles of its real quality. Recently stands an excellent chance of escapwas heard the statement that low end ing trial altogether, since in the mass of cases constantly crowding the calendar the bail cases are habitually shoved behind, and often lost altogether. There are cases in the criminal court in Chicago that have been lie has been victimized by get-richhanging fire for eight years, and help. But paste this in your hat: Just when a case becomes as old as that mails and by direct personal appeals. it is almost impossible to secure a

"Incidentally," continued Mr. Green. the opportunity to have a court of of the United States offers the workcompetent advisors sit in the jury box, ers a system of saving through govmen who have devoted their lives to ernment securities in denominations one particular branch of industry or of 25 cents, \$1, \$5, \$25, \$100 and \$1,000. science, instead of the usual twelve and. good men and true who are picked up from the street, will not go unheeded United States during the year 1920 among keen-witted business men. The have been swindled out of \$500,000,000 Unemployment in general continued man who lives at a distance from Chi- through wethless securities foisted increase in May, according to statis- cago can feel entirely secure that upon the public; therefore, be it ompiled by the department of la- when his case comes up for review "Resolved, that the Massachusetts The net decrease in the number in this court he will not be at the Letter Carriers' association, in cones compiled by the department of la- when his case comes up for review employes of representative firms last mercy of a jury of men who do not vention at Lowell, Mass., June 12, onth, as compared with April, was even understand the evidence, much knowing the safety and soundness of pproximately one-half of one per cent. less are qualified to render an intel- the savings securities issued by the reliminary reports for the manufac- ligent verdict upon it, but that the United States treasury department, best qualified men in Chicago will indorses the savings plan of the treasrender the verdict with strictest im- ury and urges its membership

partial. "We could handle every civil action that came up in the city of Chicago if need be," declared Mr. Green. are sufficiently representative to although the house was wet pretty further we that the industrial outlook in "By calling in our reserves, the busis country is not without favorable ness men, trade experts and attorneys carriers to use every effort to form a s country is not without lavorable ness men, trade to serve with us, government savings association in the sold is being made toward a revival of we can expend the court to any size offices in which they are employed."

—Buy W. S. S.—

SALES SLIPS

Raymond Reinhardt, the capable vindow dresser of the Bon Marche, is planning something big for the big Trade Week and he is keeping it a dark secret. The first night of the big week will be "window shopping" night and some of the prettiest windows ever seen in the state will be ready for the visitors on that night.

A special "Bis-Mac" truck was put on the streets last week by Goldberg and Lewis to handle the trade for this popular beverage. This drink has been gaining steadily in popularity since G. and L. introduced it on this market.

Again the Bear Produce and Merhantile company had a big week on Was-Cott ginger ale. This ale is one of the south's favorite beverage and the Bear company is getting 100 per cent distribution.

The Atlantic Tobacco company has een making "New Currency," the bigselling five-cent cigar, hum during the past week and large orders were taken for this new pre-war-priced

Ironized Yeast, from Atlanta, has made its appearance on this market and will be obtainable at all druggists. This preparation has had a wonderful demand on every market it has been introduced and Wilmington will be no exception.

With the advent of the Atlanta society contingent at Wrightsville, Atlanta-made candles have been given an increased demand. The Atlanta brands are all good sellers on this market, and the summer months are as good as the winter months in Wilmington, due to the large number of ummer guests.

Stephen P. Deil, Jr., for the past five years connected with the Wilmington Cycle company, has purchased an interest in the Ideal Cycle company, and he and K. N. Davis, formerly sole owner, are concentrating their efforts on increasing the business. They handle both new and used machines and do a general repair busi-

The Arctic Ice Cream company had its largest week of the year last week and the shipping force was kept on the job until late last night filling orders for Sunday and Fourth of July trade. The big local factory is supply

The Crescent Candy company has been handling its cereal beverage "Schlitz," with much success during excellent drink are en route. This beverage is a winter and summer seller in this territory.

Plummer's real ice cream has been having a demand that has almost strained tht capacity of the factor excellence of this cream is putting ! over big in this territory. The biggest business ever recorded by the company has been booked for today and for the Fourth of July.

Gardner's cakes have been given a good distribution in the Wilmington territory. This Norfolk cake is a big

J. S. Fulton, salesmanager for the Fultion Cigar company, manufacturers of the "Pinehurst" cigars was in the city last week with the trade. The "Pinehurst" is one of the highest grade cigars made in North Carolina and is having a big sale in several of the southern states.

Westco Automatic Tankless water system is being distributed in Wilmington by the Capps-Griffith Co. This system is very unique in that no tank is necessary, as the opening of a faucet starts the pump and fresh ater is available immediately.

J. F. Walters, 109 North Second street, has been appointed distributor for the Diamond Tire Co. and will carry a complete stock of all sizes of his popular tire.

One of the best windows of the week was put in by the Belk-Williams company, showing a \$55 Styleplus suit at 1920 prices and what \$55 will buy now. Fifty-five iron men will now ouy a complete outfit from the big department store from pajamas to the very same grade of suit that alone could be purchased a year ago for the same amount.

LETTER CARRIERS INDORSE BUYING OF SAVINGS PAPER

probably come into contact with more those needs that they have discovered they are also assisting to fill. It profitable way of acquiring and keeping their savings and surplus funds None knows better than the letter carrier the extent to which the pubquick schemers, both through the The resolution is most comprehen-

"Whereas, the treasury

"Whereas, the workers of the

"A-To adopt the habit of regularly saving a part of their pay. "B-To invest such savings in gov-ernment savings securities; and be it

"Resolved, That we call upon the

Memories!

When you dive into the nearest dispensary and say "BIS-MAC," and then as you whet your whistle in the cold and bubbling brew, with the foam curling over the edge of the glass, oh, man, you hardly believe that BIS-MAC isn't what it looks like!

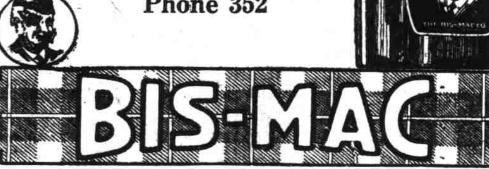
But it's not! It took us eight years to make it so similar that you almost have to read the constitution to prove to yourself that it couldn't

Order a case!

The Wilmington distributor is

> **GOLDBERG & LEWIS**

Phone 352



In response to the inquiry of many telephone subscribers: "What can I do to help my service?" this advertisement is published

Courtesy Helps On Wrong Calls

Sometimes your telephone rings and you find that you have been called to the telephone by mistake.

The operator may have made the mistake, or the calling party may have called from memory, giving the wrong number.

Whatever the cause, it is well at such times to practice the same courtesy that you would like to have extended to you had you unintentionally disturbed the wrong party.

In such a case the calling subscriber is entitled to the same treatment he would receive if he entered your office by mistake.

SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY



FOR SALE!

Good stock of North Carolina, Virginia and Jumbo Virginia Peanuts 25 barrels Serv-Us Fancy Barbadoes 200 sacks of Green Coffee Our Own Roasted and Ground Coffee Paris Green Oakdale Cotton Twine 200 boxes Serv-Us Matches with deal

D. L. GORE COMPANY

makes lemons cost you about 10 each. Try just one bottle and you will become a regular user. Bear Produce & Merchandise

Why pay such a high price for

lemons when you can get GLEN

ROSA Pure Lemon Juice from any

good grocer, at the small sum of

25c per one-half pint bottle. Each

bottle holds the juice from about.20

to 25 fresh California lemons. This

Company

Advertising We consider continuous and persistent advertising

ENJOY THE FOURTH, BUY THESE

A price, size and blend to suit every taste

HERE ARE THE BEST CIGARS:

TAMPA NUGGETS, 8c

"Like Spending Half An Hour In Havana"

EL RIO TAN, 10c to 15c

RED DOT, 8c

Where Gentlemen Are'

HAV-A-TAMPA, 10c to 20c

LIP'S "44," 8c "Made Where GOOD Cigars Are Made"

NEW CURRENCY, 5c

"The Cigar With Most Friends"

Largest Seller In World-5 Cents

ATLANTIC TOBACCO CO., Inc.

SMOKES FROM YOUR DEALER—

absolutely essential for the successful operation of any business. The right kind of advertising is not expense, but an investment, paying big dividends.

BUT-

advertising that mis-states facts and misrepresents quality is far worse than no advertising at all.

When you read CLARK-LYNCH "ads" in the future, bear in mind that every one is written, based on the above conviction as to the value of advertising.

Clark-Lynch Lumber Co.

"Dealers In LUMBER That Satisfies"