

A Department Devoted to Interests of Manufacturers, Traders, Jobbers and Salesmen.

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

Newspaper and magazine advertising in the United States is unlikely to suffer any considerable permanent loss in volume, according to James I. Clarke, second vice president of the National Bank of Commerce, in New York.

In the July number of Commerce Monthly, the bank's magazine, he presents a comparison of total advertising income for the past ten years with bank clearings outside New York.

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 declares.

Any great decrease in the volume of advertising would have a profound effect on the number and distribution of both newspapers and periodicals, and on the interchange of opinion which they so greatly stimulate.

Many publications would necessarily be discontinued while those which survived would reach fewer readers because the loss of advertising revenues would make necessary large increases in subscription rates.

Comparing the curves representing New York newspaper advertising and total magazine advertising, it will be noted that the seasonal variation in both classes of advertising occur together and with extraordinary regularity.

Although the volume of newspaper and magazine advertising in the United States tends to follow in general the trend of business activity,

A BUREAU OF BUSINESS

Live News of Interest About Goods Made and Sold in the Wilmington Territory.

SALES SLIPS

Raymond Reinhardt, the capable window dresser of the Bon Marche, is planning something big for the big Trade Week and he is keeping it a dark secret.

A special "Bis-Mac" truck was put on the streets last week by Goldberg and Lewis to handle the trade for this popular beverage.

Again the Bear Produce and Merchandise company had a big week on Was-Cott ginger ale.

The Atlantic Tobacco company has been making "New Currency," the big-selling five-cent cigar, during the past week and large orders were taken for this new pre-war-priced smoke.

Ironized Yeast, from Atlanta, has made its appearance on this market and will be obtainable at all drug-gists.

With the advent of the Atlanta society contingents at Wrightsville, Atlanta-made sandies have been given an increased demand.

Stephen P. Dell, Jr., for the past five years connected with the Wilmington Cycle company, has purchased an interest in the Ideal Cycle company.

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.

The Crescent Candy company has been handling its cereal beverage "Schlitz" with much success during the past week.

Plummer's real ice cream has been having a demand that has almost strained the capacity of the factory.

Gardner's cakes have been given a good distribution in the Wilmington territory.

J. S. Fulton, salesmanager for the Fulton Cigar company, manufacturer of the "Pinhurst" cigars was in the city last week.

The Westco Automatic Tankless water system is being distributed in Wilmington by the Cappa-Griffith Co.

J. F. Walters, 109 North Second street, has been appointed distributor for the Diamond Tire Co.

One of the best windows of the week was put in by the Belk-Williams company, showing a \$55 Styleplus suit at 1920 prices.

LETTER CARRIERS INDORSE BUYING OF SAVINGS PAPER

The letter carriers of the country probably come into contact with more people than any other class in America.

Whereas the treasury department of the United States offers the workers a system of saving through government securities in denominations of 25 cents, \$1, \$5, \$25, \$100 and \$1,000.

Whereas the workers of the United States during the year 1920 have been swindled out of \$500,000,000 through worthless securities.

To adopt the habit of regularly saving a part of their pay. To invest such savings in government savings securities.

FRIENDS PLEASD WITH RECORDS TRADE COURT

International Body Functions Despite Sharp Opposition From Some Quarters

CHICAGO, July 2.—By the Associated Press.—The first international court of commercial arbitration established in the United States.

Friends of the new "trade court" point with gratification to this first month's record, more especially because of the strenuous opposition which it has encountered.

The trade court, functioning as an arm of the local association of commerce, distributes justice with much the same informality and directness that characterized the tribunals of the ancients.

The "trade court" was made possible officially by the state legislature last year.

The first test of its validity occurred later when a test case was taken to the state supreme court through the activity of the Chicago Association of Commerce.

Advocates of the trade court point out neither party to the controversy has had to appear as a witness in open court.

The scope of the trade court jurisdiction is the wide world. A manufacturer in Liverpool who has a tightrope mechanic settlement with a tradesman in Hong Kong may have his case adjudicated in Chicago.

The court manager, J. Kent Green, is the only paid employe, and is retained by the Chicago Association of Commerce.

The corollary advantages offered by the court are summarized in a statement by its manager.

The court gives the poor man a day, who 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 days.

The costs are met by the unsuccessful contestant unless otherwise arranged.

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Incidentally, continued Mr. Green, the opportunity to have a jury of competent advisors sit in the jury box, men who have devoted their lives to their particular branch of industry or science.

The man who lives at a distance from Chicago is entirely secure when his case comes up for review in this court.

"Resolved, that the Massachusetts Letter Carriers' association, in convention at Lowell, Mass., June 12, knowing the safety and soundness of the savings securities issued by the United States treasury department.

Resolved, that we call upon the carriers to use every effort to form a government savings association in the offices in which they are employed."

This study of total advertising lineage emphasizes a remarkably stable character of the volume of advertising. The general upward trend in the volume of advertising continued without substantial interruption from the earliest date for which satisfactory figures are available until the autumn of 1920.

"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.

"In the summer of 1914 the sudden catastrophe of the European war retarded swiftly on nearly every form of business activity, with the result that bank clearings throughout the latter half of the year were substantially below the average of the preceding years.

"During the first half of 1920 and the first months of the current year, business was again faced with a period of sudden and profound readjustment. Bank clearings outside of New York, which reached a total of over \$5,000,000,000 in February, 1921.

"The volume of magazine advertising declined in accordance with the usual seasonal fluctuations during the fall of 1920, but much more precipitately than in previous years.

"The experience of the past ten years, and especially that of the periods of depression in 1914-15 and 1920-21 seems to demonstrate that the place of advertising in the present economic system is thoroughly well established, and it seems improbable that there can be any very considerable permanent curtailment of its volume."

CALL TO BUSINESS BRAINS OF NATION TO SUPPORT BUDGET

yellow roses with pale green tracery trail upward from the hem. The garment is lined with white silk over an inner lining.

A number of new models are being developed in black, plain all-over black, gracefully draped with contrasting linings in gorgeous hues.

Retailers have been preparing for the regular July special sales and those who have their stocks down to a satisfactory basis have been able to obtain goods from wholesalers at very attractive figures.

As to regular buying, retailers still think it best to restrict purchases closely so as to end the season with no stock on hand.

Although the volume of newspaper and magazine advertising in the United States tends to follow in general the trend of business activity,

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 men's suits and women's goods.

Silks continue to be the bright spot in the hosiery market. Low end cotton goods are moving hardily at all.

There may be a better market for them than there is now. Perhaps a prolonged period of hard times might help. But paste this in your hat: Just as former periods of depression following boom times that were crowned at the crest of the wave remained when it receded.

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THE EMPLOYMENT SITUATION Unemployment in general continued to increase in May, according to statistics compiled by the department of labor.

The net decrease in the number of employes of representative firms last month, as compared with April, was approximately one-half of one per cent. Preliminary reports for the manufacturing industries of New York state indicate a reduction of about 2 per cent employment in May, as compared with April.

TOBACCO TWINE We Are Pleased to Give Prices On Application Large stock of heavy No. 1 Craft Paper for parcel post packages.

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.

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

GROCCERS' SPECIALTY CO. Sole Distributors

Advertisement for Atlantic Tobacco Co., Inc. featuring a man smoking and listing various cigarette brands like Tampa Nuggets, El Rio Tan, and Red Dot.

Advertisement for Clark-Lynch Lumber Co. with the headline 'Advertising' and text explaining the value of advertising for business.

Large advertisement for BIS-MAC featuring the headline 'Memories!', an image of a BIS-MAC bottle, and text describing the product and where to buy it.

Advertisement for Southern Bell Telephone and Telegraph Company, featuring the headline 'Courtesy Helps On Wrong Calls' and an image of a woman.

Advertisement for D. L. Gore Company, including a 'FOR SALE!' notice and an 'ATTENTION, LADIES!' notice about lemon juice.