

Business

BUSINESS ACTIVITY
BASSON PARK, MASSACHUSETTS. (Special.) During July and August vacations and recreation loom big with the result of a seasonal letdown in business activity.

Last January business was at the high point of this year, registering about 3 per cent above normal. February dropped to 3 per cent above, while March, April, and May ran a little better. June again registered 8 per cent above normal. July however, has dropped considerably, the index this week standing at 4 per cent above normal. It may even go lower during the summer, but conditions are generally sound and the situation is not alarming.

OUR CROPS
The crop situation has shown a very marked betterment during the past month. The estimates of the spring wheat yield have increased to 257,000,000 bushels which should nearly offset the reduction in winter wheat from a year ago. Corn, too, has progressed according to all reports, although the condition is still considerably below last year. On the other hand, the oat crop is more promising than a year ago, potatoes look well, and a big top crop is being gathered. The Southern cotton reports are almost all favorable, although there have been heavy rains in parts of Texas.

One pretty general condition throughout the country is the backwardness of the crops. The long range weather forecast has been predicting a cold summer with early frosts. While we do not believe that the science of long range weather forecast has sufficiently advanced to be dependable, the effect of early frosts this year would be specially damaging. But if a late Spring means a late Fall most farmers should have a prosperous 1927.

RETAIL TRADE
Department store trade according to reports, is running just about the same as last year; this also true of mail-order sales. On the other

hand, chain store sales show an increase of over 15 per cent, both for the month of June and for the first six months of this year. Some of this increase can be attributed to the opening of new stores.

COLLECTIONS
From the reports on collections on trading accounts throughout the country the favorite reply seems to be continuous slow, while the reports on instalment collections seem to be "Slower than for some time." However, there are good collections in some sections of the country. In Chicago, collections were considerably better than a year ago, and were continually showing improvement; in Baltimore they are generally satisfactory; while in Denver they have averaged "fair." Collections in Canada are reported as generally better than they are in the States.

OUR OUTPUT OF ELECTRICITY
The output of electricity from our plants in May was 11 per cent higher than in May 1926. There is a strong steady growth in the amount of electricity we use. This increases both from the average increase in individual use and from our increase in the number of customers.

Nearly twice as many American farms used electricity from our Central stations at the end of 1926 as at the end of 1923. New York state has nearly one-tenth of all the electrified farms in the country, while California comes second.

LABOR OUTLOOK
While business is having its seasonal let-up both employers and employees are interested in the outlook for labor. The strike level during June was lower than the spring peak reached in May, but was about equal to the low level attained in June last year. The total of strikes recorded during the first 6 months of 1927, however, has been the lowest during the past 10 years. Indications are that the downward trend of strikes will continue throughout the coming Summer and Fall.

Weather

that wages will show little change during the next two months; and that living costs will sag a little further during July, but will tend to strengthen by September along with a moderate advance in food prices.

FARMING DISTRICT SALES NOT
ial.) There has been so much talk concerning the poorer financial condition of the farming districts in the recent past that apparently a number of business men have more or less disregarded the farming districts of our country when it has come to sending out their salesmen or selling literature. This is a mistake. It is true that the larger cities have shown up better in recent selling campaigns but that does not signify that farming district sales are dead. There is business to be had this summer in such places, but the average salesman will have to choose both his product and his place of operation with considerable care.

The sales outlook for July and August is more favorable in the northern wheat crop belt—particularly in Nebraska, North and South Dakota, Washington and Minnesota.

Estimates of the total wheat crop expected in 1927 allow for a decline of 75,000,000 bushels, as compared with last year; and with a smaller crop, prices for wheat may be expected to average higher than 1926 and to yield a substantial increase in income to farmers in these favored areas.

Jessie Estelle James



Grand-daughter of the notorious Jesse James is now in Los Angeles to play the part of her great grandmother, or the mother of the James brothers, in a movie of the lives of the West's famed bad men.

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Betterton's Cafe Unique
On Board Walk Near Erricon
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EVERYTHING TO EAT
SOMETHING TO DRINK
DROP AROUND
Where The Gang Hangs Out
BRING YOUR GIRL
Daily Base Ball Scores
BY RADIO
UNITED CIGAR STORE
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The Automobile and Truck Route between Baltimore and the Eastern Shore.
From the heart of Baltimore to the most central point of the Eastern Shore.
Schedule effective May 28th, 1927. (Subject to change without notice.)

STEAMERS LEAVE BALTIMORE
Mondays, Tuesdays, Thursdays and Fridays—Str. Express 8:30 a. m.; Str. Express 2:00 p. m.; Str. Annapolis 11:30 a. m.; Str. Express 6:45 p. m.

Wednesdays and Saturdays—Str. Express 8:30 a. m.; Str. Express 2:00 p. m.; Str. Annapolis 11:30 a. m.

Sundays—Str. Express 8:30 a. m.; Str. Express 2:00 p. m.

STEAMERS LEAVE TOLCHESTER
Mondays, Tuesdays, Thursdays, and Fridays—Str. Annapolis 8:00 a. m.; Str. Express 4:15 p. m.; Str. Express 10:45 a. m.; Str. Annapolis 7:30 p. m.; Str. Express 8:30 p. m.

Wednesdays—Str. Annapolis 8:00 a. m.; Str. Express 10:45 a. m.; Str. Annapolis 4:15 p. m.; Str. Express 7:30 p. m.

Saturdays—Str. Annapolis 8:00 a. m.; Str. Express 10:45 a. m.; Str. Express 7:30 p. m.

Sundays—Str. Express 10:45 a. m.; Str. Annapolis 3:00 p. m.; Str. Express and Annapolis 7:30 p. m.

Low rates for automobiles and trucks.
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Round trip, good for one day 50c.
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- Dress and Work Shirts 69c
- Shoes from 98c up
- Pants from 68c up
- Brooms only 39c
- Porch Rockers \$3.29
- 3 Burner Oil Stove \$12.00
- Bring your Eggs, Poultry and Calves at market prices.

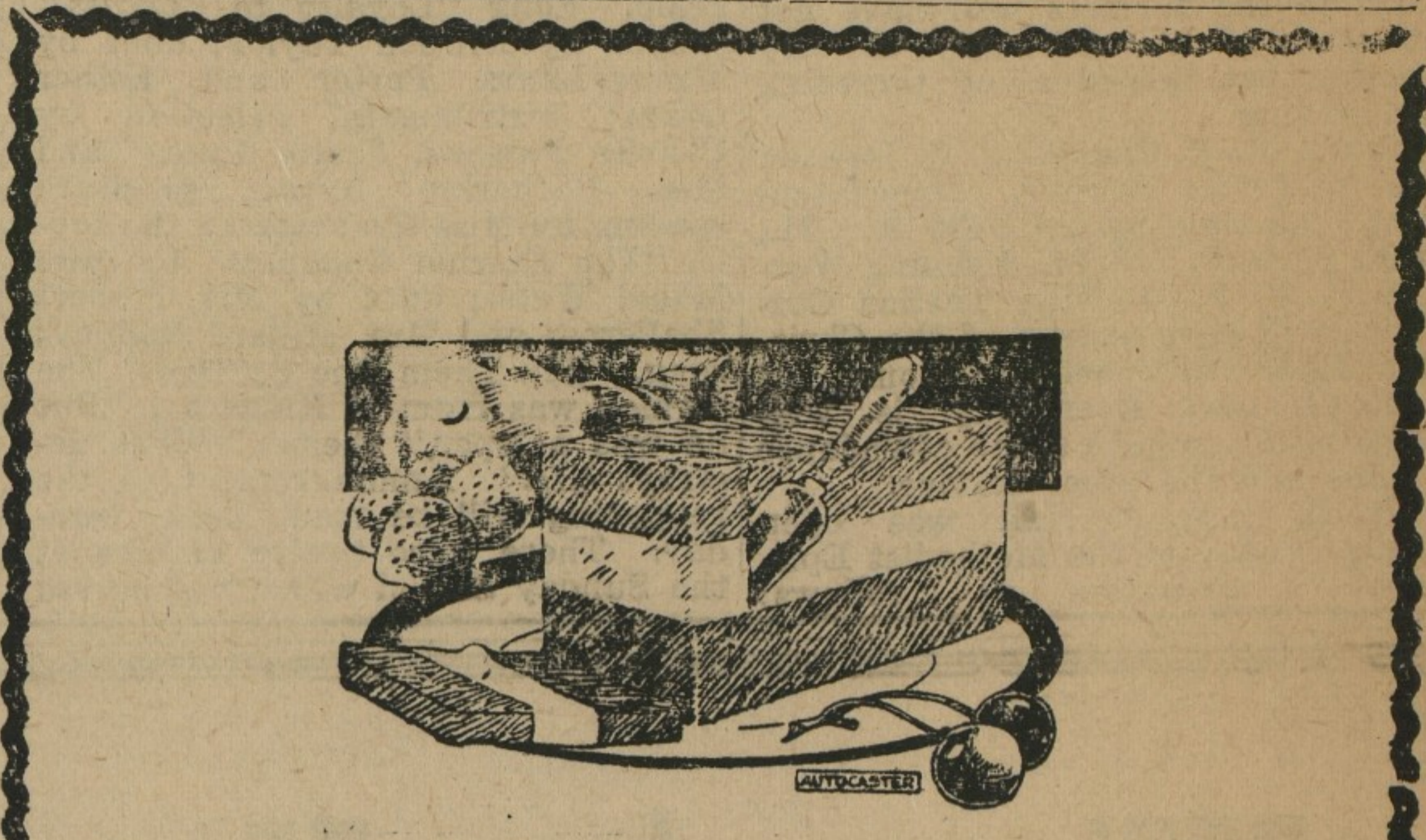
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JULY 21-AUGUST 21

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PHONE 189 CHESTERTOWN, MD.



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Easy comfortable shoes, newest in style, perfect in workmanship, finest of leather.

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- OTHER VALUES \$2.00 UP

NOLAND
CHESTERTOWN MARYLAND

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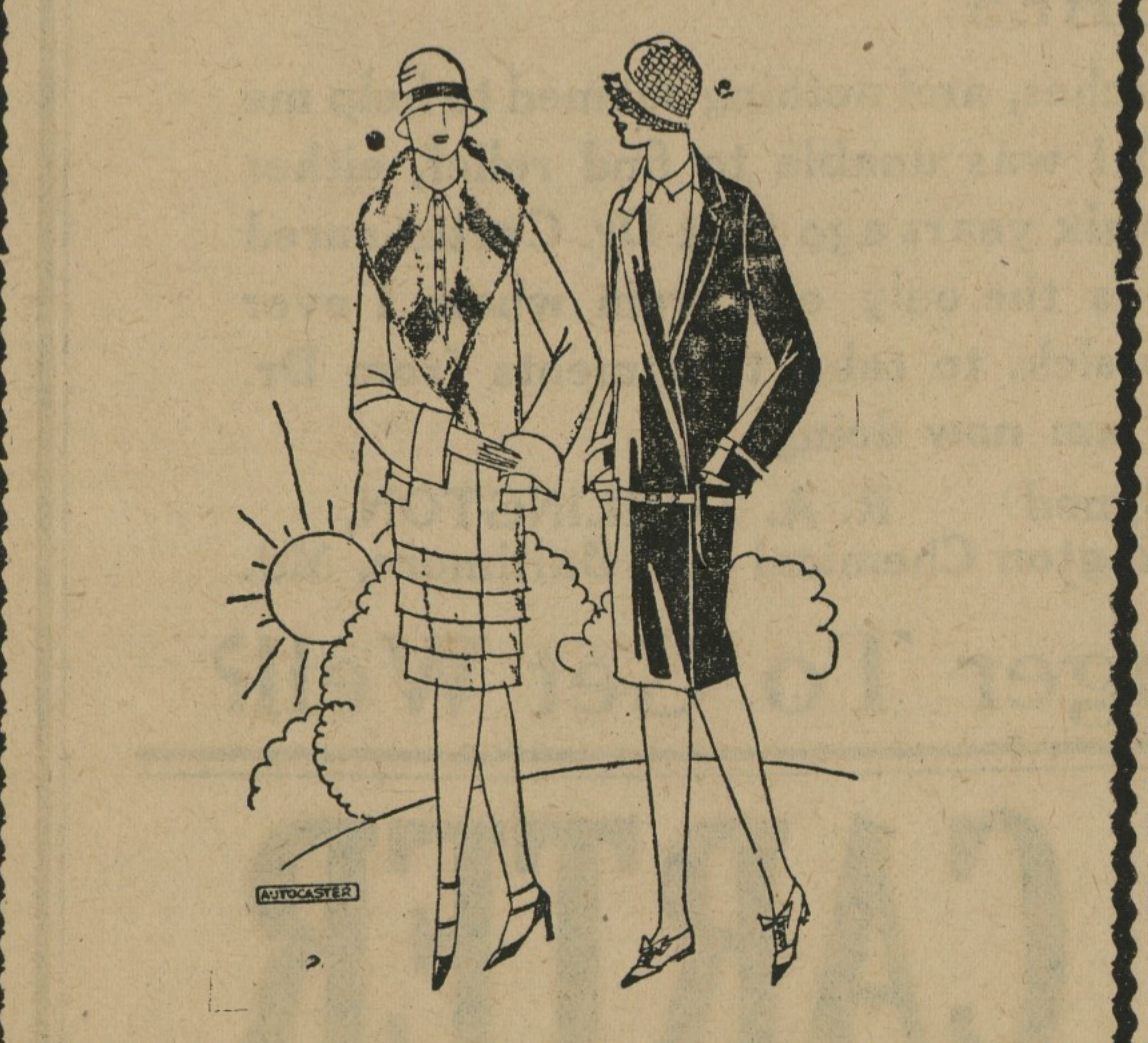
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FOR 39 YEARS Dunlop has been building the world's supreme tire. Dunlops wear longer because Dunlop knows how to build better at each vital point.

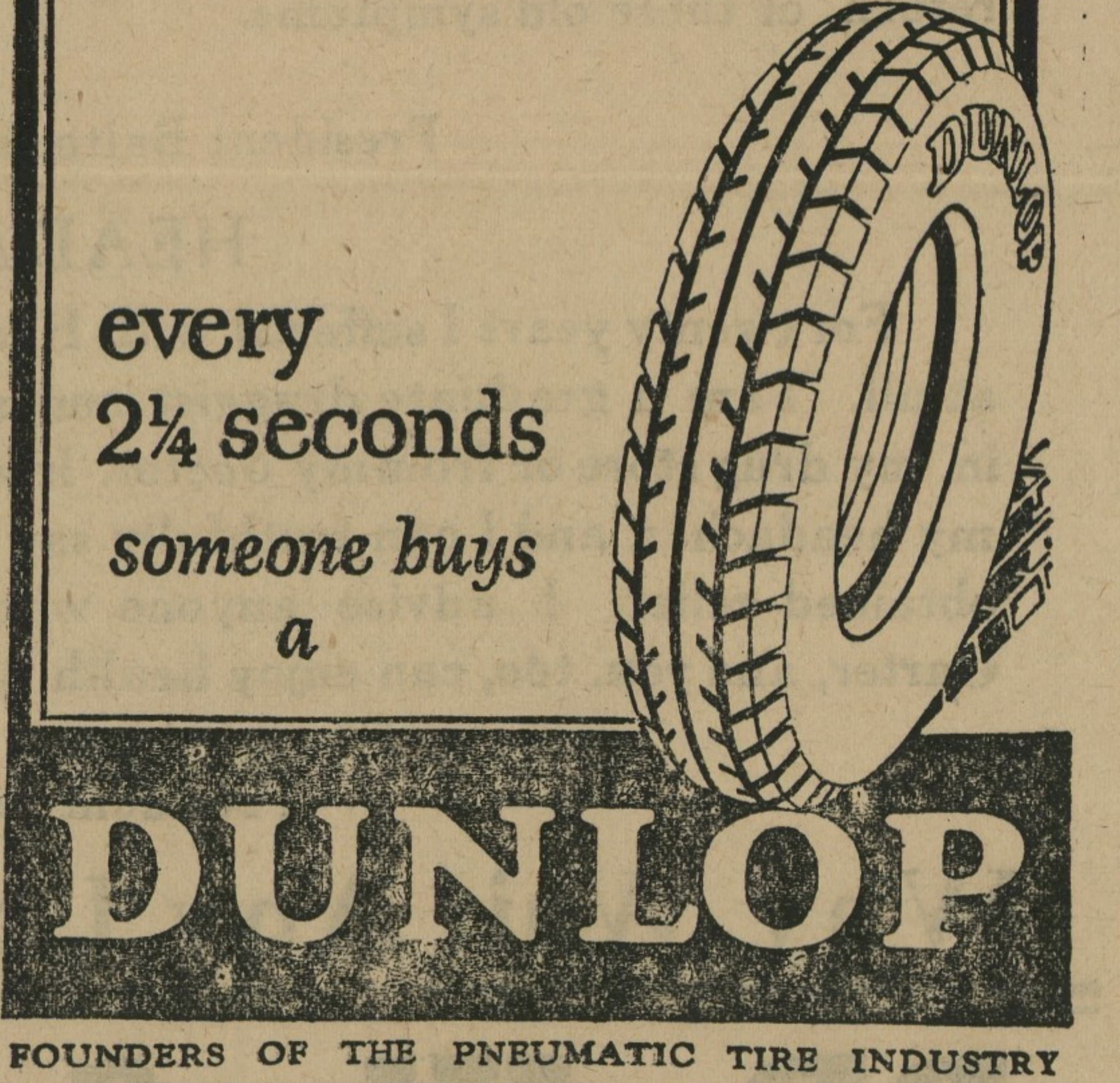
Take the hidden carcass beneath the tread. Dunlop owns its own cotton mills for no other purpose than to spin the best long-fibre cotton into the famous cable-twist cord that goes into this carcass.

The cord strength in these cords means an added factor of safety against constant load and pounding of roads—longer life and greater mileage.

The extra "stretch" enables the carcass to give under severe blows, and to come back into its original position without internal injury.

The Dunlop tread—the toughest rubber development known—wears slowly and smoothly, making sure that you get out of your Dunlops, all the extra mileage that added care and longer experience have built into them. We recommend that you put Dunlops on your car.

The N-B-R MOTOR CO.
Chestertown, Md.



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