The Enterprise

P. F. B.

BUSINESS IMPROVING BABSON PARK, MASS. (Special.) Everyone seems more optmistic on the condition of business and the outlook for the balance of this year. The statistical figures bear with an import balance of \$240,758,000 this year as compared with an import balance of \$240,758,000 this year as compared with an import balance of \$25,186 der houses this way and sell cheaper of than the retailer who has only his own small business.

As compared with the first half of 1926, sales volume for the mail or me. out this feeling, too.

normal, compared with 8 per cent above normal last month, that figure is the average for the month. The Commodity prices during the last first part of July the activity figure of July and the first week in August reached a low point but each succes- were slightly higher than during the sive week registered an improve- last of June and the first of July.

has long been one of dis courage- to be holding firm, or even slightly ment, has recently shown consider- advancing. able improvement. In TEXTILES The most important commodity GINEERING CONSTRUCTION is at silk, tin and petroleum products. a high level, exceeding last year's During the next month or two the

couraging. CAR LOADINGS have for lower prices in this group. turns of RAILROAD EARNINGS ty prices as a whole are likely a little better than fair. However, level during August. wholesalers and jobbers are more NORTH AND CENTRAL WEST in current business conditions most lines for the rest of the year. Balancing all conditions, we have

much reason to be very hopeful of general prosperity during the balance of 1927. FINANCIAL AND BUSINESS SIT-

money rates will be somewhat high- CHAIN AND MAIL STORES GAIN- tries are finding it increasingly dier as fall commercial loans start.

both the bears and the bulls are se- cases and by the fact that they are vidual issues. lectively at work. Securities of well managed and strong companies are being bought while at the same time there is selling in the weaker companies in the industry. Good dividend paying stocks, representing leaders in their respective lines,

should remain strong. COMMODITY PRICES: Except for slight fluctuations the trend for industrial prices is still downward while that for agricultural prices is upward. Also, building material prices are expected to continue their downward trend still further.

PRODUCTION: Production figures so far this year have fallen behind last year's total. However, consumption continues in large volume, therefore, production should suffer no real setback. Operating costs in such items as labor and materials are being reduced. SALES: As the purchasing pow-

er has increased general trade should continue good through the fall. Of course the volume of sales in many lines is fundamentally dependent upon crop situation and therefore is apt to get spotty according to the various crops. The general sales outlook is considerably better than it was last month.

LABOR: The New York traction trouble is settled, at least temporarily. The bituninous coal strike is being gradually settled by regional agreements in different sections of the field. Wage and salary reductions are more numerous.

CREDIT: A reduced volume of trade and reduced profit margins have acted to further slow collections in most sections. Should money rates strengthen in the Fall, collections will be even slower. Therefore, now is a good time to push collections and get one's own debts all paid up. FOREIGN TRADE: Merchandise exports and imports each amounted!

to approximately \$359,000,000, producing an even balance in June. As compared with June 1926, exports

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THENING BABSON PARK, MASS. (Special.)

Taking the average of the month There are a number of develop- of July we find it slightly under the ments which make for better busi- average for June. In fact, there ness. The situation in the STEEL has been a steady decline in the INDUSTRY is particularly gratify- monthly average of commodity pricing. The COPPER situation which es since March. The trend now seem

no letdown from recently improved price advances were in cotton and been put out in rather large amounts levels is apparent. The CROP out- cotton goods, hogs and beef, hides —larger than the public either could conditions and growing weather in and rosin. The principal declines most sections. BUILDING and EN- were in oats, wheat, cocoa, sugar,

trend of the average price level will Of course there are always some cultural products. Indications factors which are not quite as en- be effected by price changes in agrifallen below last year and June re- the other hand industrial commodishow a marked decrease as compar- hold firm during the balance of the ed with 1926. RETAIL BUSINESS summer and a slight strengthening in has been stimulated to some extent many groups during the latter part CURRENT CONDITIONS as it was a year ago. The trade in look at present points toward only a shots was fair and that in hardware slight change in the average price

North and Ceneral West appear to iness is likely to be during the be in line for definite gains in pur- months just ahead. Strictly speakchasing power during the coming ing, he must steady both prospects. fall months.

While the current improvement in guide, the business man will find a farm prices, along with the prospect growing tendency on the part of MONEY: A general decline in of an excellent wheat crop in sveeral stocks to reflect current conditions markets and relatively quiet de- these states this Fall, the largest true in the past.

STOCK MARKET: The stock Chain stores sales have shown a gin of profit. Others are showing ish market all the time. The mis- earnings are showing steady expan- own.

not pay.

built.

cost of the tube.

Chestertown.

every

24 seconds

someone buys

with an import balance of \$95,186,der houses this year has shown a
substantial expansion. Farmer pur-While the business activity figure shows July as but 6 per cent above COMMODITY PRICES STRENG- chasing power promises to exceed that of 1926, and this should begin to find reflection in mail order pro- CHESTERTOWN, fits in the very near future. New sources of revenue which promise to contribute substantially to larger mail order earnings are the many in important centers throughout the country by mail order concerns.

MUNICIPAL BOND AND MARKET CHANGES There has been a slightly easier market for municipal bonds of late. Probably in a measure this may be said to be due to the fact that munor would absorb. In any line of security such a thing can happen. Competition among bankers for new issues forced offering prices for

market would support. The bonds, in some cases, did not to be marked down to a more at- I Shoes from tractive level. This had a sympathetic effect in depressing the mar-

MONTHS AHEAD Business conditions seem to be talked about these days in just two and Calves at market prices. or else he is trying to determine more The agricultural areas of the than anything else just what his bus-But if the stock market is any

money rates recently occured, with of the western states, should insure rather than discount business several abundance of funds in all lending some imprrovement in nearly al of months ahead. This has not been mand. On the New York Exchange gains now appear probable in Ne- Business conditions in general are call loans at one time got down to braska, North Dakota, South Dakota, not improving as much as some bus-3½ per cent. In all probability Washington, Idaho and Montana. | iness men would like. Many indus-

fficult to maintain a reasonable marmarket has been described as a se- strong upward trend, and in spite constantly widening profit margins lectively bearish and selectively bull- of slightly narrower profit margins, and some are just about holding their take which it seems many are mak- sion. The chain stores are undoubt- Hence it is no wonder that stocks

ing is that they are constantly ex- edly profiting better by reason of are now showing widely contrasting pecting a broad bear market, while their lower operating costs in many trends, as between groups and indi-

can cost you

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price....

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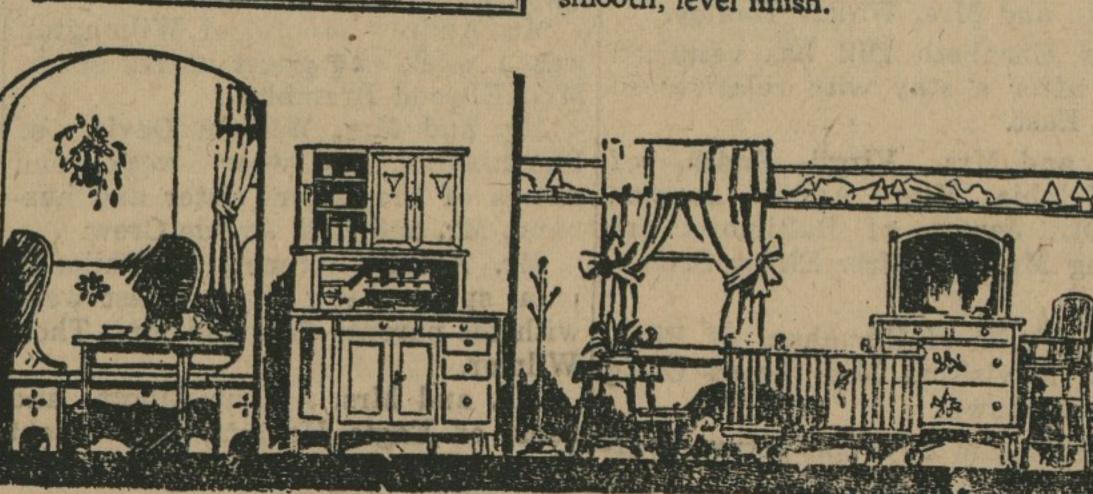
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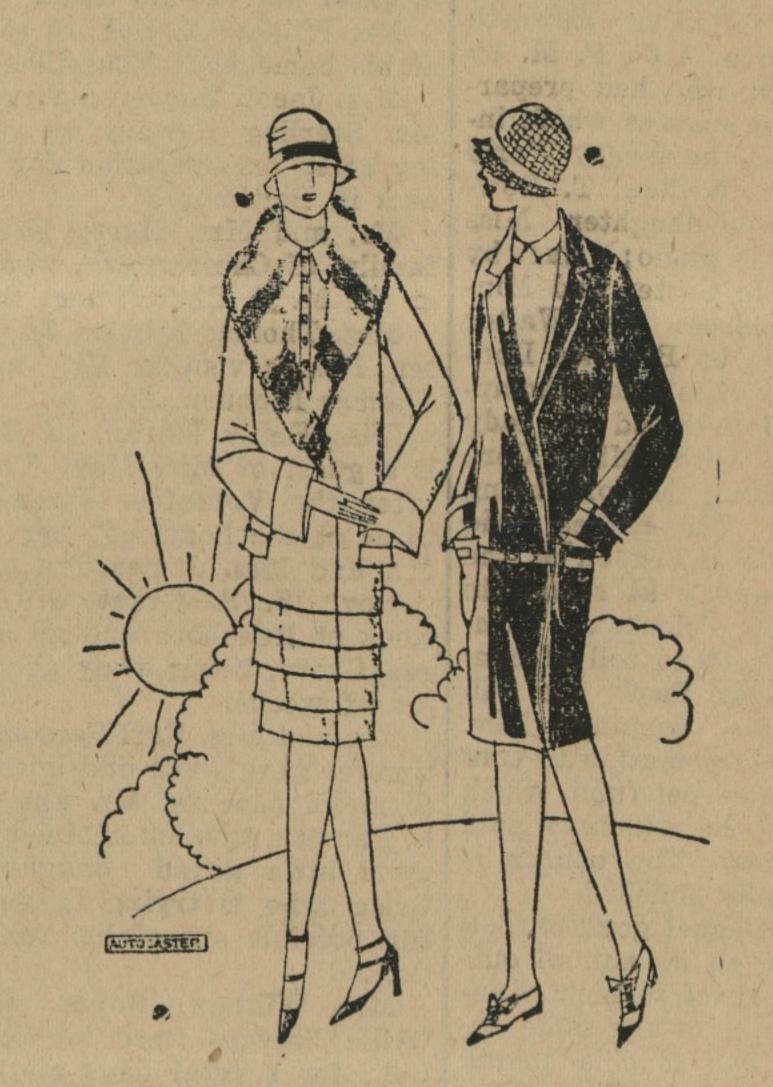
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