

TO MAKE FARMING  
YIELD BETTER RETURNS

The outstanding possibilities of co-operative marketing are more largely along the lines of standardizing and improving production, eliminating excess varieties, standardizing and improving grade and pack, stabilizing production, regulating flow to market, improving distribution as between markets, developing new markets, collective bargaining, betterment of financing, correcting trade abuses, and representing producers before legislative and administrative bodies, says H. B. Erdman, associate professor in California College of Agriculture. All of these should, of course, result in higher net returns, he says, adding: "If I were to list the limitations I should put them about as follows: 1. Co-operation cannot fix prices that are out of line with supply and demand conditions. 2. Co-operation cannot eliminate the middleman. It can, and does, of course, establish the farmer's own agencies to take the place of private agencies and often puts one co-operative agency where several dealers formerly operated. 3. Co-operation cannot reduce costs, greatly except in so far as an increase in scale of operations makes for lower costs. Some of the gains of large scale operation, however, are dissipated because of tendencies toward extravagance. 4. Co-operative will not run alone. Constant attention is required on the part of the membership because 'what is everybody's business is nobody's business.' 5. Co-operation does not permit the farmer to hold his products for a higher price without also compelling him to assume the risks of getting a lower price. 6. The outsider often gets as

much of the benefit of co-operative marketing as does the member, and in some cases gets more because he does not have to bear his share of certain development expenses. This is a decided handicap to co-operation."

**Publicity**  
The movie actor has to face the perils of publicity. And sacrifice in quest of "space." His marital felicity.

**Travel**  
Homebody—The last time I saw the great Mr. Mitroff was in Venice. Benabroad—G'wan! You've never been in Venice.  
Homebody—I know it, but I've been to the movie.

**Unloaded Years**  
Neil—What else you may say of her, Miss Anthony carries her age remarkably well.  
Bel—Oh, it's easy enough to carry one's age by dropping a few birthdays now and then.

**All Right for the Purpose**  
"Are you painting that scene over there? It doesn't look much like it at all."  
"I know. I'm doing it for souvenir post-cards."—New York Mercury.

**P. P. C.**  
He (at window)—Isn't that Blank and his wife at the Ewelson's door? I thought they were to be divorced.  
She—So they are. They are now making their pre-separation calls.

**Higher Variety**  
"The car turned terrapin and—"  
"You mean it turned turtle."  
"Well, this was a high-priced machine."

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Come to Park Island "Clean Amusement Free Bathing with Water Toboggan Strict Discipline Maintained"  
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Every Sunday Afternoon Free Band Concert  
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Excursion on the "CITY OF ORION" around the 21 Islands  
Fine Orchestra on Board  
Come and bring and meet your friends

Come out and see  
**OAKLANDS**  
A New and Distinctively Different Suburban Development at the Junction of Orchard Lake Road and the Thirteen Mile Road. Restricted.  
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Tonight  
When you are traveling, the folks at home will rejoice to hear your voice and to tell you the intimate little details of the day's happenings that make home life so worth while. Call home frequently. The family will appreciate it.  
Use Long Distance—  
to Visit Home  
Daily  
MICHIGAN BELL  
TELEPHONE CO.

**New Germ to Plague World**  
An African germ which causes a disease known as "heart-water" in sheep, goats and cattle has been discovered. It closely resembles other organisms causing typhus, trench and other fevers in man.  
An Enterprise Liner will sell it.

**HUGE STAGE  
NEEDED FOR  
U. OF D. SHOW**  
Pageant "India" Will Require  
Width of 550 Feet—Twelve  
Elephants Will Test Stability of Structure.

One of the largest stages ever constructed in America, measuring 550 feet across, is now being built in the University of Detroit stadium for the Pageant "India," to be given under the auspices of the University Alumni Association for 15 nights beginning July 28. This stage, not only is enormous in size, but it is also of unusual strength, as a dozen of the performers will be elephants and 11 will be camels.  
The pageant, which represents "A Night in the Orient," is described as the most elaborate and beautiful open-air spectacle ever presented in this country. It employs a cast of 1,500 persons; there are 100 circus acts, and the ballet numbers 100.  
The most spectacular feature of the program is the closing scene, which shows the destruction of the city of Delhi by fire. The Theatre Duffield company, which is putting on the program, burns \$2,000 worth of fireworks at every performance.  
Before coming to the sensational climax, the program shows the durbar at Delhi, a gorgeous spectacle in which native princes and minor rulers vie with one another to display the most magnificent jewels. There is also a representation of the Sepoy Rebellion in which fierce fighting between British troops and vastly superior forces of natives gives the audience one thrill after another.  
Some of the best circus entertainers in the country appear in the show. In addition to what might be termed standard circus acts, there are performances by Hindoo fakirs, who do tricks that have mystified the white residents of India ever since the British took possession.  
The University of Detroit building fund will be substantially augmented if the pageant proves the expected success. Plans now under way call for 19 new buildings on the site at Livernois avenue and the Six Mile road. This will give the university a capacity of 6,000 students, almost three times as many as can be cared for in its present plant on Jefferson avenue. When completed, it will be one of the largest non-sectarian universities in the Middle West, with a curriculum and faculty ranking with the best.

**Old-Time "Handout"**  
In the older days in England judges were forbidden to wear gloves on the bench for fear of bribes being dropped into them. Hence the custom of presenting a judge with a pair of white gloves when he has no cases to try at assizes.

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MANY BIG ATTRACTIONS  
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You will never know the true beauty of Nature if you keep always to the main travelled highways. Her real delights lie far from the beaten paths—in the fragrant woods; in quiet flower-decked valleys; by the side of joyous, sparkling streams.  
Only dirt trails lead to these spots; trails hard to travel—save in a Ford. To the Ford they are all open. Because a Ford Car, light yet powerful, comes easily through the hardest going.  
Let your Ford take you away from the crowds this summer—into peaceful solitudes, where you can take your fill of beauty undisturbed. Venture without fear—it will carry you where you will; safely, easily and comfortably.  
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