YIELD BETTER RETURNS

The outstanding possibilities of cooperative marketing are mote largely
along the lines of standardizing and
improving production, eliminating excess varieties, standardizing and improving production, eliminating excess varieties, standardizing and improving ground the standardizing and improving distribution, as between
markets, developing new markets, collective bargaining, betterment of
financing (correcting trade abuses, and
representing producers before beloge, says
H. B. Erdman, associate professor in
California College of Agrentytire. All
of these abbodd, of course, readl
higher net resums, be gave, sadding:

cornis, College of Agriculture. All sees aboud, of course, result in or net returns, he pars, adding: I. were to he in the interest and the control of the course, and conditions. Geoperation cannol far prices, are out of his with supply; and conditions. Cooperation cannol far prices, are control of the with supply; and conditions. Cooperation cannot elaminate medium and conditions. Cooperation cannot elaminate medium and conditions. Cooperation cannot elaminate medium and conditions to take the places of private control of the conditions of the c

78; operated.

3. Co-operation cannot reduce costs attly except in so far as an increase scale of operations makes for lower in: Some of the gains of large he operation, however, are dissided because of tendencies toward

much of the benefit of co-operative marketing as does the member, and in some cases gots more because he ices not have to bear his share of certain development expenses. This

Publicity

The movie actor has to face
The perils of publicity
And sacrifice, in quest of "space,"
His markal felicity.

Homebody—The last time I saw the great Mr. Multirox was in Venice.
Benabrond—G'wani You've never been in Venice.
Homebody—I know it, but I've been to the movies.

Unloaded Years

Neil-What else you may say of her, Miss Anthony carries her age remark-

All Right for the Purpose "Are you painting that scene over here? It doesn't look much like it at

ow. I'm doing it for souvenir

He (at window)-Isn't that Blank and his wife at the Ewelton's door? I she—So they are. They are now making their pre-separation calls.

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One of the largest stages ever constructed in America, measuring 550 feet acrose, is now being built in the University of Detroit stadium for the Pageant "India," to be given under the auspices of the University Alumni Associatian for 12 inginis beginning July 28. This stage, not only its encomous in size, but it is also of unusual strength, as a dozon of the performers will be elephants and II will be camely. Which represents "A Night in, the Orient," is described as the most elaborate and beautiful open-sir spectacle ever presented in, this country, It employs a cast of 1,000, person; there are 100 dreats acts, and the beautiful open-sir spectacle ever presented in, this country, It employs a cast of 1,000, person; there are 100 dreats acts, and the beautiful open-sir spectacle ever presented in, this country, It employs a cast of 1,000, person; there are 100 dreats acts, and the ballets 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 Thearie-Duffield company, which is putting on the program, burns \$2,000 worth of freworks at every performance.

Before coming to the sensational climáx, the program shows the durn bar at Delhi, is porreous speciacle havened British took and minor rulers vie with one another to displar the most magnificent jewes of the Separation of the best circus enternation. The country appear in the oilo. 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 Budia ever since the British took possession.

The University of 6,000 students, almost three times as many as can be cared for in its present plant on Jeteron a capacity of 6,000 students, almost three times as many as can be cared for in its present plant on Jeteron a venue. When every plant with every large and faculty ranking with the heat. New Germ to Plague World An African germ which causes a dis se known as "heart-water" in sheet sats and cattle has been discovered closely resembles ather organism

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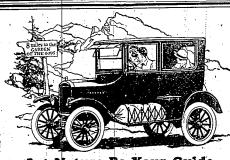
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