

PLAN LARGEST CLUB IN WORLD, CHICAGO

AGRICULTURAL SOCIETY

To Occupy Largest Building In Matter of Floor Space and Will Have Two Auditoriums

Organization of the largest club in the world, the Agricultural Club of America, destined to own and occupy the largest building on earth, and intended to have a total membership of 510,500 representative farmers, was announced recently.

Coburn Whitmore, for many years a leader of the good roads movement, inventor of improvements on farm tractors and a writer of international authority on agricultural subjects, has been elected president; H. J. McClurg of Chicago, secretary, and William R. Herriott of Chicago, treasurer. The board of governors and advisory committee include nationally known agricultural readers, manufacturers of farm implements and business men whose work is in the agricultural field. Among these are Dean Charles F. Curtis of Iowa State college, at Ames; Charles A. Mills, national commander of the Society of 40 & 8 of the American Legion; Charles V. Truax, director of the Ohio Department of Agricultural; W. R. Beall of the extension division of Purdue university; O. G. Barrett, Cook county farm adviser, and representative men of 15 other states.

Five Great Purposes
Five great purposes under-ly this project: first, to centralize and make possible a closer co-operation between all existing farm organizations on matters of national or group-interest; second, to aid them by providing them a permanent home; third, to create a fund of millions of dollars with which farmers may finance great projects that will help them to meet their needs; fourth, to enable such business men as implement makers, bankers and others dealing with farmers to understand the farm-sit-

uation better from direct contact with actual farmers; finally, to make Chicago, as its location and shipping facilities ought to make it, the agricultural capital of America.

Plan Huge Structure
Architectural plans have been approved, and financial plans are under way, for a \$35,000,000 building to house this organization. It will be owned by the club-members. It will be located within a few minutes' walk of the Chicago "loop." It will have a larger floor-area than any other structure in the world. Two of its 21 stories will be devoted to the largest stock ring and the largest auditorium in existence, where the meetings of arm organizations will be given preference, and other gatherings will receive second choice.

Many Exhibits
Fifteen floors will be filled with permanent exhibits of farm machinery, dairy equipment, silos, sawmills, canned foods and a multitude of other products of the land and products intended for farm-use. Breeders', grain-growers', horticultural and other agricultural publications are to have offices there. One floor is to be devoted to a garage, and another to stables, for members. The structure will carry an eight-story tower devoted to the Agricultural Club of America, where farmer-members and their families may make their headquarters while in Chicago.

Members of the board of governors estimate that rentals in this building will show an income of \$4,000,000 a year above expenses of the club. This surplus will be put into an Agricultural Foundation fund. This will be in charge of trustees elected by members of the club, and it will be used for the advancement and aid of agriculture.

Among those whom the board of governors has decided to invite to membership are 510,000 chosen from among 2,000,000 ranch owners, farmers, fruit growers and dairymen; 27,000 manufacturers of articles that farmers use; 11,000 progressive stock-breeders; 6,000 federal, state and local officials, and 13,000 owners of estates.

The folks who claim to be the backbone of the country, are frequently only the headbone.

SEES NO PROSPECT OF BUSINESS SLUMP

QUOTES REASONS NOTED

Contentment of Labor, Economy of Production, etc., Make for Continuance of Good Times

Contented labor, economics of production, increasing credit facilities, are important factors in the continuance of American business prosperity, according to Alexander Dana Noyes, economist. Mr. Noyes, in his monthly article in the July Scribner's Magazine, states the case for prosperity as follows:

"In the field of manufacture the high rate of consumption results primarily from well-employed, well-paid, and contented labor, which is itself a consequence of large and highly organized production. Economies in the production process have made possible the once inconsistent achievements of high wages, lower prices, and sustained industrial profits. The higher wages have enlarged the capacity to buy, the lower prices have increased the willingness to purchase, and thus the rate of consumption is maintained.

Explains Situation
"To the suggestion of an overstrain on credit, the familiar answer is that none of the preliminary indications of a condition of the kind has at any time come into view during the period of high prosperity. But it is further pointed out, first that the absence in general industry both of rising prices

and of speculative accumulation of goods makes the use of credit in that field not heavier but lighter than before; second, that legitimate facilities for granting credit have been increasing faster than the aggregate demand for it.

The available fund of capital has grown in production to the rise of industrial activity; foreign capital in immense amounts has been moving into the United States. The gold basis of the country's credit structure is far greater than is necessary to support the present requisitions on it. Import of foreign gold has been on a scale this year exceeded in only one or two corresponding periods since the war; the estimated total stock of gold in the United States reached in April the largest recorded figure; it had increased \$212,000,000 in a year, \$618,000,000 since the same date in 1923, and \$1,620,000,000 since 1921.

The Gold Reserve
The Federal Reserve has deliberately opposed the indefinite heaping up of gold in the vaults of the central credit institutions by paying out gold certificates from its own reserve on ordinary transactions with the market; yet the reserve banks, the ratio of whose gold to their fiduciary obligations measures the potential lending power, reported very lately a gold reserve only slightly under the highest in their history and double the amount required by law to be held against their note circulation and deposits.

Jumpy Like

"I simply can't stand the toot of a motor-horn."

"Why not?"

"Some guy ran away with my wife in a car and everytime I hear a horn I think he's bringing her back."

HOW long would you patronize a druggist who shopped for a bargain price on drugs with which to fill a prescription for your health? Yet many dealers in ice cream—one of the greatest health foods known—brag about the fact that they can sell any grade of ice cream that they care to buy.

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Harmony in Gardening

The style of landscaping, which fits one garden will be entirely wrong for another. A scientific gardener understands this — and through his knowledge makes the most of every garden. May we apply these principles of harmony to your garden?



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