

uncheonette, Taylor and Streets. Below is shown an and Company, owners of ore at 1101 Clay Street where shown, plus a special interior the issue shown, sold 170 e Post.

## DRUG STORES IN BEST YEAR

Approximately \$1,413,000,000 passed over retail drug store counters during 1939, Drug Topics estimated recently, following tabulation of the last of its biweekly surveys conducted in each State of the forty-eight States. This figure represents a gain of 2.7 per cent over 1938, when retail drug store sales amounted to \$1,376,000,000. Gain in dollar volume was \$37,000,000.

### HIGHEST SINCE '31.

According to this estimate, 1939 drug store sales were higher than for any year since 1931, but only \$2,000,000 greater than in 1937. The following table shows retail drug store sales for the years 1929 through 1938. All figures except the last one, for 1939, represent United States Department of Commerce estimates:

1929	\$1,690,000,000
1930	1,554,000,000
1931	1,438,000,000
1932	1,182,000,000
1933	1,066,000,000
1934	1,156,000,000
1935	1,233,000,000
1936	1,344,000,000
1937	1,411,000,000
1938	1,376,000,000
1939	1,413,000,000

Average annual drug store sales for the ten year period, 1930 to 1939, was \$1,318,000,000. This would indicate that the record for 1939 was almost \$100,000,000 above the ten year average.

According to figures, each month of the year showed at least some small increase in the drug store sales. (United States Department of Commerce preliminary figures indicated slight decreases in January and October.) During September, when Nationally Advertised Brands Week was held, sales were 8.2 per cent above 1938.

costs, with the idea of cutting unnecessary expenses in order to meet price appeal of other types of distribution.

### PRICE-CUTTING EVIL.

Willis stated that price cutting still remains the worst evil in the food business and advocated the passage of the model unfair practices act proposed by the National Food and Grocery conference committee. He handed a bouquet to several States in the Union, including California, for having passed legislation curbing below cost selling either by unfair sales laws, as in the case of this State, or by observing the fair trade laws.

He especially commented on recent Federal legislation that has helped to end discriminatory discounts and illegal rebates, such as the Wheeler-Lee Act, the Federal Pure Food, Drug and Cosmetic Act and the Robinson-Patman Act.

### AMERICAN WAY.

A good part of Lazo's address was on the retail grocers' role in the building of national defense. He advocated the re-employment of conscripted men and also the payment of part of drafted men's salaries to their dependent families while they are in service.

McCormick & Co., Baltimore, Md.; William A. Dolan, Wilbert Products Co., New York City; William H. Duff II, P. Duff & Sons, Pittsburgh, Pa.; L. J. Gumpert, B. T. Babbitt, Inc., New York City; Austin Igleheart, General Foods Corp., New York City; Hart Johnston, Wander Co., Chicago, Ill.; Hanford Main, Loose-Wiles Biscuit Co., Long Island City, N. Y.; Henry Mueller, C. F. Mueller Co., Jersey City, N. J.; B. C. Ohlandt, Grocery Store Products Sales, N. Y.; Arthur Ramsdell, Borden Co., New York City; Traver Smith, Standard Brands, Inc., New York City.

The committee has just held its first meeting, and while details are not yet available, the program promises to be a splendid one.

## Gordon Gin Ads To Appear Soon

Gordon's gin will be featured in an advertising campaign in the San Francisco Examiner during the month of December, it has been announced.

Ads will stress the many uses of Gordon's gin during the holiday period, as well as the higher proof and well known quality of Gordon's.

## Rainbow Stores to Hold Eleventh Annual Party

The Rainbow Food Stores of northern California will hold their eleventh annual entertainment and dance December 3 at the Scottish Rite Auditorium, San Francisco, it has been announced by L. G. Stevenson, advertising manager.

From the time of its inception in 1928, under the sponsorship of the V. Traverso Company, wholesale grocers, this organization of individually owned grocery stores has stressed the importance of closer personal interest and

friendships not only among its members, but between all the manufacturers who work through its headquarters and all the individuals in the group.

On this occasion of the eleventh consecutive annual affair of this kind to be held this year at the Scottish Rite Auditorium, not only will all friends and members of the group join together in a happy celebration of friendship but, as is customary in all Rainbow functions, there will be pleasure for their entire families from the little tots up.

A stage show followed by dancing will make up the entertainment of the evening and the Christmas spirit will be carried

to the little ones by old St. Nick himself.

Rainbow headquarters will issue, free of charge, as usual, about 3,000 personal invitations. These are the only means of obtaining admission to the affair. This practice of personal invitation is another Rainbow tradition which has been strictly maintained throughout the years and is one of the many means whereby, even with the large numbers who attend its events, the organization has kept the strong emphasis on the family feeling and close personal touch that makes it so outstanding as a loyal and unified group.

strangers with a 24 hour growth of beard. Our women openly renew their makeup, even in public places, rather than present a tired, unattractive face to the world.

The accepted interval between baths has crept up from once a week to at least once a day. As for unclean teeth, unpleasant breath and other preventable physical indecencies—they're out.

Has it ever occurred to you that all this had to be sold to us? We didn't just happen to gravitate upward. People don't do that. Leave them alone and they go downward. The Hottentots have not raised their standards of living in the thousands of years of their history.

It would be untrue to say that advertising did all this for the people of the United States. But it is entirely true that advertising inspired and stimulated it.

It is the job of advertising to quicken the exchange of goods in the Nation's market places. To fulfill its mission, advertising not only tells about these goods, but tries to excite your desire for them. It pictures them as a means toward lightening your burdens, increasing your leisure, enhancing your personal attractiveness, building your health, protecting your home and family, putting more joy and satisfaction into your life.

Most people respond to advertising and its enthusiasms. They find it fascinating. Further, and more important, they use it as a guide to improved merchandise, better values, and a better way of life. Most people read the ads—the news about what's in the market place—as eagerly as they read the news about politics, war, social affairs and sports. To them the ads conjure visions of romance to come in their own lives.

### ENTER THE CYNIC.

But the cynics are always with us, and they have entered the scene against advertising just as they have against the whole American free enterprise system.

They are the people who are always ready to tell you that the national and economic and social structure is wrong and should be remade. They are the fail the self appointed do gooders and frustrated, embittered professional egged on by agents of foreign governments and their travelers.

The burden of their mon song is that all advertising is economic waste and that

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