

302 E. Main St. Tel. 9164



SEASON'S GREETINGS

Our wishes for you are many and varied, and can hardly be set down in this space, but chief among them is the wish that your every cloud may have a silver lining. May 1912 be rich in its blessings for you and yours.

C. B. TURNBULL, Prop.

53 East Main Phone 184



In this emergency — as industry tests its smelters and calls the roll of electric power and gas service mobilized for the battle of production. It will be our steady purpose forward and meet the call with the answer "We are Here" in this hour of need, this industry stands the forces of national defense and of victory, determined this common cause. It is in this spirit that we are declaration of our country, its institutions, its justice, its

U.S. MARINE POWER

DEFENSE
 SAVINGS
 BONDS AND
 STAMPS

Say it
 with *Flowers*

Alexandros
 GREENHOUSES
 PHONE 176 • 602 TAYLOR & UNION STS.

CROWDS

In Grateful Appreciation.

That 1942 may bring you joy, health and prosperity is the wish of every member of this organization.

Northville's Dealer



DELICIOUS
Sunday Dinners
at Ben's
Chicken and Turkey
Dinners Every Day
Don't Miss Our Sunday
Dinner

ON NEW YEAR'S EVE Music...Dancing
FAVORS FOR ALL
Concert Band...and Dancing 9 p.m. Sharp
FREE WILL CONTRIBUTION

BABSON

(Continued from editorial page)
 ceases or a reduction of living standards.

High Living Standards

Readers who are squinting about increased prices should remember this fact—Consider 1929 wages average. But do not get excited and living costs at 100. The wage index has come up to 106 while the cost of food has dropped to 89. In other words, the average American has today left over for non-food purchases \$1.045 compared with \$1.00 in the boom year of 1929. To put it another way, all wage workers are at least 20% better off to-

day than in 1929. What possible excuse is there for more strikes or even wage increases? These high standards will hold up during 1942, notwithstanding our war with the Axis Powers.

Firm Commodity Prices

Wholesale prices will average during 1942 about 10% over the 1941 average. But do not get excited. These prices are low about 10% below the 1928 level which the U. S. Bureau of Labor Statistics considers "normal." Those who expect a less than 10% increase point to (1) the three stocks of food supplies, raw materials, and merchandise now on hand, (2) the heavy advance purchases which consumers made dur-

ing 1941 which could keep them going for some time, (3) the high taxes of various kinds which 1942 is to witness, together with the curtailment of installment credit; and (4) a gradual increase of unemployment in non-defense industries. Those who expect a greater than 10% increase point to (1) the steady decline in available non-defense goods regarding defense materials, the making of which goods will be curtailed, (2) the increased purchasing power which will come from the farm, sections even if wages in the farm industries are no longer increased, (3) a shortage and speculative buying and hoarding which cannot be prevented, (4) psychology and fear are more potent than law.

(5) The fact that money taxes and more bond sales will result in greater disbursements which must come back to increased purchasing and higher prices.

I believe that these eight reasons about balance one another and that the net result will be an increase of not over 10% as above indicated. This, however, does not necessarily require an equal increase in the cost of living for careful housewives.

Stocks to Go Up?

The stock market was a "selective market" during 1941 and will probably continue to be such during 1942. While the market as a whole was declining, certain stocks were moving upward. Among these were: defense stocks, stocks for soft drink stocks and certain chain store stocks. On the contrary, the stocks of companies making most of their products, oil, rubber, auto parts, and the like have declined much more than the average market. This has also been true of the electrical appliance stocks and the "real-estate" stocks. As declining stock prices come in 1942 accompanying advancing business activity, it is logical that advancing stock prices should come in 1943.

Certain stock prices will recover sharply from present quotations even if no "opera 1941" happens. The companies to buy into are those which are enjoying increased consumer demand and are having no serious maintenance expense. These stocks look good for the 1942 investment dealer. They should be a good addition to his

for every U. S. person; while the British figure will be only \$173 per person. Based upon national income, it is estimated that U. S. taxes take 25% of our national income and the British taxes take only 22%.

Closing Warning

Just a word to various groups who read this forecast: (1) To manufacturers and investors—Get out of the objective case. Stop kicking, but help more to tow the boat. If you believe in "private enterprise" show more of this enterprise in your own plans and policies. If you love personal liberty, be willing to fight for it, to be taxed for it, and accept the fact that each of us as individuals shall be better men and women.

(2) To wage workers and others—Smash the racketeers whether in labor circles or government circles. Insist that workers shall vote by secret ballot as to whether or not they shall strike after hearing arguments from both their labor leaders and their employers. (I am willing to agree that no corporation be allowed to put on a "lock out" without a similar vote by its stockholders.) I beg labor in 1942 to encourage the Department of Justice in eliminating all racketeers.

(3) The Babson chart shows total U. S. business today at an all-time high. Production and consumption records are being made all along the line. More are employed and at higher wages than ever before. But if 1942 is as good as 1941 we will be lucky.

We should work, study, and cooperate as never before. On our shoulders rests a great responsibility. This is no time for politics.

Birthday congratulations to Mrs. Searloss, Jan. 3



Ye Olde Market
 114 West Main Street
 Geo. Hills A. C. Balden

Detroit Newspapers
 News - Free Press - Times
 Carrier Service - Want Ads
 Office 440 Grace Street
 SONNENBERG
 Phone 113 and 448

GREETINGS...

For A Happy New Year

ADRIAN T. MILLER

Patronize your local Watchmaker

Located in
 AL HEATLEY'S BARBER SHOP
 116 W. Main St., Northville, Mich.

From the Whole "GANG" A Happy New Year

Yes, the entire "gang" at Nowels wants to wish you the best of luck during the coming New Year... and they know you'll keep warm if you try Nowels Coal.



NOWELS LUMBER COAL CO

PHONE 30 Base Line at P. M. Track
 Headquarters for Building Information
 90% F.H.A. LOANS MODERNIZATION LOANS
 LUMBER SOLD ON MONTHLY PAYMENTS

HAPPY NEW YEAR

LOADS OF HAPPINESS TO ALL...

Just a timely and friendly greeting to let you know that we wish for our friends and customers a whole shipload of good things—spiritual and material—for 365 days. High thanks we owe you. And high thanks we give, God bless you and keep you!

JOHN A. ROSS - L. E. REHNER

DOCTORS OF OPTOMETRY
 809 Penniman Avenue, Plymouth, Michigan
 Hours 11 A. M. till 9 P. M. Phone 433



In this, our New Year's greeting to our friends, we would capture, if we could, some of the merriment of the days when sleigh bells jingled on the frosty air.

As true merriment is an affair of the heart, and not of seasons, that is the kind of joy we are wishing for you now. Loads of good luck, loads of good cheer, and good health to you all.

AUTHORIZED DEALER GAMBLE STORES

Home Owned... Home Operated
 Dick Bartholomew Phone 510 Northville
 You Can Always Buy for Less at the Gamble Store—Why Pay More?



THERE are many words in the dictionary... big words and little words... words with the splendor of royalty, words with the brilliance of diamonds, words as pretentious as the sweep of a peacock's train.

There are homely words, too, and between home folks like ourselves these are the ones we choose to carry our simple New Year message to you. Many thanks for your kindness, and every good wish for a Happy New Year.

GUNSELL'S DRUG STORE

The Rexall Store Main and Center Streets

DEFENSE COSTS FOR 1942

During the calendar year 1941 our government spent about \$10,000,000,000 with a balance of one-half this sum. It is estimated that this will be nearly doubled in 1942. I estimate the government's 1942 increase during 1941 to be \$12,000,000,000. This figure is based on the fact that on 10 April 1941 the government debt was \$1,000,000,000, and on 10 April 1942 it was \$12,000,000,000. As the government's debt is now \$12,000,000,000, it is logical that the government's 1942 increase will be \$12,000,000,000. This figure is based on the fact that on 10 April 1941 the government debt was \$1,000,000,000, and on 10 April 1942 it was \$12,000,000,000. As the government's debt is now \$12,000,000,000, it is logical that the government's 1942 increase will be \$12,000,000,000.

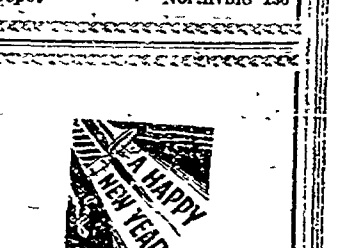


GREETINGS

MAY THIS BE THE HAPPIEST YEAR YOU HAVE EVER KNOWN.

SINCLAIR REFINING COMPANY

William C. Hartmann Comm. Agt.
 Bulk Plant, Rear of P. M. R. R. Depot Northville 136



OUR BEST WISHES for a HAPPY and PROSPEROUS 1942

Jones Floral Co.
 Linden at Dubuar
 Phone 453

We pledge ourselves to this cause

A Statement by The Great Atlantic & Pacific Tea Company

- We make this pledge publicly to our national government and to the people of the United States:
- That we will cooperate unhesitatingly in every effort of authorized government agencies to prevent unwarranted rises in prices of foods.
- That we will continue our efforts to reduce the spread between prices paid to the grower and prices charged to the consumers.
- That to this end we will continue to do everything in our power to assist the farmers and growers of America in the orderly marketing of their products at the fairest possible prices to them.
- That we will make every effort to hold our inventories at the lowest point consistent with good service to our customers because hoarding, whether by wholesalers, retailers, or consumers, will cause higher prices.
- That we will endeavor to continue to pay our employees the highest wages and to give them the best working conditions in the grocery business generally.
- That we will make every effort to continue to sell food at retail at the lowest gross margin of profit in the history of the retail grocery business.

Today we are providing food for our customers at the lowest gross profit rate in the history of the retail grocery business. This means that we have achieved efficiencies in the distribution of food never before attained. More of your food dollar goes for food and less for overhead expenses than ever before. No other great retail business in the United States in any field is operated with such a low cost of distribution.

No one in the food business can control the wholesale price of food. Only the government of the United States has power to do this, and for the protection of our people this power in the government is now a necessary power.

Today, with the nation at war, we believe that no private interest has any rights in conflict with the general public interest.

The armed forces of the United States are today receiving more and better food than ever before in our national history. It is equally important that all of our people working and living behind the lines, men, women and children, shall be better fed and better nourished than ever before in our national history.

John A. Hartmann
 JOHN A. HARTMANN, President

