

BUYING POWER SHOWS BIG IMPROVEMENT

Depression Early In Year Almost Disappears At The Close; Better Conditions On Farms Helped.

BY J. C. ROTLE. (Copyright 1924 by the Evening Gazette) NEW YORK, Jan. 6.—The business year of 1924 had almost as varied a course as a roller coaster. It was marked by high peaks and depressions. The most striking improvement in the year came as the year drew to a close and served to raise earnings to many basic lines to a point but little under those of the remarkable year of 1923.

manufactured products showed slight declines. The important thing is that when the year ended the buying power of the country had shown marked improvement, demand was reviving, employment was on the increase and production of both raw and finished materials was being forced closer to normal capacity. These facts gave assurance that business was on a sound and healthy basis and that trade, commerce and industry could be counted on to maintain a high level of prosperity at least through out the early part of 1925.

Weak Spots Strengthened. There are still some spots in the business fabric where the margin of profit has been worn so thin as to be almost threadbare but even these have been reinforced and strengthened in the last two months. Also, lines which did show satisfactory profits improved their technical position in many cases, by discounting inventory losses and adjusting themselves to new levels.

Buying Power Augmented. In consequence, hundreds of millions of dollars were added by agricultural products to the buying power of the nation. Conservative statistics place the increase in the national wealth from these products during the year at \$12,816,000,000. This means that each of the 6,400,000 American farmers produced approximately \$2,000, the total exceeding a total production of 1923 by \$612,000,000. On this basis the average farmer is just about 450 per cent better off than in 1921.

HALF MILLION RUSS JUST EXILES TODAY

No Longer Class Themselves As Refugees; Have No Country, And No Hope For The Future.

PARIS, Jan. 6.—(By Associated Press).—More than 500,000 Russians in France have ceased to be refugees and become exiles, without a protector, according to M. Maklakoff, the Russian Socialist leader, who explains that this condition is one of the principal consequences of the recognition of the soviet government at Moscow by France.

other protector than God, He, in His wisdom, is making our trial a long and weary one, but He will see that justice is done in the end. These expressions from the Maklakoff give a fair idea of the spirit in which the anti-bolshevik Russians take the new situation. There are three proposals for the immediate solution of the Russian refugee problem. The first is that the countries where they reside be requested to issue passports to them which all European governments will be asked to respect.

Holds Up Barber For Shave, Powders His Face And Beats It. DES MOINES, Jan. 6.—(By Associated Press).—A Negro bandit staged a holdup here yesterday for a shave. "Partner, two bits for a shave is out of line these days," he told Joseph Stone, also a Negro, as he entered the latter's barber shop, and with the use of a pistol, forced Stone to sit on a bench as he proceeded to shave with one hand while he held his revolver in the other.

Illinois Central Wants To Purchase Another Railroad. WASHINGTON, Jan. 6.—(By Associated Press).—The Illinois Central railroad applied to the Interstate Commerce Commission today for authority to obtain control of the Gulf and Ship Island railroad by the purchase of its capital stock.



J. C. ROTLE.

PIGGLY WIGGLY QUALITY PRICE Butter Cafe Brand 43c Pineapple Fancy Sliced No. 2 Can 29c Prunes 40 to 50 Size lb. 16c Catsup SNIDER'S 14.Ounce Bottle 29c Corn ECLIPSE BRAND No. 2 Can 14c Bacon Fancy Sliced Pound 36c Swift's Buttercup Cheese, Pimento, 1/2 lb. Pkg. 21c Peas Lady Alice, Fancy Sifted No. 2 Can 19c Tomatoes Solid Pack No. 2 Can 14c Cream of Wheat Pkg. 21c Quaker Oats Small Size . 11c Large Size . 25c Hershey Coco 1/2 lb. Can 15c Coffee Your Luck, Vacuum Packed, Pound 54c Lima Beans Fancy Hand Picked, lb. 17c Grape Fruit Large Size, 3 for 25c Head Lettuce Lg. Crisp Heads 10c Royal BAKING POWDER 6 Ounces . 25c 12 Ounces . 48c Salmon Libby's Fancy Red No. 1 Tall Can 29c Dates Fancy Bulk 2 Lbs. 25c Spinach Fancy Pack, No. 2 1/2 Can 24c

Weather Important Factor. The weather played a prominent part in the ups and downs of many lines of endeavor during the year. It helped wheat and cotton but it hurt corn, fruit, livestock and some other products. It also served to delay or check entirely buying of certain reasonable goods in the dry goods, clothing and textile industries. Some sections had too much rain and some too little. The spring and early summer were cold and the fall was warm. Some of the delayed demands were filled later but a part of them were blotted out entirely, with distinct effect on retail trade.

Activity After Election. It was a presidential year and few realized what a detour effect this had had on commerce and industry until election was over. The day after the ballots were cast, business took on a new lease of life. Orders which had been held up for months, were placed by wire. Shipments on old contracts, which had been held back, were released. Advertising campaigns, which might have been abandoned or curtailed, were put into action. Mills and factories speeded up output and raw material men took steps to improve production.

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Women's Pure Silk Hosiery Odds and broken lines of women's Pure Thread Silk Hosiery, fancy drop-stitch and embroidered \$1.00

Men's Wool Hose 4 pairs for \$1.00 Men's Cotton Hose 10 pairs for \$1.00 Men's Heather Hose 5 pairs for \$1.00 Men's Work Gloves 4 pairs for \$1.00 Men's Flannel Shirts at only \$1.00

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SMASHING BLOW At Prices On a Great Group of Women's Suits, Coats and Dresses for Wednesday Only \$10.00

Boys' Blouses, 2 for \$1.00 Boys' Overall, at \$1.00 Boys' Play Suits, at \$1.00 Boys' Wool Sweaters A rare value in boys' all wool sweaters, offered at \$1.00

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