

FUR TRADE MADE AMERICA

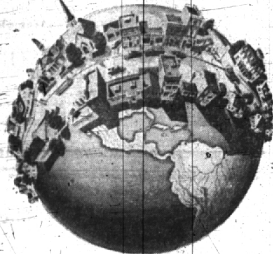
America was explored and opened up by the Early fur traders, and furs were used as money in World Trade.

Fine furs are still the World's choice for beauty and warmth.

Dimas Furs

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BIRMINGHAM, MICH.

BIRMINGHAM THEATRE BLDG. PHONE 3040



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During the war, when the Philippines and East Indies were ravaged by battle, America's sources of Quinine were cut off. Doctors and pharmacists did their best with the limited supply on hand, just as they contended with other shortages of vital drugs from all parts of the world.

Today, Quinine and other products the community needs are again available... thanks to WORLD TRADE. We're not likely to forget, here at Mills Pharmacy, how important that is to the life of our community. We can serve you better because "neighbors" thousands of miles away can again pass the quinine—and countless other products—over international trade routes.

Phone 4522

MILLS PHARMACY

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TOM MILLS, Proprietor

Reciprocal Trade Agreements Assist Michigan Industries

After reciprocal trade agreements affecting machinery had been worked out with 24 countries, exports of machinery from the United States rose from an average value of \$149,900,000 in the period 1931-35 to \$384,200,000 in 1938, or more than doubled.

Fifty-five thousand people were employed in the manufacture of machinery other than electrical in the state of Michigan in 1939 and their wages and salaries amounted to almost \$98 million in that single year. The value of their output in 1938 was over \$278 million.

The increase in export of machinery benefited directly the iron and steel industry in Michigan which employed 85,000 persons and paid more than \$100 million in salaries in 1939, a year when the value of its production was over \$542 million.

Also benefited were Michigan's iron mines which produced ore valued at more than \$29 million in 1939. Iron mines paid more than nine million dollars in wages and salaries that year. The United States exports very little iron ore, using it for its own iron and steel and manufactured goods which account for a very large proportion of the country's total export trade.

Oat Farmers Benefit Through Trade Pacts

More than 99,000 Michigan farms on which oats are grown benefited through reciprocal trade agreements affecting oats and oat products. U. S. exports of oats rose from \$1,663,000 in 1933, the year before agreements were arrived at, to \$4,306,000 after they had been in effect four years.

Canada, Mexico and Cuba made concessions on the entry of the grain and its products. Cuba, Brazil, Peru and the United Kingdom reduced their duties on oat flour and 16 countries made concessions on rolled oats and oatmeal.

For that article you need, try the Miscellaneous columns of the Classified Ads.

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Can't Produce Auto Unless Many Import Items Are Used

The vast automotive industry of Michigan is not only one of the leading exporting industries of the United States but is also one of the heavy importers. It is vitally concerned with world trade. The industry employs about four times as many persons as any other enterprise in Michigan and in 1939 its output was valued at more than 50 percent of the total value of everything manufactured in Michigan.

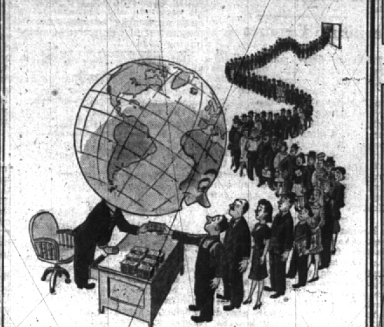
In 1938, when the industry was operating under peace-time conditions, its exports were more than 14 percent of its total production and valued at \$270 million. Into the production of these goods went at least ten important raw materials which the United States imports. Seven of the ten materials were not dutiable. Three were subject to tariff, manganese, tungsten and nickel.

Automotive Uses
The automotive industry uses enormous quantities of raw materials. The Automobile Manufacturers' Association estimates that in 1939 it accounted for 68 percent of the total United States consumption of upholstery leather, 54 percent of the malleable iron, 54 percent of the lead, 25 percent of the nickel, 18 percent of the steel, 14 percent of the gray iron, almost 14 percent of the copper, 12 percent of the zinc, 11 percent of the tin and almost 10 percent of the aluminum.

Obviously the demand for automobiles and automotive industry products has a direct bearing on the buying power of the many thousands of persons employed in producing these raw materials and an even more direct effect on the buying power of people of Michigan and particularly those in the Detroit area. Before the war Detroit produced more goods for export than any other city in the country and there is no reason to think that it will not do so again.

Canadian Imports Jump
Trade agreements arrived at with 23 countries contain concessions which benefit directly those engaged in the manufacture of automotive products and indirectly benefit workers in industries which supply raw products. Under trade agreements such large markets as Canada, Belgium, France and Mexico made considerable concessions which substantially benefited the automobile industry. Three years after the agreements became effective Canadian imports jumped from less than two to nine million dollars, to cite only one example.

The automobile industry has a notably high wage standard which is able to maintain because it is an efficient industry. Despite high wages it can produce goods more cheaply than they can be made abroad. Barriers have been raised against American automobiles in many countries for this reason and trade agreements become of particular importance to obtain foreign markets.



Part of Every Dollar You Get Comes From World Trade!

World trade is an old, familiar story to the D. J. Healy Shops. The late D. J. Healy, founder of this business, made many personal trips to Europe in search of goods to sell in his shops. Eventually he founded buying offices in France and England to expedite the shipment of merchandise.

World War II interrupted this procedure, but lately it has been resumed. Rare and beautiful jewelry, choice linens and art objects are now being imported by Healy's from Europe and the Orient.

D. J. Healy SHOPS
WABEEK BUILDING

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For centuries silver has been the medium of exchange for WORLD TRADE. While sterling silver has been used for the World's most loved heirlooms.

The Virginia, the Danish and the Hebrigs are three Heilston Sterling patterns we are proud to show.

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United Nations Blend Peacefully

WHEN WE BAKE A CAKE

Smooth chocolate from the Dutch East Indies
Flour from the U. S. A.
Nuts from Brazil
Coconuts from the South Seas.

Stir, Blend and Bake and You Have Harmony Among Nations and a

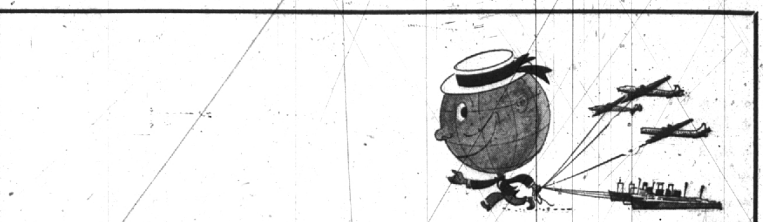
CAKE FIT FOR A QUEEN

That's world trade and it works two ways. For when we buy coffee or cocoa, Brazil and the East Indies can buy tires and automobiles from Michigan.

Part of Every Dollar We Get Comes From World Trade

MACHUS BAKERY

160 WEST MAPLE PHONE 498



Birmingham's Our Part of the World

Birmingham's our town — our part of the world. To it and through it flow the cocoa and the coffee, the medicines and metals, the pepper and the precious woods from all corners of the globe. Here we enjoy some of the fruits of our productive country that are so desperately needed by war-torn nations. Our town, like all others in America, profits from the steady flow of all kinds of things, to us and from us. Sure, Birmingham's OUR part of the world — but it's yet a PART of the world. And each of us is better off for that.

PART OF EVERY BIRMINGHAM DOLLAR COMES FROM WORLD TRADE!



Leonard's
162 W. MAPLE

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Lewis B. Sappington
Lewis B. Sappington, long-time resident of Birmingham, who will be moderator of the program, brings a merchandiser's and dairy farmer's viewpoint to the task. He is a general manager of the J. L. Hudson Company of Detroit and the owner-operator of a dairy near Sango, Macomb County, an interest abraded by his wife who is a member of the Birmingham School Board. Sappington was educated at the University of California and the School of Business Administration at Columbia University. Immediately upon graduation from the latter school, he went to New Haven, Conn., as sales promotion manager for the Winchester Company. From there he came to Detroit and J. L. Hudson's in 1920.

Because World War II created vast changes in Michigan's productive facilities and changed the character of the United States trade with many countries, figures and statistics used on these World Trade pages have been taken for the most part from the pre-war period, 1938-39. Sources used are the Census of Manufactures and Census of Agriculture, the U. S. Department of Commerce and the U. S. Department of State.