

pany Division of the International Business Machines Corp. The combined assets of the two businesses approximate \$10,000,000, it is reported. The Dayton Scale Co. is a pioneer in the development of automatic computing scales. The Hobart Mfg. Co. is one of the largest manufacturers of food preparing machinery, including coffee mills for retail stores. The manufacturing plants at both Dayton and Troy will continue their separate operations although the facilities of the two establishments will be co-ordinated as much as possible for increased efficiency.—N. D.

ROASTER'S SALESMEN USE NOVEL DEVICE IN COFFEE SELLING

L. B. Wall, Branch Manager of Seven-Day Vacuum Coffee, packed by Arbuckle Bros., New York, is using a novel device to help increase the sales of this brand.



Coffee Production Scenes Shown in Camera Device on Can

It consists of a machine like a small camera, which is attached to the top of a Seven-Day can. When you pick up the can and look into it, you find yourself gazing right into the machine, which flashes before your eyes a series of pictures illustrating every step in the production of Seven-Day Coffee.

These pictures, which were taken by Lieutenant Earl Rossman, flying photographer, were taken with a new kind of camera which gives the illusion real depth, so that every scene is as realistic as if the figures were literally right before your eyes. Mr. Wall is equipping every Seven-Day salesman with one of the devices, and expects to stage demonstrations to the public at the retailer's own counter.

HILLS BROS. IN NEW YORK MARKET

Hills Bros., coffee roasters, with headquarters in San Francisco, have placed their coffee in about two hundred grocery stores in New York City, according to a statement by E. N. Fitzsimmons, New York Sales Manager. The concern is reported to be delivering a half-pound sample to each customer on the grocer's list, the merchant in return displaying and pushing the brand. When Hills Bros. invaded Chicago territory a few years ago, the concern distributed 500,000 half-pound samples within a few months. As soon as distribution developed, intensive newspaper advertising was used. No advertising will be done in New York, however, it is announced, until there is complete sales coverage.

DENVER NEWS NOTES

Special Correspondence

DENVER, June 5, 1934.—G. M. Skinker of the Morey Mercantile Co. made a business trip to St. Louis the middle of May.

The following Colorado roasters are planning to attend the convention in Chicago but are hoping Old Sol doesn't get too enthused about his work and send the thermometer to too high a degree. G. M. Skinker of the Morey Merc. Co., W. J. Spray, Spray Coffee & Spice Co., Edward McKeon, W. S. Sanderson & Bro., J. G. Dern, Dern Co., Colorado Springs, W. J. H. Doran, Doran Coffee Roasting Co., and F. Tupper Smith of Smith Bros., Brokerage Co.

Friends will be sorry to learn of the death of the mother of Edward McAlister of W. S. Sanderson & Bro. Mr. McAlister accompanied the body to Albany, Miss., for burial.—S. B.

GROCERS CONVENE IN CHICAGO

The National Association of Retail Grocers and the National-American Wholesale Grocers Assn. will hold their annual meetings at Chicago, the week of June 18th. According to preliminary estimates the meetings should be unusually well attended. The retailers have chartered a "convention special" train leaving New York City on June 16th.

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