

TOWN AND COUNTY NEWS

GOLF CLUB NOTES

Privileges of Club Extended to College Students

At their regular monthly meeting, which was held last Friday evening, the directors of the Sunset Country Club decided to extend the privileges of the golf course and club house to all the Sumter young ladies and young gentlemen who attend colleges and are home for the holidays.

The directors also decided to make Tuesday, the twenty-sixth, an open day at the club, and all the people of Sumter and the county are invited to use the links and the house that day.

The directors found lots of matters to discuss at their last meeting, many matters of interest and importance coming up for consideration.

After a lengthy sitting the directors adjourned to meet again at six Friday evening, the 29th of this month, at the Chamber of Commerce.

Williams-Bradford.

A quiet but impressive wedding took place Thursday afternoon at 4 o'clock when Miss Janet Williams became the bride of Mr. Pelham Bradford.

The ceremony was solemnized at the home of the bride's parents, Mr. and Mrs. J. Williams, 410 West Hampton Ave. On account of illness in the family, only the nearest relatives of the contracting parties were present.

The strains of Lohengrin's Wedding March, played by Mrs. James Shaw, the bridal party descended the stairs. The first to enter was little Maudie Minter Turner as ring bearer.

She was dressed in white imported organdie trimmed in pink satin rose buds. The skirt was made in petals edged with hemstitching and lace.

Around her hair she wore a bandeau of pink tulle and pink satin rose buds. She carried the ring on a pink satin pillow.

Then came the groom with his best man, Mr. Marion Myers. The bride descended the stairs on the arm of her father, who gave her in marriage.

She was never lovelier than when she met the groom. She wore a handsomely embroidered coat suit of midnight blue pointed tulle with gray accessories and carried an armful of pink carnations and ferns.

The impressive ring ceremony was pronounced by Rev. Thayer, pastor of First Baptist church. After the ceremony, delicious cakes and pink and white blocked ice cream and mints were served.

The happy young couple left immediately for interesting points in Florida. After their return they will make their home near Sumter where Mr. Bradford is a prosperous planter.

Mrs. Bradford is a pretty and charming woman. For a number of years she has been a member of the faculty of the city schools. The many friends of this young couple wish for them much happiness.

Cain-Bowman.

Mr. D. J. Cain and Miss Mollie Bowman were very quietly married in Asheville on Thursday, the 21st at 6 o'clock p. m.

Miss Bowman has been teaching in Asheville at St. Genevieve of the Pines for the past several months. She is a graduate of that school. Mr. Cain, for the last four years has been assistant cashier of the National Bank of South Carolina.

Immediately following the ceremony they left for Atlanta and other parts for a trip of several days. They will return to Sumter just after the Christmas holidays to their home on West Calhoun St.

Miss Bowman and Mr. Cain are very popular members of the younger set in Sumter, and their host of friends extend to them their most hearty best wishes.

Death.

Mrs. J. T. Bagnal died at her home No. 19 Levi street at 3 o'clock Saturday morning after a few hours illness, aged sixty years. She is survived by her husband, four daughters, Miss Lizzie Bagnal, Miss Angie Bagnal, Mrs. A. L. Hodge and Mrs. W. C. King, Jr., and two sons, H. S. Bagnal, all of Sumter, and Joseph Bagnal of Camp Bragg, N. C.

The funeral services will be held from the residence, 19 Levi street at 3 o'clock Sunday afternoon.

Marriage Licenses

White: Junius K. Baker of Lynchburg and Hazel Knopf of Fairfax. R. S. Stokes of Sumter and Lucretia Johnson of Bishopville, Colored.

Moses Chestnut and Mary James of Wedgefield. W. E. Diggs of Staburg and Mary M. Hill of Providence. Sammie Marshall and Florence Carolina of Mayesville.

Fred Scott, Jr., and Sarah Sumter of Wedgefield. James Johnson and Francis Cabagastak of Oswego. Sidney McClary and Maggie Baldwin of Sumter.

David Hudson and Mary Muldrow of Mayesville. Mexican fans beat up a player for hitting an umpire, showing Mexicans know nothing about baseball.

Santa Claus Party

Employees of Palmetto and Fidelity Insurance Companies Entertain Forty Children

That there is infinitely more pleasure in giving than receiving was beautifully exemplified Thursday afternoon when the employees of the Palmetto Fire Insurance company and the Fidelity Fire Insurance Company were hosts at a Santa Claus party and entertainment given for the benefit of more than forty of the city's little girls and boys whom Santa Claus, due to the rush of holiday business might have overlooked.

The companies' spacious club rooms at No. 125 S. Harvin St., were beautifully decorated in true Christmas style and a large Christmas tree stood majestically in the west end of the large halls. From the soft lights to the gold and silver tinsel there radiated an atmosphere of welcome and each and every employee as well as several of the officials of the companies, entered heartily into the spirit of the occasion.

Through the courtesy of those who own automobiles the bright eyed, light hearted little guests were assembled promptly at 5:15 o'clock. With hearts full of joy and happiness, that freedom from care that only a child can know, they were entertained for half an hour with games, stories and recitations over which, Miss Dorita Moise presided in her usual charming manner.

At 5:45 o'clock the tinkle of sleigh bells was heard in the vicinity of the roof and simultaneously it was announced that Santa had kept his appointment. Eager faces were turned toward the large fireplace where the logs, resting on old fashioned andirons were aglow with that cheerfulness without which Xmas would seem incomplete.

The sleigh bells ceased tinkling, the reindeer, stood still, as Santa in all his glory descended the long chimney and emerged from the fireplace. Then came the happiest moments of the evening, when Santa Claus called the name of and presented to each of the guests appropriate gifts, including dolls, doll carriages, candy, books, toys, fruits, nuts and horns.

At 6:30 each child was promptly returned to his or her home and it is a question as to who were the happier—those who were entertained or those who availed themselves of the opportunity of assisting Santa Claus to bring happiness to the hearts and lives of little children at Christmas time.

Additional Christmas Contributions

The following subscriptions to the Christmas fund have been reported since the subscriptions were last published:

10th grade High school -- \$6.00
Jr. Order U. A. M. 5.00
J. K. Crosswell .. 10.00
W. of W. 10.00
Schwartz Bros .. 25.00

Total .. \$56.00
Previously reported .. \$706.66

Total .. \$762.66

DR. J. R. MOTT TO SPEAK AT Y. M. C. A. CONVENTION

It is now assured that Dr. John R. Mott will speak at the annual Y. M. C. A. state convention which is to be held in Columbia on the 25th and 26th of January. Dr. Mott is one of our greatest statesmen, and many people are looking forward to hear him.

Some days ago, goods were stolen from J. M. Kohn in Mayesville. These goods were sold in Florence and Mr. Kohn went to Florence and identified the goods as his. The negroes who stole the goods gave their address as Sumter. The authorities of this city have been working for some time on this case with the aid of a man sent from Florence by the chief of police of that city to identify the robbers.

Saturday morning they were located in a house on E. Mary street and were immediately arrested. In searching them, Chief Barwick recognized Mr. Costin's pistol, which was stolen on December 11th, when his store was held up. They were carried to Mr. Costin's who identified the pistol. Mrs. Costin, who was in the store when it was held up on December 11, identified these negroes as the same that came into the store on that day. The man on which the pistol was found was identified as the man who jumped over the counter of Mr. Costin's store and took it from the wall.

The prisoners are well known to the police as old timers at this game and they feel very gratified over the arrest.

The two creameries now established cannot be operated successfully unless an adequate and continuous supply of cream is assured. To supply sufficient cream there must be five or more thousand dairy cows within shipping distance of this city. There is a lot of educational work to be done in developing the dairying industry in this section of the state and this establishment of creameries is only the first step and the easiest. Every instrumentality that can be effectively used should be actively enlisted in the campaign to transforming this section of the state into a dairying region.

Six months from now you will have no trouble with the furnace.

POSTMASTER HEIDTMAN CONFIRMED

Senate Confirms Nomination of John D. Heidtman, Postmaster at Sumter

Washington, Dec. 22.—John T. Heidtman was today confirmed by the senate as postmaster at Sumter, S. C.

Berlin People Discuss Commission

Reparations Settlement by American Business Men Pleases Germans

Berlin, Dec. 21 (By the Associated Press).—The new reparations plans with which Chancellor Cuno and his immediate advisers are engaged will not be based, it is announced, on any assumption of early active financial intervention by the United States.

The chancellor, the minister of economics, Herr Becker, have been holding a series of conferences with industrial, financial and commercial leaders and the representatives of organized labor during the past week, and while the nature of these discussions have not been disclosed it is generally assumed the government's revised program for presentation to the premiers at the Paris conference will boldly suggest that a permanent solution of the reparations problem should be arrived at and that a fixed definite sum should be named as indicating Germany's final indebtedness.

In their determination to achieve definite and final adjustment of Germany's reparations debts, Chancellor Cuno and his ministers are encouraged by the attitude of industrial and financial leaders who in a measure have made this a condition of their collaboration and by the sentiment of other quarters in favor of such procedure. They intend, if possible to get away from the "adjustment" and "re-estimate" stage.

Before this is accomplished no coordinated system of financial reform or internal remedial measures can be carried out, in the opinion of the ministers.

"We as a nation can not see daylight ahead until some definite goal is set for us," said one member of the cabinet, and he added that limited moratoriums and the "breathing spaces" granted to Germany have invariably had disastrous effects on her currency and her efforts to adjust her budgets.

Just how far the reparations proposals which Chancellor Cuno is drafting will consider outside financial relief in return for the new German officers is not indicated nor is any hint forthcoming of the nature of the guarantees or securities which Germany proposes to pledge. The chancellor, however, is reported as being more optimistic regarding the outlook for a substantial internal gold loan because of the encouragement extended to him by the industrialists and financial circles to push Germany's capacity for payments to the limit of her ability. He will look for concessions and exemptions from certain reparations conditions which have been the subject of repeated official protests.

Meanwhile the nation's internal economic situation may be said to have become worse not only with regard to the government's inability to curtail expenditures, balance budgets and check the floating debt, but also with respect to its currency inflation. The output for the first half of December exceeds 216,000,000 marks, and as the closing weeks of the year invariably show the heaviest drains on the reichbank, it is estimated at the end of the year will be far in excess of 1,000,000,000 marks. On account of the complete collapse of the holiday trade the situation in retail business is highly unfavorable.

London, Dec. 21.—Dr. Theodore Melchior, banker of Hamburg and one of Germany's delegates to the Versailles peace conference, has gone to Paris, where he will submit to the French government fresh reparations proposals, says a Central News dispatch from Berlin, quoting the Lokal Anzeiger as its authority. The proposals, the dispatch adds, will include a project for the payment of \$20,000,000,000 gold marks in a lump sum.

Million Dollar Suit Filed.

Lancaster, S. C., Dec. 22.—C. D. Jones, president of the First National Bank of Lancaster, today filed suit for one million dollars damages here against Leroy Springs, John T. Stevens, H. R. Wright and William J. Sheeter, national bank examiner, alleging a conspiracy among the defendants to ruin him financially, socially and professionally.

The bill charges that Sheeter entered into an agreement with Springs, Stevens and Wright to give confidential information about the plaintiff in his examination into the affairs of the First National Bank and that the examiner's report was false.

When the modern girl has no complexion she will make up for it. The only hunter who trails race tracks is a fortune hunter.

The fastest thing is opening a window and getting into bed before the cold air hits you.

The Standard Creamery

If the Farmers Will Do Their Part by Putting Cows on the Farms, Sumter Will Soon Be Creamery Center For South Carolina

A very important new Sumter enterprise which makes Sumter the creamery center of South Carolina will start operations on January 1st, 1923. The Standard Creamery, owned and operated by the Sumter Ice & Fuel Company, has completed the modern brick building which was constructed entirely for creamery purposes, and has installed its new and modern equipment for the manufacture of the "Gold Bond" creamery butter.

Mr. E. H. Moses, the general manager, stated that this creamery will be in the market for all of the butterfat or cream that is shipped in and will also take all pure milk on a butterfat basis. The Standard Creamery proposes to live up to its name and emblem in every transaction with the producers of butterfat and with consumers of "Gold Bond" butter.

The Sumter Ice & Fuel company has established this modern creamery with the view of making it also a community development proposition and guarantees that every farmer dealing with this concern will be given a square deal and assisted in making dairying pay on his farm.

The chief objects in the operation of this plant will be quality and sanitation and the numerous apparatus composing the equipment indicate that these two aims will be fully realized.

The large refrigerating plant, two large pasteurizing machines and cooler attachment, guarantee that nothing but healthful and absolutely clean cream and milk will be used or sold. The steam sterilizing bottle washers, the dust and fly-proof building, splendidly drained cement floors, snow white and smooth walls and ceilings, ample water supply, which together with the electric power and steam plant are owned by the Sumter Ice & Fuel Company, the big electrically driven revolving and sanitary churn, the latest improved air and dust proof milk and butter shipping cans, the cream separators, all of these stand for cleanliness, economy in handling and manufacture and great reduction of overhead expenses, which will enable this enterprise to pay the farmers the highest possible market prices and at the same time give consumers the benefit of money saved in production by reducing expenses to a very low minimum. The new creamery is at the end of East Liberty street next to the Rowland Cotton warehouses.

Mr. W. J. Seale is the bookkeeper for this enterprise and Mr. E. H. Moses, the manager, like Mr. Seale is known far and wide for their square dealings and courteous treatment of the public.

Sumter is very proud of the Standard Creamery and the opening of this latest improved creamery makes two up-to-date creameries for Sumter, and a big ice cream factory now being put in, which will give Sumter three splendid outlets for marketing of butterfat and raw milk.

Mr. Moses says the Standard Creamery can handle all of the butterfat and milk shipped from any county in South Carolina or elsewhere and that his plant will, if necessary, operate day and night shifts to accommodate the farmers in hauling the milk to it by operating factories on every farm in the shape of the dairy cow, the mothers of prosperity.

Ship your butterfat and milk to Sumter. The public is invited to inspect this new enterprise.

Meeting, K. of P.

Game Cock Lodge K. of P. had a most enthusiastic meeting on Monday night, December 18, in spite of the exceedingly bad weather. The report of the special committee was read and adopted. A great many matters of importance were brought up and acted upon.

Being the second meeting in December, the regular night for the election of officers for its ensuing year, the following officers were elected:

Geo. D. Levy, C. C.
C. C. Beck, V. C.
M. D. Werner, prelate.
R. E. Wilder, K. of R. & S.
C. J. Merrin, M. A.
J. A. Middleton, M. E.
J. C. Brown, M. W.
S. O'Quinn, I. G.
John S. Kennedy, O. G.

The special committee was not discharged, but ordered to make all arrangements for the installation of the officers in January.

Chancellor Commander-elect G. D. Levy made a most telling heart-to-heart talk to the members which was followed in shorter form by the others.

Everything points to a most prosperous year under Mr. Levy's guidance, and he was pledged the united support not only of the officers-elect, but the past chancellor and members.

Marriage Licenses.

White: Clarence S. Kent of Sumter, and Alma Shumaker of Elliott. Colored: Milton Paterson and Comilla Preston of Mayesville. Jesse Rogers and Kate Wilson of Oswego.

Nero Scott and Julia Richburg of Sumter.

Premier Hughes of Australia was stabbed with a hatpin, showing Australian women have equal rights.

They use glycerine for tears in the movies because movie stars can't think of nothing to cry about.

Money For Cotton Research

Southeastern Part of Belt Disheartened, Says Chief of Government Bureau

Washington, Dec. 21.—The Southeastern part of the cotton belt is disheartened, to an extent disorganized, in its whole cotton producing effort, Dr. William A. Taylor, chief of the bureau of plant industry of the department of agriculture, told congress in asking for increased appropriation for the work of his bureau for the coming year. The way out, Dr. Taylor said, appeared to necessitate as one important thing the concentration of production upon fewer varieties of cotton, which can be grown, ginned and marketed upon a standard quality basis, and the time is ripe for that work now.

"The increase is desired for enlargement of the cotton variety improvement work," said Dr. Taylor, "with special reference to Southeastern conditions, where at present, at least until prices began to go up, exceeding depression has existed because of boll weevil trouble, low prices and low yield. It is desired to develop at some point in the Southeastern territory a nuclear variety improvement unit for purebred production activities, somewhat comparable with that which has for some years been maintained at Greenville, Texas, where the Lone Star variety of cotton has centered, which has become a very important feature of cotton production there."

Wateree Bridge Celebration

South Carolina Good Roads Association to Participate

The South Carolina Good Roads Association is very much interested in the approaching Wateree River Bridge opening celebration according to copy of letter received at Sumter Chamber of Commerce addressed to President of Young Men's Business League of Sumter, in care of Mr. John Buck, and this association wants a place on the program.

The letter is as follows: Charleston, S. C. December 20th, 1922.

Dear Sir: I have read with much interest in the press that your organization will participate in the celebration of the opening of the Wateree River Bridge between Sumter and Richland counties which will be held some time in January.

We would like very much to take part in your program and hope that you will advise us of the date of your celebration and if a place can be provided for us on your program.

Yours for good roads everywhere in South Carolina. J. GILMORE SIMTH, President.

KANSAS GOVERNOR TO URGE ENACTMENT OF HIS PLATFORM

Topeka, Kan., Dec. 22.—In his message to the Kansas legislature which convenes January 9, Governor-elect Jonathan M. Davis will, he asserts, emphasize the main points of the party platform on which he was elected. Repeal of the Industrial Court law is one of the planks.

It was a democratic platform and the legislature is overwhelmingly republican, the house 95 to 29; the senate, 38 to 2.

Other points are: Reduction of taxes; abolishment of "many useless boards and commissions and consolidation of many others"; abolition of the State Highway Commission; place control of highway construction with boards of county commissioners; restore "home rule" to cities in regulation of its public utilities (powers now vested in the state public utilities commission); and "passage of an act creating a board of conciliation and mediation with full power to investigate, advise and recommend and give all said facts, advice and recommendations to the public."

Announcement by the State Tax Commission that it favors a state income tax and will have a bill introduced in the legislature, has created much interest. Other important measures in sight are:

List of child welfare laws prepared by a commission appointed by the state; revised edition of the Statutes of Kansas; establishment of state grain warehouses; establishment of farm marketing bureau; codification and revision of state school laws; adoption of state highway system to be constructed by the state and financed by \$60,000,000 bond issue defrayed by automobile license revenue; reclassification of property for taxation; revision downward of salaries of state officials. The legislature is obligated through adoption of the soldier bonus amendment last election, to vote \$25,000,000 bonds to repay this compensation—\$1 a day for each day in service.

Investigation of Freight Rates

Columbia, Dec. 23.—FitzWilliam McMaster Woodrow, examiner for the Interstate Commerce Commission, has been conducting the hearing in Columbia of the case brought by South Carolina Produce Association of Meggett's and the Beaufort County Truck Growers Association, against some fifty railroads in the matter of freight rates on truck from the coastal region of the state to northern markets, plans to spend the Christmas holidays in this city with relatives. Mr. Woodrow is a cousin of Woodrow Wilson, former president.

LOOKOUT MOUNTAIN POTATOES

Crops That Require Less Labor For Their Cultivation

(N. L. Willet in Augusta Chronicle) The cotton crop of this year which amounted to less than ten million bales is the second smallest one in twenty years. There was a good deal of brave talk along last spring as concerning a twelve to thirteen million bale crop. As regards 1923 I cannot see a bigger crop for that year than we have this year, that is if a section within five hundred miles radius of Augusta is an index of the country. I am wondering indeed, if this above section will not be twenty per cent short-handed in the coming year. There is no doubt that in some of our counties seventy-five per cent of the labor is off the farm and has either migrated north or is working in home saw mill work. This negro exodus is not nearly so bad along the coast as it is in the Piedmont and sub-Piedmont where the people are, as I may say, cotton sick. The hilly red lands are looking for a crop to take the place of a cotton crop and a crop that will require less labor than the cotton crop. The cotton industry requires a great deal of labor. In the middle west the farmer gets along with one-half or even perhaps one-third of the labor that we use here in this country.

A Carload. Last year I induced a friend of mine up in the red hills to grow Lookout Mountain potatoes. He grew a crop more easily in his life. The crop should turn out from a hundred to a hundred and twenty-five bushels per acre. He used two hundred pounds of 9-3-3 per acre. These potatoes are a different type wholly from spring planted potatoes and do not sprout until late in June. They keep thoroughly sound throughout the fall and winter and without shrinking until May time and they are better eaten in the fall and winter than any other known potato. There will be plenty of demand for this seed stock this next spring. My friend is going to bank them like sweet potatoes.

A Carolina Expert. Another man was in my office a few days ago who has been for years a leading grower and authority on this potato. He says that the northern part of Carolina and of Georgia should grow the eating potato stock for these two states for fall and winter use and which would thus keep out the importation of western eating potatoes. He says that this is the logical thing to take place here but that there are two handicaps; first, the native potato grower will not sort his potatoes and pack them rightly; and second, he says that the wholesale potato men are hard to turn away from the western product and that they will pay twenty-five cents a bushel more for Michigan and Wisconsin and Colorado potatoes than they will for this home grown product—even though the home grown may be more tasty.

Keeping. There is no difficulty about keeping the Lookout Mountain potato so long as you remember that you must keep it away from frost and keep it away from light. Let it keep all the moisture, however, that can possibly obtain. Usually dark cellars are used and long crates, about two feet wide, are the usual receptacles for taking care of them. They, of course, must be watched in cold weather but there is nothing difficult I repeat, about keeping these potatoes, provided one remembers that they are liable (like all potatoes) to damage through frost and light. These potatoes seem to be indicated for the hilly semi-mountainous country. They do not seem to do so well in the coastal plain.

Indicated. I have seen enough of this Lookout Mountain industry during the past fifteen years up in the red hills to know that there is the makings of a great industry for the red hills in this potato. For several years, however, the growers need not be concerned about his product going into the food store, for the demand as a seed matter for several years will certainly take up all available supplies and when a surplus above seed is made I feel sure that the farmer will grade correctly and that the eating potato seller will have quite superabundance enough to take on this quite superfluous home matter. The point I am trying to make, however, is that the cottonless red hills have an available crop and a cash crop in place of cotton and that it is a crop that will require less farm hands than the cotton crop requires.

N. L. W.

Sumter County Permapent Road Commission held a special meeting yesterday to hear delegations from the Wedgefield, Paxville and Caseway sections relative to the routes for building hard surfaced roads in their respective sections.

Quite a number of parties from the different townships were present, and logical arguments in favor of several different routes were presented to the Commission. The Board is exceedingly anxious to construct these roads where they will best serve the greatest number of parties, and decided before letting any contracts they would personally inspect the different routes in a body and consider these matters from every angle at their next regular meeting, which will be held on Thursday, January 4, 1923.

After raising Cain about turkey prices remember that a Christmas goose costs a week's pay in Berlin.

PROFIT FROM ADVERTISING

How California by Progressive Advertising Enormously Increased the Demand For Many of Its Products. A Lesson of Value to All Business Men

Widely known as is the value of advertising certain facts about it are not as generally understood and appreciated as they should be among those of the men most intimately concerned with it either as buyers or sellers of publicity. It was at a recent meeting of advertising men in New York City that Frank E. Fehlman, of the New York office of the Lord & Thomas advertising agency, told his auditors that broad advertising of industries or products is primarily a banker's proposition, and that if sufficient and dependable information is put before a banker so that he can consider and weigh possibilities, he is usually responsive and will back a campaign to advertise products and their distribution.

After the speechmaking, some exceedingly valuable and interesting data from the firm was distributed to the gathering showing the great advances which had been made in the California fruit industry in consequence of carefully planned and wisely executed advertising work extending over a number of years. The data showed that in the year 1907, when advertising of California oranges was begun, the shipments amounted to about 10,296,000 boxes each year for the season ended October 31; the shipments had averaged about that for two or three years, excepting in 1906 when, owing to unfavorable growing conditions—shipments declined to less than 9,000,000 boxes.

In 1908 the shipments mounted nearly half a million of boxes owing to advertising and in 1909 they exceeded 13,400,000 boxes. Since then there has been year after year, a generally upward movement in the number of boxes shipped, excepting notably in 1913 when there was a freeze, and in 1918 when a heat wave damaged the crop, although there were other years when there was some sagging backward, but the general movement was upward, the high water mark of over 22,100,000 boxes being reached in 1921.

It is shown that the growth of shipments was due to increasing demand for oranges and orange products. For instance, when the men engaged in citrus fruit raising wanted to increase the use of orangeade and lemonade as beverages, they found that the soda water trade was unwilling to cooperate because of the additional trouble it would occasion, so the fruit men perfected and manufactured electrical devices to quickly press out orange juice and lemon juice in plain view of customers, making it easy for the soda water trade to sell them and also showing that the juices were pure and real. More than 4000 of the machines were sold during the last six months at a cost of \$50 each, and now the industry is in position to advertise orangeade and lemonade extensively and thus influence the public consumption of them.

A similar campaign to popularize the use of raisins was also adopted and carried out. Nine years ago, in 1913, the production of California raisins was about 132,000,000 pounds and consumption of them about 110,000,000 pounds, leaving a surplus of 22,000,000 pounds. Then the raisin growers and others interested in marketing the crop, through their association began to advertise the use of raisins for raisin bread and pies, putting on the market a new package for bakers, so that they were persuaded to produce more and more of such commodities, and within a very few years a big business was built up in connection with extensive publicity through magazines and newspapers, 40,000,000 more pounds of raisins being sold wiping out the surplus and adding 18,000,000 pounds of new trade. Thus in 1917 there were produced in California 326,000,000 pounds of raisins, all of which were sold and there was thus no carry over, this great change having been accomplished in only four years. The greatest year in raisin production was 1919 when 365,000,000 pounds were raised and sold, the consumption of raisins being increased from 1.1 pounds per capita in 1913 to 3.41 pounds in 1919. In 1920 the crop was 347,000,000 pounds, all being sold. It is further observed that within five weeks after a 5-cent package of raisins was marketed orders were received for 333,000,000 such packages valued at retail at \$16,500,000. By this means alone 32,000,000 pounds of raisins were sold. The walnut trade has also been greatly increased by advertising along similar lines. In 1907 the consumption of walnuts in this country was something over 37,000,000 pounds of which California supplied 14,000,000 pounds. Advertising was begun in 1915 when the consumption reached 50,000,000 pounds from which point it has grown to more than 87,000,000 pounds in 1921, with an additional 4,600,000 pounds supplied by California.

The California lemon industry has also profited greatly by like judicious and popular advertising methods, winning a larger share of the domestic business for its fruit. Eighteen years ago, it is stated, three fourths of the lemons used in this country came from Italy and Sicily, California supplying one fourth. In 1921 California had very nearly 75 per cent of the business although foreign grown lemons came in at a lower price. Advertising was begun in 1915.

Again, the California Fruit Growers Exchange has pursued an advertising policy which has resulted

Explosives For Farmers and the Road Builders

Government Offers Large Supply at a Nominal Price

Washington, Dec. 21.—Farmers and road builders of the south are being given a special opportunity by the Bureau of Public Roads, department of agriculture, to obtain large quantities of high explosives at this time. These explosives, which are surplus war material, consist of picric acid in cartridge form, and the only expense to the farmer and road builder is the cost of carting, distribution and freight.

The southern farmer and road builder will never have such a chance again, it is believed in Washington, to clear lands of stumps, open irrigation ditches and canals, and blast out rock and build highways with such small expense for the highest grade of explosives. Certainly no such opportunity is expected to come again during the lifetime of the present generation as no big war in which the United States might be involved is looked for and it is not believed that the government will ever again have such a large stock of surplus war explosives on hand.

Farmers and road builders who want the explosives, it is stated, should address inquiries to the bureau of public roads, department of agriculture, Washington. Congress having passed a law that the department should turn the explosives over to the department of agriculture for distribution to the states, at merely the cost of carting, distribution and freight. The south has many thousands of acres of stump lands which could be cleared with these explosives, particularly in Mississippi, North Carolina, South Carolina, and Louisiana. The state highway commissions and other road builders have used the government's picric acid with great success, but the farmers have not taken full advantage of their opportunities to get the explosives, and it is believed in Washington that they should do so. Mississippi has used more than 1,000,000 pounds of surplus war explosives on highway work alone. The state of Georgia has used 500,000 pounds of these explosives and the states of South Carolina and Florida have also used large quantities, but there remains a considerable quantity available, both for the use of the farmers and for the use of the highway builders.

The picric acid, the Bureau of Public Roads states, is the safest of all explosives to use, and is equal