

THE CHRISTMAS TRADE WAS BEST IN YEARS

Depleted show windows, upheaved stock and tired salespeople tell the tale of the biggest Christmas business the merchants of Columbia have ever had. Not only was the volume of business increased but the grade of merchandise bought was usually of the best. People were easily pleased and there was little bargaining and delay. There was a continual coming in and going out in the stores, and the trade was easily handled, according to merchants.

"We have had at least a 60 percent increase in business this Christmas," said I. A. Barth of Victor Barth Clothing Co. "The people bought good merchandise and they bought liberally."

"The volume of business done this Christmas was beyond any expectation," said W. C. Knight of the Drug Shop. "It is one of the biggest Christmas trade seasons we have ever enjoyed and there was an increase of at least 40 percent in the business. The buying was snappy and the trade seemed to know what they wanted. The sales were quick and free from pricing and bickering."

F. A. Henninger of Henninger's Jewelry store said that not only was the volume of business better this year than last, but that the grade of merchandise bought was better and most of the trade was cash.

"The people seemed to know what they wanted when they entered the store and bought liberally. We thought the increased cost of living would affect the amount of buying, but it seems the only affect it has had is to cause a more thoughtfully buying and the buying of practical gifts. Our business this year is far ahead of our expectations," is the report of the Strawn-Neate Dry Goods Store.

"Our business has been rushed this Christmas season," said Harry Broadhead of Sykes and Broadhead. "We have not time to compare this year's business with last year's. The buying has been toward useful gifts such as overcoats and raincoats."

"This has been an unusual good season. The trade was easily handled

as they seemed to know what they wanted to buy," says Peck's Drug Store.

"We have had a good business this year," says R. E. Renie of Renie Hardware Co. "Although there has been an increase of 20 to 50 percent on almost all merchandise, yet a better grade of goods was bought than that bought last year."

C. H. Thomas of Newman's says this is the best Christmas they have ever had. Useful and lasting gifts were what trade demanded and they sold an unusual number of electric washing machines and gas ranges.

"The shoe business this year was very good and larger than last year," said C. B. Miller. "There would have been a larger increase had the weather been less mild."

"The weather this Christmas season has affected the shoe trade, but altogether it has been very satisfactory," said E. G. Levy of the Levy Shoe Store.

"Although the weather is not favorable for the shoe business, we have found it much better than last season," said E. G. Guitar. "The demand was for high grade shoes."

"The people are spending more money this year than they did last year," says Jimmie Moscov. "The amount of the purchase is larger. The sales on Christmas candy were very good."

Campbell and Alexander say they sold more high priced articles this year than ever before, and the Missouri Store also reports that this has been one of the best holiday seasons it has ever had.

The grocers and butchers as well as the merchants are enjoying a wonderful Christmas business, and there seems to be no disappointments anywhere. The postoffice and express companies have their share of the trade and the delivery service had not enough time to spare to give a report.

Advertising is one of the best barometers of trade, and the local Christmas advertising in the Daily Missourian shows an increase of almost 12 percent over last year's.

INTEREST IN LIBRARY DEVELOPED BY BOOKS

Miss Leila B. Willis, Public Librarian, Says Desire To "Make Things" Results.

FACILITIES ARE POOR

Plans For Campaign To Interest Columbians in Building Are Made.

There is one thing, at least, that Miss Leila B. Willis, Librarian of the Columbia Public Library, is convinced a new library would do for Columbia. She speaks from years of experience when she says it would develop a wider interest of children in industry. For even with the present narrow facilities the boys evince a much stronger interest in the books that tell how to "make things" than any other kind. Likewise, the books on making gifts are the most popular with the girls.

One small boy, after struggling out of the door with an armful of books—one for each member of the family—told how he made an airship after reading "The Boy's Aeroplane." But, since it broke from hitting the wall in its flight, he is going to try one now with six propellers—"one on each side and four in the back," he stoutly affirms.

All the boys, Miss Willis says, are interested in electricity and mechanics. The boys are glad, she says, because the Elks Club has promised to have Popular Mechanics sent to them.

Another thing the new library, for which the Tuesday Club and other organizations are working, would make possible, is the displaying of the books that are approved by the Library Commission of the Boy Scouts of America in New York. According to Miss Willis, book manufacturers formerly used the Boy Scout stamp on anything they thought the boys would read, but this is now unlawful. Lists of approved books for both boys and girls are sent by the American Library Association in Chicago.

The library now has books for children on language, science, useful arts, fine arts, literature, history, travel and fiction, and would have many more if there were any way of meeting the expense.

Not only do children come to the library. Elderly women, who tell how much they like to read, and young women, too busy themselves, send little sisters for Thomas Hardy's novels.

Miss Willis is communicating with Miss Elizabeth B. Wales, secretary of the Library Commission of Jefferson City, about plans for a campaign wherewith to interest the people of Columbia in a library.

Columbia's Largest Cheese.

What is left of the largest cheese ever known to have been in Columbia is now at Richard's Meat Market. It is a mild cream cheese and weighed 520 pounds. It measured eighty-nine inches in circumference and was "made to order" by a Chicago firm. It was cut two days ago and the greater portion has already been sold.

SOCIETY NOTES

By the number of marriage licenses issued this week and the weddings that have taken place or are to take place soon, one would think that Cupid and Santa Claus have formed a trust to ensnare Columbia's young folk during Christmas. Rivaling these wedding celebrations have been the parties given for the number of Columbia girls and boys who have returned from boarding school and college or from teaching in high schools.

For "Last Minute" Buyers

Here is the logical store for the "last minute" selections! We have a wonderful stock of appropriate gifts of every description.

Open Christmas Morning
CAMPBELL & ALEXANDER
920 Broadway

Open Christmas

The Gift you forgot to give is here.

Our wonderful stock is overflowing with appropriate gifts—gifts of true merit and artistic worth—and all offered at the lowest possible prices.

Joe Janousek's Art Shop
Virginia Building

to spend the holidays with their parents. Columbia's younger set of high school students and University freshmen have been especially busy with a round of informal dances.

Mrs. W. S. Dorsey gave a Christmas dance Friday night in honor of her son, James Dorsey. The guests were Misses Frances, Jean and Elizabeth Bright, Dorothy and Catherine Mumford, Elizabeth Niedermeyer, Helen Shie, Elizabeth Spencer, Winifred Dygart, Mary Banks, Virginia Hickman, Frances Gray, Helen Mitchell, Frances Hunt, Dorothy Clark, Elizabeth Estes, Peirce Niedermeyer, Ernest Mitchell, Rex Sinnock, Philip Stephens, Overton Robnett, Garland Conley, Benjamin Shore, Cuthbert Stephenson, Richard Spencer, Estill Guitar, Clifford Brown, James and William Taylor, Laurence Stewart, Woodson Moss, Jr., John Dalton and J. B. Herndon.

Mr. and Mrs. W. Fuqua of Monroe City are visiting Mrs. Dorsey. Mrs. Fuqua was formerly Miss Margaret Dorsey.

Prof. and Mrs. C. K. Burdick of Ithaca, N. Y., are visiting Prof. and Mrs. O. D. Kellogg at their home on Thilly avenue. Professor Burdick is a member of the faculty of the School of Law of Cornell University. He was formerly in the faculty of the School of Law of the University of Missouri. Sunday afternoon Professor and Mrs. Kellogg will entertain informally for them, and Tuesday night Dean and Mrs. Walter Miller will give a dinner party for them.

A dance was given last night by some of Columbia's young people at the home of Mr. and Mrs. F. W. Niedermeyer.

Miss Jessie Cook of Jefferson City is the guest of her sister, Mrs. Charles Digges.

Mr. and Mrs. Clarkson Rollins of Grand Haven, Mich., will spend a few days in Columbia this week with Miss Margaret Rollins on their way to Pasadena, Cal., where they will remain for the winter.

Mr. and Mrs. William Ashley Gray and two children of St. Louis are in Columbia visiting Mrs. Gray's parents, Mr. and Mrs. E. W. Stephens. A family Christmas dinner will be given for them tomorrow.

Among the town girls who have been away from home teaching this winter, now visiting their parents for the holidays are Miss Katherine Jones, daughter of Dean and Mrs. J. C. Jones, who has been teaching in Louisiana; Miss Abbie Elwang, daughter of Rev. W. W. Elwang, who has been teaching in Mexico; Miss Adeline Jesse, daughter of Dr. and Mrs. R. H. Jesse, who has also been teaching at Mexico, and Miss Helen Williams, daughter of Dean and Mrs. Walter Williams.

A Columbia wedding of interest is that of Miss Mary Elizabeth Quayle and First Lieutenant Omar Nelson Bradley, which will take place here December 28. Miss Quayle was graduated from the School of Education of the University last spring. She is a member of the Kappa Alpha Theta

fraternity. Mr. Bradley is a West Point graduate, of the class of 1915. He won his "A" there in football and baseball and a medal for sharp shooting. He is now stationed at Yuma, Ariz., with the 14th infantry. After the wedding the bride and bride-groom will go to San Diego, Cal., and be at home in Yuma after January 20.

The "Gang" will give a dance tomorrow night at the Beta Theta Pi house. Mr. and Mrs. F. W. Niedermeyer, Mrs. E. L. Mitchell, Mr. and Mrs. J. L. Stephens, Mr. and Mrs. H. J. Waters, and Mr. and Mrs. Warren Fuqua will be the chaperons. The "Gang" is an organization of town boys: Cuthbert Stephenson, Lawrence Dorsey, Roy Sinnock, Antonio Davidson, Jack Waters, James Dorsey, William Taylor, Lawrence Stewart, Ernest Mitchell, Pierce Niedermeyer, Philip Stephens, Garland Conley, Woodson Moss, Jr., Overton Robnett and James Taylor.

A dance will be given at the Union Friday night for the students who are in Columbia for the holidays.

Mrs. E. L. Mitchell will give a dance Tuesday night at the Beta Theta Pi

house in honor of Mr. and Mrs. Sidney Drew of New York who are spending the holidays with Mrs. Drew's mother, Mrs. C. F. McVey. Jeff Wilcoxson of Carrollton will also be a guest of honor at the dance.

Miss Verna Kinne, a former student in the University and a member of the Chi Omega sorority, will be married Monday at the home of her parents near Hamilton, Mo., to H. C. Conrad of Polo, Mo. Mr. Conrad is a veterinary surgeon of Polo. The Rev. G. D. Edwards of Columbia, will perform the ceremony.

Mrs. W. K. Bayless of Boulder, Colo., is visiting at the home of D. Bayless, 302 Waugh street.

Another Christmas wedding was that Wednesday night of Miss Leora Sapp, daughter of Mr. and Mrs. P. H. Capp, 308 Christian College avenue, and James V. Billings, LL. B. '15, who is now assistant to Attorney General Barker. Mr. and Mrs. Billings left for a short visit to Mr. Billings' parents at La Plata before going to Jefferson City where they will make their home.

That the day may bring you a fulsome round of pleasure without alloy—and that it prove a genuine case of genuine Christmas Joy is the wish of FREDENDALL'S to all its employes and Columbia friends.

This is you see, a Christmas tree. One of the best type too! and while, dear sir, 'tis not a fir, yet it was made fir you. 'Tis true, you see upon this tree no presents, rich and rare; yet please be kind, and bear in mind, in wish the gifts are there. We now wish all, the short and tall, young, middle-aged and gray, the poor the rich white black as pitch,
A Merry Christmas Day

Millers

We will be closed all Christmas Day.
Boone County Milling Co.

STAR TAXICAB LINE
Phone 624 City 140
801 Walnut Country Trips.

PLUMBING
We have bought out the firm known as Hopper & Cressy, at No. 107, N. Ninth St. We do plumbing, heating and make repair work a specialty.
LANNON & YOEST
Phone 238-Black

Dr. Virgil Blakemore
OPTOMETRIST
Makes the best spectacles. Exchange Bank Bldg., Phone 660 White.

VILLA ON THE WAY NORTH

May Strike at Government Troops in Northern Mexico.

By United Press
EL PASO, Tex., Dec. 23.—Villista forces are holding Torreón, an important railway center, while the bandit chief, with the main army, is moving rapidly northward to strike a blow at the only formidable force of government troops in northern Mexico, under General Marguay, at Chihuahua City. This is the substance of reports to United States authorities tonight.

Villa Captures Torreón.

By United Press
EL PASO, Dec. 23.—Villa today is in possession of Torreón, the most important railway center in Northern Mexico. At 1 o'clock yesterday the bandit forces marched into the city. In an early morning assault yesterday the Villa raiders met with only weak resistance from the Carranzistas.

Authentic reports of the fall of Torreón were obtained by the United States department agent here during the night and transmitted to Washington. Despite the silence of the Mexican consulate, the United States authorities here feel sure of their ground.

POSTOFFICE DELAYED BY MAIL

Largest Volume of Christmas Mail in Years All Over Country.
By United Press
WASHINGTON, Dec. 23.—Millions of pounds of mail inundating the Postoffice Department all over the United States today in the biggest volume that the Christmas season has ever presented to the postmasters. Every postoffice in the country has been hit by the deluge.

Several hundred telegrams a day have been sent to the Postoffice Department regarding delivery of record mails and record obstacles in their deliveries in every big city between New York and San Francisco. Struggling through snowstorms and blizzards, mail trains are making their way across the continent from eight to twelve hours late.

Postmaster General Burleson today ordered all superintendents to press freight cars into service in an effort to catch up with the biggest volume of mail Mr. and Mrs. Santa Claus have ever entrusted to Uncle Sam.

MAY HINDER RAILROAD SERVICE

Coal Shortage Will Result If Miners Take a Vacation Now.
By United Press
DES MOINES, Ia., Dec. 23.—Railway lines running through Des Moines may have to curtail service seriously because of coal shortage if miners take the usual two and a half day vacation they generally enjoy at Christmas. The Rock Island already has been forced to annul some freight trains and in some instances has commandeered coal.

MOTOR INJURES TWO

Mrs. Sally Wood and Ed Betz Struck by Negro's Automobile.

Mrs. Sally Wood and son-in-law, Ed Betz, of 610 North Sixth street, while crossing Broadway and Tenth streets, returning from a show about 9:30 o'clock last night, were knocked down by an automobile driven by Milton Crockett, a negro. Both sustained serious injuries, the exact nature of which are as yet unknown.

Mr. Betz says that the car was going at a rate of about twenty-five miles an hour. The negro says that because of the rain on the shield of his car, he was unable to see Mr. Betz and Mrs. Wood.

Crockett was arrested but released on a \$100 bond for his appearance in court.

COLUMBIA IS OYSTERLESS NOW

Shipments Delayed And None Could Be Bought Last Night.

There is not a fresh oyster left in Columbia. Hetzler Brothers attribute the shortage to the failure of the express companies to meet the excessive shipping demands.

Shipments of oysters, which left Baltimore Wednesday morning are not here yet. They are expected by Monday, however, so customers will not be without their oyster dressing for their Christmas dinner. The express held up is due in part to the car shortage.

Y. E. Sullivan of the Richards Meat Market said that, in spite of the fact that he has a standing order with a Baltimore firm for oysters, he has none in stock as yet. He tried to relieve the emergency by telegraphing to St. Louis for a quantity, but has heard nothing of them. Mr. Sullivan said he would consider himself lucky if one shipment came.

Tissue paper and eggs and other rare things are increasing in value in Columbia. All of the downtown stores are out of tissue paper, and one man was heard to say in a local store yesterday: "I would give twenty-five cents for a sheet." The merchants all had large supplies on hand for the Christmas rush but they underestimated the demand.

Holly was scarce last night because of the failure of express shipments to arrive. A shipment ordered Wednesday from city markets arrived late yesterday afternoon.

Farmer In Jail For Drunkenness.
Fayette James, a farmer who lives near McBaine was locked up in the city jail yesterday afternoon for drunkenness. He had a pint of whisky which he said he brought to Columbia from his home.