

**2,000,000 CHRISTMAS TREES USED IN STATE THIS YEAR.**

Upwards of two million Christmas trees were used in Pennsylvania during the holiday season, according to estimates by officials of the State Department of Forests and Waters. As usual, large quantities of trees were imported into southeastern Pennsylvania, particularly Philadelphia, as well as the Pittsburgh district and the anthracite region. The imported trees were mostly spruce and fir from the New England and Lake States, or from Canada. Six or seven hundred carloads of Christmas trees were sent into Michigan and as far west as the State of Washington. The latter trees were Douglas fir. This tree is not related to the Balsam fir of the east, but both species are in demand due to their great beauty and symmetrical form.

Larger numbers of trees than ever before were cut this year from forest tree plantations in Pennsylvania, as asserted by officials of the Department. Although seedlings for reforestation now distributed by the Department are to be set out for timber plantations rather than Christmas tree use, many of the trees cut for this purpose are from plantations established more than 8 years ago, before the present ruling. Others are from plantations made with seedlings purchased from commercial nurseries. The sales of planted Christmas trees from one estate in eastern Pennsylvania now amount to several thousand dollars annually.

The advantage of home grown Christmas trees is obvious, since they are freshly cut and not so liable to injury in shipment. The imported trees gathered in the forests of Canada and the North Woods are commonly cut from six weeks to two months or more before Christmas. They are also tightly bound for shipment and are handled frequently.

In the management of Christmas tree plantations it is estimated that if sturdy seedlings or transplants are set out the trees may be cut from five to ten years after planting. A block of trees may be planted each year, and after the first block becomes old enough to harvest, a subsequent block is of suitable size for each year's crop thereafter. As each block is cut it is replanted. The trees are planted from four to five feet apart, using two or three thousand to the acre. Planting stock for Christmas tree plantations may be secured from commercial nurseries for five to ten dollars a thousand trees.

**THE NEW PAPER MONEY IS NOT HOLDING UP.**

The Treasury has been disappointed in its hope of reducing the cost of money circulation by reducing the size of paper money. The average life of the \$1 and \$5 bills has proved to be but a few days longer than that of the old bills. The \$2 bill, owing, apparently, to the ancient superstition that it is accompanied by bad luck, stands up. The others become spoiled just as quickly and break just as badly.

Blame for the prompt return of bills as unfit for use is put largely upon motor and garage employees, the nature of whose business keeps their hands greasy and dirty. Since they cannot be expected to wash after serving each customer, no anticipation of betterment in this direction can be held. One other trouble is the propensity to fold bills, a habit which was thought the issue of small bills would check. On this point it may be suggested to Mr. Mellon that people may be folding his currency so compactly because they regard it rather more highly than in some years.

However, there is one balm. Counterfeiting has been "reduced to a minimum." And, with that much gained, the Treasury is still searching for paper that will stand wear and tear more successfully.

**TRY EXPERIMENTS IN FALL PLANTING.**

Several experiments in fall planting have been announced by the division of prison labor, State Department of Welfare, as under way at the nursery of the new Western Penitentiary at Rockview.

More than 35 quarts of bitter-sweet berries were sown in the nursery beds for growth experiment. A black walnut plantation was established by planting the nuts rather than seedling trees.

One acre of evergreen trees was planted to determine the practicability of fall planting. Orders have been received at Rockview to date for fall and spring planting for a total of 1,274,000 trees and seedlings. This figure exceeds last year's by more than 300,000 on the same date.

"What's wrong with the world, anyway?" asked the first pessimist. "Too much rope is being used for making cigars and not enough to hang gangsters," growled the other one.

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## The Key to Better Business

LIFE IS A GIVE AND TAKE PROPOSITION

### WOMEN CONTROL TOWN'S DESTINY

Can Make or Break a Community Through Exercise of Their Power.

### THEY HOLD PURSE STRINGS

It is Estimated That at Least 80 Per Cent of Retail Purchasing is Done by Feminine Shoppers.

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It has been said that the hand that rocks the cradle is the hand that rules the world and nowhere is this more literally true than in the world of trade. The woman is the purchasing agent of the household and man, as a rule, is very glad to have her handle the job.

It has been estimated by some students of the merchandising game that 80 per cent of all retail buying is done by women. This may be a high estimate but a visit to the retail stores of any town or city is enough to convince one that the figures are not too high. The preponderance of women among the buyers is sufficient, at any rate, to make not only the retailer but the manufacturer and the wholesaler realize that it is the women that they must please with their merchandise.

Because they do by far the greater part of the buying in any community, the women have a responsibility that they do not always appreciate. The women of a town, through their buying power, can make or break the merchants of a town and as a natural consequence they can make or break the town. It is in their power to make it a prosperous town or a dead town. When the women of a town acquire the mall order habit, the town may just as well begin making arrangements for its own obsequies.

Hard to Understand. Just why a woman, who is a shopper by instinct and a shrewd judge of values in merchandise, should succumb to the lures of the mall order house it is difficult to understand but, unfortunately, some of them do. No one knows better than the woman who has had some experience in the buying of merchandise how difficult it is to distinguish between the genuine and the imitation even after a close inspection. The good shopper, when on buying bent, does not always take the first article that is offered for inspection. In fact this is the exception rather than the rule. The merchants

know it and expect it. They expect a woman, if she is a good shopper, to "look around a little."

If a woman should walk into a retail store and purchase the first suit that she tried on, for instance, the shock probably would prove fatal to the storekeeper or the saleswoman. The chances are that she will try on a dozen suits and look at as many more before she selects one that suits her taste or pocketbook, and the storekeeper not only expects but wishes her to do this. He wishes her to be satisfied as he knows that a satisfied customer is the best advertisement that he can obtain.

Taking a Chance. This same woman, however, may order a suit from a mail order house on the strength of nothing more than a pretty picture and an alluring description. She has not even the opportunity to try it on, to say nothing of the chance of examining the fabric, noting the exact shade of the material and inspecting the workmanship. She is taking chances on the suit fitting her, on the material being good and durable, the shade becoming to her and the workmanship of such a character that the suit will not fall to pieces. The woman who takes such chances cannot be called a shrewd shopper.

It might be more easily understood why mere man, unaccustomed and averse, as a rule, to shopping excursions, should fall a victim to the catalogue habit. He might find it easier to order from the picture in the catalogue than to go to a store and look for the article that he wanted or he might take the position that he wouldn't know what he was getting anyway if he went to the store and he might as well take a chance on the mail order gamble, but why the woman who knows what she wants and knows when she gets it should buy on the "sight unseen" plan—well, that's another question altogether.

Woman's Greatest Opportunity. Women are taking a more and more prominent part in public affairs all the time. They are aiding now in many parts of the country in running the affairs of state. Even where they do not have the ballot they are playing a big part, individually and through their organizations, in the conduct particularly of local governments, yet in the one field where they can do most to help build up their communities they may be overlooking their opportunity. With the buying power in their hands they can do more for their community by stanchly supporting their home business men than they can possibly do in any other way.

Man may think he is a very important element in the progress and development of his town but when he reflects that 80 per cent of the buying power of the community is in the hands of the women he is apt to realize that he is a very insignificant atom.

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