

# HAMMOND RETAILERS CUT PRICES

(Continued from page one.)

Blankets, large comfortable looking ones at \$3.98; automobile robes with prices cut squarely in two; men's suits, the \$75 kind at \$50 and the \$40 and \$50 values at \$28.50; overcoats with similar reductions, and on through the furniture, yard goods, shoe and hosiery departments.

"We're doing our best," said Leo Wolf of Kaufman & Wolf. "Take a look around if you want to be convinced."

The trip justified his claim. Buyers and clerks in all departments of the Lion Store were busy placing the new prices on all goods. "Orders are to forget costs and mark them all down as low or lower than wholesale prices on next year's goods," remarked one buyer. "It almost makes one sick though," he added sadly.

In this store bargains stare from all directions. Georgette waists, which had been selling at \$6.98 to \$10 are cut to \$2.98; muslin underwear, envelopes, gowns and chemises, now \$1.25 and \$1.50, where they had been selling as high as \$2.45; percale aprons worth as high as \$2.45 marked down to \$1 and \$1.25.

Similar reductions were noted in men's clothing, yard goods, shoes and novelty articles.

Look at this, said the furniture department buyer holding out a list of price quotations from the country's largest rug house. Two columns of figures were shown, one for purchases made prior to Jan. 1 and the other for purchases after Jan. 1. Strange as it may seem the new year prices are a per cent or more higher than last year's. "Doesn't look like lower whole sale prices in our line, does it?" he remarked.

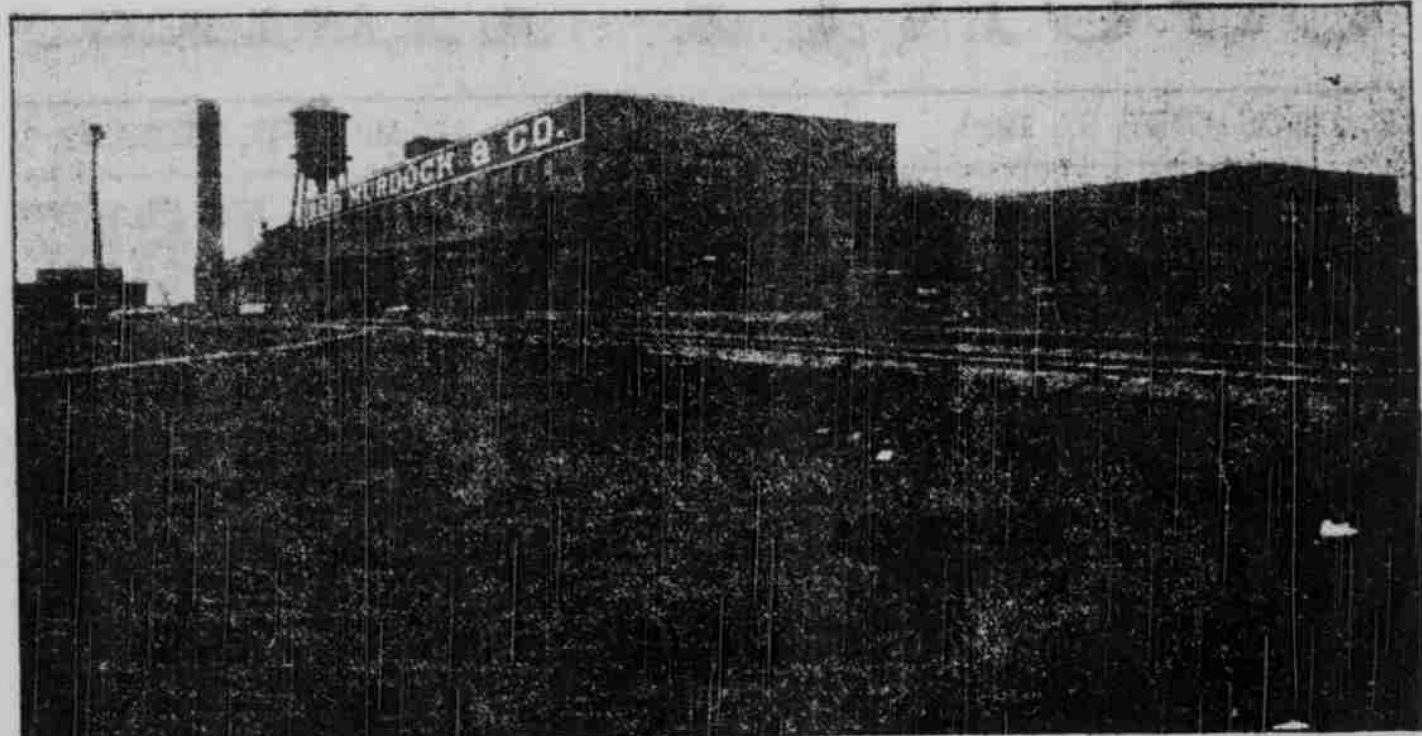
In spite of this the department is slashing away like the rest of the store. Rugs which were \$104 can be had for \$69.50. The \$50 and \$55 runs have been marked at \$35.50 and \$35. Mattresses, which sold at \$20 and \$20 have been priced at \$13.50 and \$12.50. It is interesting here to note that whereas manufacturers have reduced the price of mattresses and springs only 5 per cent this store has whitelisted 30 per cent from the retail prices.

Down at the Straube Music store the campaign has met with hearty approval. Many have already taken advantage of the offer of a player piano of standard make for only \$125. This instrument had hitherto been considered a good buy at \$200. The store has clipped from \$100 to \$200 off the prices of practically all of the nationally known pianos which it handles.

L. B. Whitezel of Whitezel & Rees is another dealer who faces the situation philosophically. "We have already put into effect cuts ranging from 20 to 30 and 40 per cent in different departments," he said. "We have tried to forget all about what we paid for the articles and are cutting the knife right through them. It hurts, but we'll have to bear it."

At this new department store blankets and cutting flannels, which are in demand right now, are selling 20 to 30 per cent lower than a month ago. Hosiery has also suffered. Here the cuts are perhaps deepest of all. Fine quality ladies' cashmere hose, which had been retailing at 95 cents and \$1 have a big sign over them offering them at 45 cents, and they are being grabbed up, too. Similar reductions are noticeable in hardware, graniteware and like lines. Everything in the store has been affected. Buying usually slumps immediately after Christmas and remains dull until the big clearance sales which hitherto have been held late in January. This year it is different. Stores are battling for the trade and are starting off their clearance sales earlier than ever before and the full of the holidays has been mighty brief.

# HAMMOND PLANT WHERE CAMPBELL SOUP COMPANY WILL LOCATE; DEAL HAS JUST BEEN CLOSED



## AUDITORIUM

MAX HELFER, Prop.

367 Calumet Ave. Phone Ham'd 1951

SATURDAY, JANUARY 1st

Vivian Martin in

"THE THIRD KISS"

Also 14th episode of The Tiger's Trail, Serial

SUNDAY, JANUARY 2nd.

Francesca Billington in

"THE DAY SHE PAID."

Also "Where Are Your Husbands?"

## PASTIME

Engagement

Extraordinary

"THE ANSWER OF THE SEA."

Tomorrow and Sunday — "THE BLUE MOON."

## BIJOU

Edith Storey in "THE GOLDEN HOPE."

Also "THE KING OF THE CIRCUS."

Note: Children will receive balloons free. Tomorrow—William Russell in "THE IRON RIDER."

Sunday—William Fairbanks in "A WESTERN ADVENTURER."

## "Where Everybody Goes" Orpheum Theatre

HAMMOND :: INDIANA

TODAY AND SATURDAY  
EXTRA SPECIAL FEATURE

Ralph T. Kettering Presents  
WILLIS HALL & CO. IN

"Which One Shall I Marry?"  
THE FUNNIEST SKIT IN VAUDEVILLE

ARTHUR TERRY — The Man From the West

HENRY WAAK & SISTERS — Musical Oddity

WASHINGTON TRIO — Comedy Singing and Talking

LANDERS & SMITH — Comedians

GUY BALDWIN TRIO — Watch Your Step

RESERVE YOUR SEATS FOR OUR MIDNIGHT SHOW

## HOW STOCKS OPENED

NEW YORK, Dec. 31.—There was a reversal of sentiment at the opening of the stock market today, the leading issues being in demand and making upturn from fractions to over a point.

Steel common rose 1-4 to 75 7-8 and Baldwin advanced a point to 44 1-2.

Southern Pacific was most active of the rails with an advance of nearly one point to 100 1-4. Reading rose fractionally to 84 1-4 and New York Central improved one point to 74.

Atlantic Gulf, however, continued under special pressure and yielded 5-8 to a new low record of 72. The stock later rallied to 74.

Anacosta attracted attention, advancing 1 1/2 to 33, but reacted on the next transaction. Studebaker rose 1 point to 41 and General Motors was 3-8 higher at 133 1/4. Mexican Petroleum rose 1 point to 155. Fisk Tire became active, selling up to 11 1/4.

## PLAN NEW

### ARIAL FLIGHT

WASHINGTON, Dec. 31.—A coast to coast flight within the period of 24 hours will be attempted by the U. S. army service on Washington's birthday—Feb. 22—the war department announced today.

## "Happy New Year"

With the closing of the Old Year with its various vicissitudes, we heartily thank you for your many favors; and with the dawning of a New Year we ask your co-operation as in the past. We shall continue in our present endeavors to give our customers the very best value possible, assuring them of the fact that we mean to uphold the quality of our La Minar Cigars to the very end.

## LA MINAR Cigar Company

FENSIN BROS., SOLE DISTRIBUTORS  
Beware of Imitations

## Let's Push 1921 Over the Top

Let's keep the wheels of industry moving. Help create a demand — then greater demand. Spread the gospel of Truth, Courtesy, Optimism and Prosperity!

Hundreds of homes are needed in this district — let's all get together on a sane basis and bring about a happy solution of this perplexing problem. It can and will be done. Everybody must do their part — we are willing to do ours. Let's go!

WISHING ALL A PROSPEROUS

NEW YEAR

## Paxton Lumber Company

## DeLUXE THEATRE

DE LUXE MOVIE WEEK

The Management Wishes One and All a Prosperous and Happy New Year.

TODAY

Madge Kennedy in  
"THE GIRL WITH THE JAZZ HEART"

SATURDAY

Jack Pickford in  
"JUST OUT OF COLLEGE"

Also Joe Ryan in the  
Fifth Episode of  
"Hidden Dangers"

Afternoons Only

Also Harold Lloyd in



"Get Out and Get Under"

SUNDAY

Justine Johnston in  
"BLACK BIRDS"

Also Harold Lloyd in  
"Get Out and Get Under"

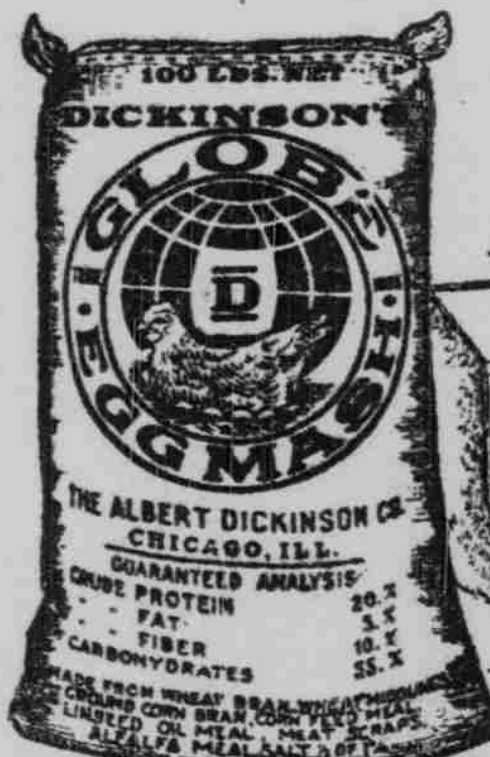
STARTING MONDAY FOR  
FOUR DAYS

Basil King's Production  
"EARTH SOUND"

## Greetings

Heartiest Wishes for a  
Happy New Year to All

Straube Piano & Music Co.



It is a matter of pride with us to be known as a dealer who sells good, reliable products.

That's why we sell and earnestly recommend "Dickinson's Globe Feeds." If you house and feed your flock properly, there is no reason why "Globe Egg Mash" and "Globe Scratch" will not be the means to garner a decent profit for every laying hen in your yard. Dickinson's do it right along in their poultry plant in Chicago—why not you?

The Bieker Bros Co.