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URGES MARKETING STUDY IN COLLEGE

ESSENTIAL TO SUCCESS

So Declares University Professor in Discussing The Importance of Course For Students

Marketing the goods and produce of the world has become of such profound importance that all students of business and agriculture should take a special course in marketing at college or university of their hope to make a success of their chosen vocation. Such was the contention of Prof. Fred E. Clark, professor of marketing at Northwestern university, in an address yesterday (Wednesday) afternoon before delegates to the National Association of State Marketing officials at the Auditorium hotel.

Essential to Success
 "An adequate solution of marketing problems is essential to all business success," he said. "The development of large scale and specializing producing units and the development of specialized producing areas, coupled with the concentration of population far from the sources of supply of many major products, has called into being large markets and a large and intricate market machinery. This development has been so rapid that in many cases the distributive mechanisms have not been adequately adjusted to modern conditions. Consequently, a successful solution of the marketing problem is essential to the success of the individual business enterprise, and a careful study of distribution is essential in order that methods may be improved and the costs of distribution kept from mounting."

How Taught
 "Well, how should marketing be best taught?" a questioner asked, and the Northwestern professor surprised the delegates by asserting that the old-time and approved class-room lecture system is not the best. It has become almost habitual because of large classes of students who cannot be given individual attention, but he claimed the lecture system in vogue today puts a premium upon memories which retain certain facts until examination day and then releases them.

"The time-honored method of university instruction is probably least effective for training in business," asserted Prof. Clark. "The average teacher is only a fair lecturer at best and to give from three to ten effective lectures per week—each on a different subject—is seldom possible even for a gifted lecturer. Moreover, to expect the average student to sit through two to four lectures daily and be effectively animated in each is to expect too much. The lecture method is a pouring-in process and what is perhaps its worst fault, it requires little thought on the part of the student."

Discussion Method
 The discussion method where students discuss the subject in hand with the teacher, who should guide them, is the best teaching practice in instruction in business facts, Dr. Clark claimed.
 "Properly used, discussion is one of the most effective means of instruction," he said. "By carefully prepared questions the instructor endeavors to encourage the student to apply information gained from text-book and lecture to the solution of the problem raised by the teacher. This is the most effective method of instruction because it makes the student think."

LINEMEN SWIM TO INSTALL TELEPHONE
 Strenuous Experience of Phone Workers in Giving Service At Boat Race

When the big annual International Gold Cup motor boat races were held in Detroit last September, a telephone system was used which was put in place by installers who performed all their duties while swimming. They had to swim to work, swim while on the job and swim to maintain the service after completing the installation.
 The telephone was required in order to handle the races properly and also for the newspaper men to send out the earliest news of the results. Besides equipping the judges' and timers' stands and reporters' stations with telephones, installations were also made on several private yachts of members of the Detroit Yacht club.

Three expert installers, who were also expert swimmers were chosen for the work. They had to swim under docks where small boats could not go and out to the judges' boats where they installed a battery of telephones. And they had to do the same to install the lines to the timers' stations along the course. Fancy diving entered into the job and it was, indeed, no easy task to attach a line to a slippery dock pile while treading water, carrying tacks in one's mouth, cutters over one ear and a screw driver, brace and bit and slims in a hip-pocketless bathing suit.

LARGE LAW LIBRARY IN STATE REPORTED

The largest private law library in Illinois, it is believed, is owned by the firm of Craig and Craig, Mattoon attorneys. The library contains more than 4,000 volumes. It is the outgrowth of a collection of books started by the elder Craig 60 years ago.

ANALYSIS OF AUTO KILLINGS IS MADE

Motor Club Bulletin Gives Interesting Statistics For The Past Year

"Six hundred and thirty-three persons were killed by autos in Chicago and Cook county last year" says a bulletin issued by the accident prevention department of the Chicago Motor club, to the members of the school boys' patrol of the public and parochial schools. "Two hundred and twenty-five of them were children under eighteen years of age. Seventy three percent of these were children under nine years of age."

"Two hundred and forty-six persons were killed by automobiles in Chicago last year at street intersections. Don't take a chance. Look in all directions before attempting to cross the street. It may mean saving a life. Before starting across the street look not only to the right and left on the street you are crossing, but watch for the car coming around the corner, from the side street. Many accidents happen in this way."

"Two hundred and ninety-six persons were killed in Chicago last year while crossing in the middle of the block. Teach everybody to cross, at street intersections only. Many accidents are caused by people getting off street cars and passing behind the street car directly into the path of another car or automobile coming from the opposite direction. Fourteen persons were killed doing this in Chicago alone last year. Approach crossings carefully and watch for people getting off street cars. An ordinance of the South Park commissioners prohibits one vehicle from passing another going in the same direction at a street intersection. Five hundred and sixteen pedestrians were killed by automobiles in Cook county last year. Only sixty-seven of those were killed on boulevards, the side streets where cars are less frequent are by far more dangerous."

ARMENIAN REFUGEES MOVED FROM TURKEY

American Near East Relief Gets Action While League of Nations Talks

The League of Nations has appropriated 250,000 francs for an inquiry as to the possibility of moving 20,000 Armenian refugees out of Constantinople.

But while the League's inquiry is getting under way, the American Near East relief during the past six months has arranged the transfer of 2,500 of these refugees to Russian Armenia, the cost being paid by special contributions from Armenians. The refugees have been moved in small groups to avoid international complications.

Palace Market Co.

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Porter House Steak, lb.	42c	Prime Rib Roast of Beef, lb.	35c
Fresh Beef Tongues, lb.	35c	Monarch Coffee best of all, 3 lbs.	\$1.45
Rib or Loin Lamb Chops, lb.	42c	Sugar Cured Bacon Squares, lb.	23c
Half Quarter of Lamb, lb.	35c	Pig Tails, and fresh Pig's Feet, lb.	12c
Sea Brand Coffee, lb.	50c	Short Cut Mutton Legs special at	27c
Native Round Steak center cut, lb.	30c	Peacock Bacon, sliced in 1 lb. boxes	42c
Leg of Spring Lamb, lb.	25c	Beef Hearts, fine for stewing, lb.	15c
Smoked Hams, sugar cured, half or whole	28c	Peacock Dainty Sausage links or bulk, lb.	35c
Prime Hams, sugar cured, lb.	23c	Aunt Mary's Pie Crust, large pkg.	33c
Oranges, large navel 150 size, doz.	48c	Brick or American Cheese, 1 lb.	25c
Marshmallows, Monarch brand, per lb.	35c	Crisco, the perfect shortening, 3 lb. can	75c
Grape Fruit, juicy fruit, 4 for	28c	Sugar-cured Bacon by the strip	28c
Jonathan or Delicious Apples, 2 lbs. for	25c	Toy Pails of Peanut Butter, each	33c
Home-made Sausage Meat, lb.	28c	Beechnut Spaghetti, lge size pkg, each	13c
Savoy Wax or Green Beans, No. 2 can	18c	Tokay Grapes, large clusters, lb.	18c
Fresh-made cider from the Sneezeb Farm, gal.	65c		
Yuban or Maxwell House Coffee, lb.	55c		
Zion City Cottage Cheese, carton	15c		
Fresh-dressed Chickens and Ducks	38c		
Greening Apples for pies 3 lbs. for	25c		

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SPECIAL SALE—Friday Saturday, December 12th and 13th

Rump Corn Beef the lb.	28c	Blue Ribbon Dressing quart jar	80c	Leg Veal Roast, 7 lb. cuts, the lb.	22½c	Fresh Lake Superior White Fish, lb.	38c
Plate Corn Beef the lb.	9c	Pork Loin Roast the lb.	19½c	Strong American Cheese in 2 lb. cuts, 2 lbs. for	79c	Fresh Lake Trout the lb.	33c
Pickled Beef Tongues the lb.	32c	Fresh Pork Butts the lb.	18½c	Strictly Fresh Eggs the dozen	53c	Fresh Perch the lb.	40c
Fresh Spareribs the lb.	18c	Best Native Pot Roast the lb.	22c	Breast Veal with pocket the lb.	15c	Fresh Halibut Steak the lb.	40c
Fresh Calves Sweet Breads, the lb.	65c	Best Rib Roast Beef the lb.	42c	Front Leg Veal Roast the lb.	25c	Salmon Steak the lb.	40c
Rib Lamb Chops the lb.	35c					Smelts the lb.	40c
Rib Veal Chops the lb.	25c					Finan Haddie the lb.	35c
Fresh Pork Tenderloin the lb.	65c					Smoked White Fish the lb.	35c
Lamb Patties the lb.	35c					Steaming Oysters the quart	75c
Fresh Cottage Cheese the lb.	18c					Frying Oysters the quart	95c
Flank Steak the lb.	25c					Salt Herring 2 for	15c
Home-made Sausage Meat, lb.	25c						

Fancy FLORIDA JUICY GRAPE FRUIT—per half case	\$2.65	FANCY CALIF. NAVAL ORANGES—per half case	\$3.25	FANCY JUICY FLORIDA ORANGES—per half case	\$3.25	SWEET TANGERINES—"Children can peel"—per half case	\$2.75
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S. H. Kidney Beans, No. 2 can, 6 cans for	84c	Highland Club Coffee the lb.	32c	Sweetheart Bantam Corn on Cob, the can	25c	Salt Mackerel the lb.	25c
Early June Peas 2 cans	25c	Unseeded Biscuits 3 pkgs. for	13c	Hominy, No. 3 can 3 for	61c	Rosebud Dinner Sauce the bottle	35c
Fancy Sweet Corn 2 cans for	25c	Flake Butter Crackers the bbl.	19c	Large Ripe Olives the can	27c	Walnut Sauce the bottle	45c
Solid Pack Tomatoes 2 cans	29c	Lacroy Bean Sprouts the can	25c	Small Green Beans the can	28c	Fancy Prunes 2 lbs. for	25c
Sweetheart Tall Green Asparagus, the can	75c					Black Walnuts 2 lbs. for	25c
Sweetheart Extra Fancy Red Raspberries, can	45c					Hickory Nuts 2 lbs. for	25c
Fancy Peas, No. 2 can each	28c					Chestnuts the lb.	25c
Sweetheart Graded Pine-apple, No. 1 can, each	20c					Dalton Blackberries No. 2 can, 3 cans	75c
Preserved Figs the jar	65c					Morgan Black Cherries No. 2 can, 3 cans	75c
Jack Spratt Bread	30c					Red Pitted Cherries No. 2 can, 3 cans	75c
Sweet Cider the gal.	55c					Bright's Spaghetti Con-Carne, the can	20c

SMALL COOKING APPLES
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\$1.25

Pumpkin, No. 3 can 3 cans for	45c	Mammoth Green Olives the jar	65c
Apple Butter the jar	45c	Crisp Celery the bunch	25c
Monarch Mince Meat quart jar	55c	Plum Pudding large can	65c

SPECIALS FOR MONDAY ONLY

Lge. Ivory Soap, 10 bars	\$1.00	Lux, 10 pkgs. for	95c
Fels Nap. Soap, 10 bars	50c	S. O. S., 4 pkgs. for	95c
Rose Bath Soap, 12 bars	95c	Wash. Soda, 3 pkgs.	29c
American Family Soap, 10 bars for	57c		
King Silver Gloss Starch 6-lb. box	85c	Ivory Soap Chips 10 pkgs. for	95c
Parsons Strong Ammonia med. bottle	25c	American Family Soap Chips 4 med. pkgs. for	95c
Sanifush, 3 cans for	71c	Argo Starch, 10 pkgs.	95c

SPECIALS FOR TUESDAY ONLY

Fresh Dressed Roasting Chickens	20c	Frankfurts, per lb.	18c
Ham Shanks, lb.	15c	Sour Kraut, the qt.	25c
Fould's Macaroni, 3 for	25c	Fould's Spaghetti, 3 for	25c
A. & E. Cane Granulated Sugar, 10 lbs. for	79c		
Leg Spr. Lamb, lb.	37½c	Yellow Turnips, lb.	5c
Rib Lamb Chops, lb.	55c	Carrots, 3 bunches for	25c
Fresh Spareribs, lb.	18c	Fresh Peas, qt.	25c
Dry Onions, 3 lbs. for	25c	Cooking Apples, 3 lbs. for	25c

SPECIALS FOR WEDNESDAY ONLY

Corn Flakes	8c	Yellow Corn Meal, pkg.	11c
Shredded Wheat, pkg.	12c	Grapenuts, pkg.	15c
Quaker Oats, pkg.	11c	Bran Flakes, pkg.	13c
Puffed Wheat, pkg.	13c	Cream of Wheat, pkg.	21c
Fancy New Potatoes, the peck	29c		
Boneless Brisket Corned Beef	28c	Blue Ribbon Mayonnaise the quart	50c
New Cabbage, lb.	4c	Farm House Sweet Pickles the quart	55c
Native Pot Roast, lb.	22c	Miller & Hart Bacon, sliced 3 lbs. for	\$1.00
Miller & Hart Bacon, sliced 3 lbs. for	\$1.00	Pure Strained Honey, jar	55c

SPECIALS FOR THURSDAY ONLY

Japan Crab Meat, lge. can	75c	B. & M. Lobster, lge. can	92c
Red Salmon, lge. can	38c	Wet Shrimp, 4 cans	87c
Gold Medal Mayonnaise med. jar	29c	Boneless Beef Stew the lb.	22c
Flour, all brands, 1-8 bbls., delivered, each	\$1.09		
Swansdown Cake Flour the pkg.	28c	Lenfesty's Flour 5 lb. sacks, each	23c
Plate Corned Beef, lb.	9c	Brick Cheese, lb.	35c
Shoulder Lamb Chops the lb.	35c	Sweetheart Catsup each	25c