

HERE THEY ARE IN DETROIT

EVERY CENT GIVEN
RED CROSS SPENT
FOR RELIEF WORK

The following Reliable Merchants solicit the Trade of Holiday Buyers. Every courtesy and attention will be given to Shoppers, and they are cordially invited to make these Stores their Headquarters when in Detroit

MEMBERSHIP FEES MORE THAN PROVIDE SUFFICIENT FUNDS FOR ADMINISTRATIVE PURPOSES—WHERE SUBSCRIPTIONS GO.

GREEN GOLD JEWELRY

in a great number of new and attractive patterns—all moderately priced.

BAR PINS, RINGS, PENDANTS
CUFF LINKS, BROOCHES,
NECKLACES, ETC.

set with Pearls, Sapphires—also other precious and semi-precious stones.

Your Inspection will be appreciated

WRIGHT, KAY & CO.

JEWELERS
WOODWARD AVENUE AND CHURCH ST.
DETROIT
ESTABLISHED 1861

New Christmas Service-- The Gift-Plan Bureau

For many years in the home of a certain man (large giver of gifts) it has been the custom for the children to draw the slip on the slip and return the slip to the Gift-Plan Bureau, so that duplicates will not be sent by other inquiring persons.

No longer must Christmas giving remain a guessing contest. No longer need any one give mistle gifts. No longer need anyone remain ignorant of what is wanted.

FOR THE CHILDREN
The Gift-Plan Bureau operates under the direction of Santa Claus. For ages children have been writing to Santa Claus. Now—

SANTA CLAUS WRITES TO THE CHILDREN
Upon the request of any adult person, giving us the name of a child to whom a gift is to be given for Christmas, Santa Claus will send a letter to that child, asking what gifts are wanted for this. This will bring in return a letter to Santa Claus from the child, giving a list of gifts. This list is turned over to the parent, relative or friend who wishes to make the gift.

OF COURSE
Of course in all instances the Gift-Plan Bureau undertakes only to secure the information desired and can give no assurance that the gift will be made. But it believes that inquiries will be made only in good faith, and that the service of the Bureau will be of benefit to all.

The service is absolutely free and imposes no obligations to purchase gifts in this store.

D. J. Healy SHOPS
222-228 WOODWARD AVE.
DETROIT

The Gorham Shop

For 85 years the name GORHAM has meant "the best" in SILVER-WARE and GOLD WARES

TEA AND DINNER SERVICES
FLAT SILVER
TOILET SILVER
in twenty designs of striping, hammering and engraving

GOLD JEWELRY
fourteen karat only

DIAMONDS - SAPPHIRES
PEARLS
WATCHES - CLOCKS

GOLDSMITHS & SILVERSMITHS
Diamond Merchants
WOODWARD AVE. AT JOHN R. ST.
DETROIT

Hiring of the unspeakable Kaiser have circulated more lies with reference to the American Red Cross than any other American organization. One of these lies was to the effect that a big percentage of the millions of dollars subscribed for Red Cross work went to officials of the organization. This statement has no basis in fact whatever.

One hundred and twenty million dollars was subscribed for the Red Cross by Americans last June, and not one penny of this money has been spent for administrative work.

The local chapter keeps half of a \$1.00 membership fee, for instance, and the other half goes to Washington. Only absolute necessary expenses are paid, such as postage, printing, express and freight charges, clerk hire, and the like, all incidental to carrying on the work. The strictest economy is used. Almost without exception, the important parts of the Red Cross, national, state and local, are filled by men and women, who are giving their services, not only their pay, but who are also making generous personal contributions of money besides.

Where the Money Goes.

Not all of the \$120,000,000 subscribed in June has been collected. Collections on Nov. 1 total \$79,886,355.68. Of this amount \$9,129,389.21 is being returned to Red Cross chapters for local relief work and the purchase of raw materials for use in hospital garments and supplies. In addition to this total, appropriations from the war fund up to Nov. 1 amount to \$40,851,029.23, of which \$20,344,418.88 was for foreign relief. These foreign relief appropriations were appropriated as follows: France, \$13,231,417.17; Belgium, \$720,000; Russia, \$1,428,049.87; Serbia, \$493,202.76; Rumania, \$1,518,398.76; Italy, \$214,900; Great Britain, \$1,060,520; miscellaneous foreign, \$113,212; Armenian and Syrian relief, \$139,000.

There has been appropriated for supplies, etc., for United States forces in the country, \$348,729; for hospital work, \$375,500; for sanitary service about cantonments, camps, \$183,500; for miscellaneous items in United States, \$108,487.50, a total for the United States army of \$4,120,216.69. Other appropriations advanced for hospital funds amount to \$220,000.

The sum of \$1,859,000 has been expended in the purchase of raw materials to be worked into hospital garments, bandages, surgical dressings, etc., by various lay workers throughout the country. As long as the material purchased this material at cost from the national organization, this sum will eventually be returned to the war fund.

Other German Lies.

Another lie is that American sailors are sending word to friends that they are receiving so many sweaters and other knitted garments that they are unable to find room for them. As a matter of fact, there is a pitiful shortage and winter is coming on. Not many how many knitted articles went aboard a ship, none of them were used as mops.

Yarn for Sweaters is Free.

Another baseless German lie is to the effect that the Red Cross is selling yarn to women who are knitting sweaters and mufflers for the soldiers.

The Red Cross does not sell yarn for anything else. Many chapters furnish yarn free to all women who do not do knitting, others require a small deposit, which is refunded when the knitted goods made of the yarn are brought in, others furnish the yarn to knitters at just what it costs.

The falsehood that seems to have travelled farthest is the one that the Red Cross sells its products to soldiers and others. Nothing could be further from the truth. All articles, as soon as enough are done to make a box, barrel, or package, are shipped forward for the use of any of our boys who may need them.

It does seem most unfortunate that the Red Cross sells its products to soldiers and others. Nothing could be further from the truth. All articles, as soon as enough are done to make a box, barrel, or package, are shipped forward for the use of any of our boys who may need them.

It does seem most unfortunate that the Red Cross will cool the brow of some suffering soldier.

BAUMGARTNER'S

DETROIT'S EXCLUSIVE AGENTS
DOBBS FIFTH AVENUE HATS
AND KNAPP FELT PRODUCTIONS

State at Griswold Detroit Fashion Shops for Men Grand River at Washington

EXCLUSIVE AGENTS IN DETROIT FOR HIRSCH-WICKWIRE CO. CLOTHES: FINEST GARMENTS MADE

Furniture and Rugs

Axminster Rugs

9x12 Size
\$19.75

JOHN R. SULLIVAN & CO.
134-138 MICHIGAN AVE. DETROIT

Slippers --

A practical gift for every member of the family from baby to grandma.

IN GIFT BOXES
Prices start at 85c pair

EST. 1848
W. L. GIBBS
183-185 Woodward Ave., Detroit

"Black's Christmas Jewelry"

This is our 68th Christmas in Detroit and with a larger and better assortment of articles.

Diamond Rings.....\$10 to \$500	America's Greatest Watches \$8 to \$125
Beautiful Bracelet Watches \$5 to \$50	Emblem Rings and Buttons 50c to \$250
Diamond Scarf Pins.....\$5 to \$100	Military Wrist Watches.....\$5 to \$35
Diamond Lavallieres.....\$5 to \$150	Manic Clocks.....\$20 to \$50

L. BLACK CO.
156 WOODWARD AVE. DETROIT
JEWELERS

"WHERE GEMS AND GOLD ARE FAIRLY SOLD"

Placing Your Order Now Means Your Christmas Shopping Over Early

The comfortable knowledge that your gift for friends and family, whether in Detroit, or any place in the United States, will be delivered on the date you designate. We guarantee our candles will be deliciously fresh, and packed in the daintiest Christmas style.

Tea Room Kuhn Bldg. **KUHN'S** 216 Woodward Ave. Detroit

A "1900" Xmas Gift

The "CATARACT"

in 1917 will make her "irresistible" as long as she lives.

Saves Labor
Conserves Health
and brings HAPPINESS into the home.

Washers, Ironers and Vacuum Cleaners

Ohio Electric Co.
16 JOHN R ST., or Farm Detroit

SILKS SILKS and VELVETS

GEORGETTES, SILK SHIRTINGS, Etc.

MILLAR SILK CO.
21 GRAND RIVER EAST, cor. Farmer DETROIT

WILLIAM O'LEARY 410 WOODWARD AVE.
FINE ARTS
Pictures and Picture Framing

STORY & CLARK PLAYER PIANOS The Greatest Values
264 WOODWARD AVE. Two Detroit Warehouses 310 WOODWARD AVE.

BERRY'S RUGS
Largest Stock and Lowest Cash Prices in Michigan. When in Detroit visit our Show Rooms and examine our large assortment of beautiful Rugs.

189 MICHIGAN AVENUE

More than 69 Years

G. & R. McMillan Company

Oldest and Most Centrally Located Grocery House in Detroit
"If It Comes From McMillan's It's the Best"

CHRISTMAS CANDIES
Full line of Mac'Diamond's famous candies
Strictly fresh, beautiful boxes appropriate for gifts.

Choice Home and Foreign Fresh and Preserved Fruits, Raisins, Nuts, Candies, Etc.
Stock of Fancy Groceries and Staple Goods comprising everything.

CHRISTMAS CIGARS
Largest and most complete selection of imported and domestic Cigars in Detroit.
What more appropriate gift than a box of Cigars?

Come in and look over our Holiday Stock. Our store is only a few blocks from the Interurban Station.

G. & R. McMillan Co., Cor. Woodward Ave. and Fort St. Detroit, Mich.
(OPPOSITE FOURCOURTAIN HOTEL)

The Aeolian Vocalion

A Greater Phonograph

The first phonograph to mirror perfectly all the tones of voices and instruments—the new musical instrument that you can play. Catalogs on request.

Prices \$45 to \$350
Most convenient credit arrangements

KEENAN & JAHN
334-336 WOODWARD AVE., corner Moscalin DETROIT

William E. Brady Company

DETROIT, MICH.

THE LIGHTERS
Lighting Fixtures and Portable Lamps

THE TILERS
Tile, Terrazzo, Mosaic Floors, Wainscoting, Fire Places

Main 6472
FACTORY AND SHOW ROOMS
45 Larned St. West.

The Columbia Winter Body

Make Ford Driving a Pleasure

First cars can be instantly converted into cool and comfortable winter cars. The Columbia Body keeps out the cold and wet and saves many dollars investment. Constructed of the very best material. Absolutely weather-proof. Nothing to get loose or rattle. Will last many winters. Working on the market at any place near the office. Immediate delivery.

The Columbia convertible tops are full size glass and built for the following makes:
OAKLAND—48 Roadster; 48 Touring; 48 Roadster; 48 Touring; 48 Touring.
BUICK—D-35 Roadster; D-35 Touring; D-44 Roadster; D-44 Touring; E-44 Roadster; E-44 Touring; E-49 Touring.
FORDS—Roadsters and Touring, and all kinds of Commercial Bodies.

CALL WRITE OR TELEPHONE GRAND 136
COLUMBIA BODY CO., 21 Selden Ave. DETROIT

Oriental Rugs

What more appropriate Christmas gift than a nice rug? A constant reminder of the giver.

A. BONAHOOM, 336 Woodward Ave. DETROIT

The Signature

Photography That Counts

Our experience assures you of a picture that does you justice—one you will be proud of and your friends will like.

Photographer
Studio: 970 Woodward
Near Warren
DETROIT

Books Make the Most Desirable Gifts

Why not decide to give books this Christmas?

Our call our store the Complete Bookstore, and we believe you will find it so when you come in to do your Christmas shopping.

There is a desirable book for every member of your Christmas list, at just the price you want to pay.

John V. Sheehan & Co.
282 Woodward Ave. Detroit

LINGEMANN'S

Umbrellas, Parasols and Canes make beautiful and sensible Christmas Gifts. The old reliable firm. Remember the place.
39 BROADWAY NEXT TO BROADWAY GRAND THEATRE DETROIT EST. 1858 'Phone M 3485

Our Readers Visiting Detroit will find

BRENNAN'S RESTAURANT

Cor. Griswold and Larned Sts.
The most convenient and satisfactory place to take the meals.
Popular Prices. Quick Service.
Special attention given Ladies and Children.

BROSSY'S Dyers and Cleaners

of Wearing Apparel, Carpets, Rugs, Portiers, Lace Curtains, Blankets, Furs, Auto Rugs, etc.

Prompt Service, Moderate Prices, Write Us.

984-986 Woodward Ave.
Cor. Warren Ave. Detroit

SAVED BY BOOK OF SERMONS

Canadian Soldier Still Living Because He Had Volume in Pocket and Was Not Reading It.

From the trenches on the western front by way of Canada comes the story of a soldier's narrow escape from death and the levity displayed by a comrade, illustrating how viewpoint change when men get on the firing line.

Private Mac of an Alberta regiment had a pious upbringing in his early home in Scotland, and his religious inclinations did not desert him when his family settled on a farm in western Canada. All through the war he has carried "Sergeant's Sermons" in his breast pocket, and occasionally he does some preaching, with his comrades in arms as the congregation.

Private G of the same regiment lacked the upbringing and the book of sermons, but possesses a sense of humor. The two were in a group resting and smoking when a shot from

a German sniper hit Private Mac in the breast, the bullet being deflected by the book.

Fearing that Mac was about to improve the occasion, G "beat him to it" and in a fair imitation of his friend's best preaching manqué started in:

"Oh, dear friends, what a blessed thing it was that our dear brother wasn't reading his book of sermons—oh, he ought to have been—in stead of engaging in worldly conversation with sinful soldier men. For if dear Brother Mac had been reading

of his book of sermons, where, oh, where, my dear friends, would Brother Mac (previously old thing) have been then?"

Cheap and good.

Some of the best foods are the cheapest. There are carrots, malsify, parsnips, lettuce and such stuff. They were not advanced in price very much, and they are the best food that grows, says the Columbus (O.) State Journal. Carrots have the rarest combination of food qualities of anything that

grows. It is so healthful that it is said a steady diet of it will cure many who are low-browed people who think so.

Live on carrots for a week and you win the prize offered for the best song on Ohio.

At Last!

"There is only one thing in this war that gives me any comfort," remarked Mr. Cuvnos.

"What's that?"

"At last I am permitted to come right out in public and say I don't approve of Wagner opera."

YOU can "Rescue the perishing, care for the dying," by joining the Red Cross.

Hot Water Drinking.

A stomach cleaning treatment is often just as important as a rest for the organ, says Wm. Eastman in Physical Culture. The best ordinary method of stomach cleaning is the drinking of a considerable amount of hot water. Not too hot. Just hot enough so that you can drink it with fair rapidity and take a considerable amount in a short time. At such times if you will drink a cup of hot water every five minutes until two quarts or more have been consumed, the result will be unfeeling.