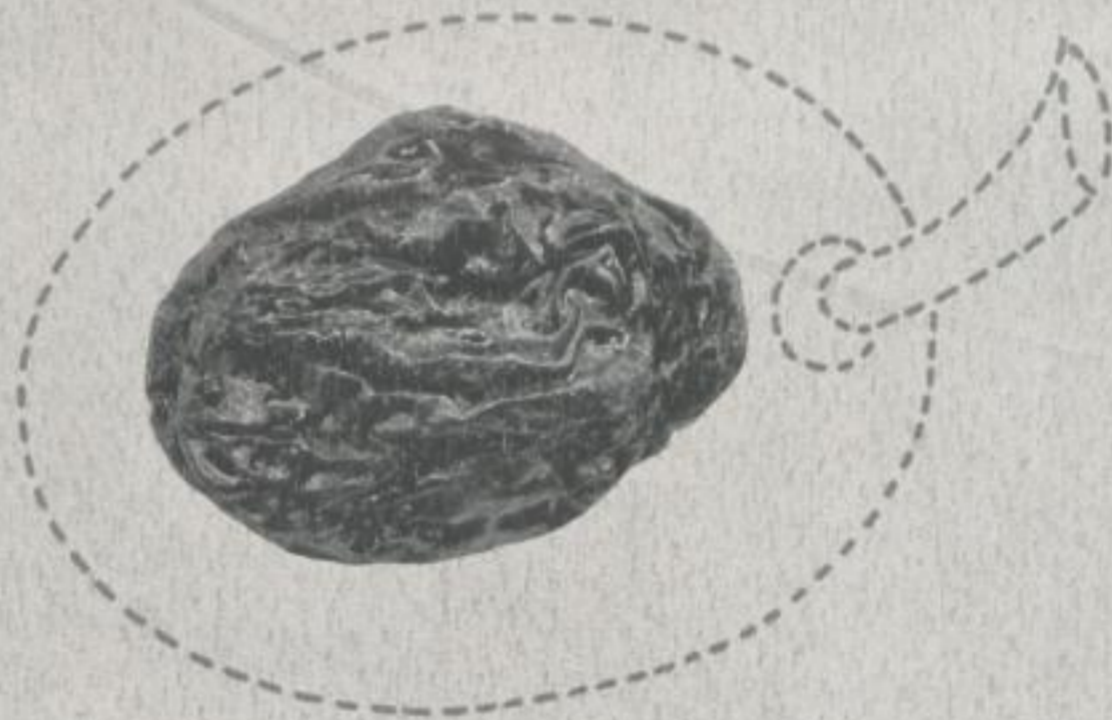


Inserate und Prospekte der  
MILLS NOVELTY COMPANY,  
Chicago

**It started as a PLUM but . . .**



**It turned into a**

**PRUNE**

**(a dried up plum)**

Nature made it beautiful, luscious, sweet. A Plum, a delicious, magnificent prize of the orchard. But man took it off the tree, decided to work over it, set it out in the sun to dry—and eventually, lo and behold, the juicy plum BECAME A PRUNE. A black, uninteresting, wrinkled old prune—useful perhaps in some scheme of things—but nothing like the gorgeous plum in its happy natural state.