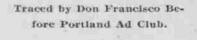
ADVERTISING BOON We Give S. & H. Green Trading Stamps With Purchases Amounting to 10c or More-Don't Overlook This Cash Saving! TO CITRUS FRUITS Mask O'Uth The Standard Store of the Northwest PORTLAND FREE TRADING Californian Tells How Sales STAMPS. AGENCY FOR -the new Non-massage Liquid Mask and Olds, Wortman & King GIVEN WITH Were Increased. HOME instantaneous rejuvenator. Both chem-EACH ical and mechanical in action. Banishes JOURNAL PURCHASE wrinkles and makes the skin soft and PATTERNS OF HOOVER velvety. Treatment given by expert op-Reliable Merchandise-Reliable Methods ELECTRIC -DEPT. ON BUSINESS IS STABILIZED erators .- Beauty Parlors, Second Floor. CLEANERS MAIN FLOOR Take Note of These Good Savings at the Standard Store Growth of Co-operative Movement

THE MORNING OREGONIAN, THURSDAY, SEPTEMBER 23, 1920



How the citrus fruit growers of California have increased their sales and stabilized their business through and stabilized their business through co-operation and consistent advertis-ing was explained by Don Francisco, an advertising manager who was the speaker before the Portland Ad club at the regular weekly luncheon of the club yesterday noon at the Benson hotel. The address of Mr. Francisco came as an interesting sequel to ad-dresses given here a few days ago by Aaron Sapiro, counsel for a number of the California co-operative associ-ations.

of the California co-operative associ-ations. Mr. Francisco, who is president of the Los Angeles Advertising club and advertising manager for the Califor-nia Fruit Growers' exchange, traced the growth of the co-operative move-ment among the lemon and orange growers for the last 27 years. The growth of the organization, which is not incorporated nor capitalized, has been steady, he said, until now 73 per cent of the citrus fruits of the state are marketed through its instrumen-tality. tality.

\$11.00 Boots

\$6.95

Main Floor-Women's Boots of mahog-

any calf with brown fabric uppers. Narrow toe last with tip, welted walking

soles and military heels. Regu- \$6.95 lar \$11.00 value. Special at

\$10.50 Brown Boots

At \$6.95

-Women's Laced Boots of dark brown

vici kid, Goodyear welted soles, leather half Louis heels, pointed tipless toes Cloth tops to match. Regu- \$6.95 lar \$10.50 Boots-special at \$6.95

Big Girls' Shoes

At \$6.95

-Big Girls' Laced Shoes of tan calfskin

Neat round toe last with flat heel. Cloth

toppings. These are excellent \$6.95 \$10.50 values. Special, a pair

Black Kid Boots

At \$6.95

-Women's Laced Boots of dark brown

kid with military heels. Regular \$10.50 grade — the pair \$6.95

-Black All-kid Boots with \$6.95

Thousands Speat on Advertising. "Through co-operation." he said, "the association has been able to pend three-quarters of a million dol-lars a year on advertising. Yet so systematic has the selling and ad-vertising been handled that the cost has been only 2.01 per cent. The item paigns have been, fas come to only 66 of 1 per cent. The members total paigns have been, fas come to only 66 of 1 per cent. The members total paigns have been, fas come to only 66 of 1 per cent. The members total paigns have been, fas come to only 66 of 1 per cent. We months notice, yet in spite of the loose nature of the organisation in this regard the in-present each year. We have 200 per cent each year. We have 200 prices, all under competent men, and offices, all under competent men and outing the last 17 years with an ag-present base of \$370,000.000 the base base been regular and been only. Thousands Spent on Advertising.

\$3000. "The consumer gets the benefit of the work done by the association for better distribution, and larger volume enables the prices to be lower than would otherwise be possible. The use of oranges was doubled in ten years, in which period the annual consump-tion was increased from ten to 20 million boxes. Not only that, but we have been selling at a profit where in the beginning a portion of the sales were made at a loss. Not constructed the sales of the sales were made at a loss.

Newspaper Medium Profitable. "For nine years we confined our advertising entirely to the news-papers, and found that it was the most profitable medium that it was the most profitable medium that we could employ. With a campaign of news-paper advertising in Iowa we had a 60 per cent increase of sales in one year. The newspaper reaches the per-sons to whom the merchant must sell



showing of New Fall Suits at above prices. For value and smartness at moderate cost these cannot be surpassed anywhere. Suits of Wool Serge, Velour, Silvertone, Pin Stripe Suiting, Tinseltone and Tricotine-favorite fabrics of the Fall and Winter season. Plain tailored, flare and box models and novelty styles with narrow belts. Some are embroidered and others are trimmed with fur. New browns, blues. taupe, bisque, navy and black. Best of tailoring. Exceptional values at \$39.75, \$49.50, \$58.50 and \$65.00

New Fall Suits of the **Better Grades**

-here you may choose from a magnificent collection of high-class Suits in all the new season's smartest styles and fabrics. Exclusive models-\$87.50 to \$275

Georgette Waists \$6.95 \$5.75 \$10.00 \$12.50 Second Floor-We now have on display a wonderful

assortment of New Georgette Waists at above prices. Tailored and fancy models in a wide range of charming styles trimmed with laces, tucks, embroidery, etc. High and low necks, long and short sleeves. Shown in all the newest shades to go with new Fall Suits. Priced at \$5.75, \$6.95, \$10.00 and \$12.50. See these!

New Fall Dresses

-before you decide on your Fall Dresses see this attractive showing. Models for all occasions, in every desirable material. Prices range \$23.75 to \$165.00





Kodaks

-Complete showing of

all styles and sizes at

reasonable prices. De-

veloping, printing, en-larging and color work

by experts. First Floor.

Boys' 2-Pants Suits

Main Floor-As this lot is limited, it is to your advantage to make selection as early as possible. Broken lines from our own regular stock. Latest style Norfolks -two pairs of pants with each suit. We \$17.85 consider these phenomenal values. Special

Boys' \$3.50 Pants At \$2.19

Main Floor-Boys' School Pants-full cut knickers, full lined and well made. Corduroy and fancy materials years of age. Regular \$3.50 Pants-special \$2.19

Overcoats \$11.85 -Small lot of Boys' Winter Overcoats at a sacrifice

price. Full length styles with belted back and convertible or military collars. Broken sizes. \$11.85 Regular \$15.00 to \$18.00 values. Special

Boys' Shirts and Blouses -Headquarters for Shirts, Blouses, Hose, Sweaters, Neckwear, Caps, Underwear, Gloves, with convertible collars. Special at \$8.95 | Handkerchiefs, Belts, etc.-Dept., Main Floor.

