

AMERICAN NOVELISTS

"LEARN ONE THING EVERY DAY"

No. 3. THOMAS NELSON PAGE.

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ABOVE all things Thomas Nelson Page is a Virginian, by birth, by family, and in his writings. Born on the old plantation of Oakland in Hanover County, Virginia, he can boast of two grandfathers who were Governors of the state, one of these, Thomas Nelson, being a signer of the Declaration of Independence. It is Virginia and Virginians "before the war" and during the reconstruction period that he has sought to portray in his books.



Thomas Nelson Page opened his eyes in old Virginia on April 23, 1853. He was a rather precocious boy. Many a beating did he receive at school for stealing time from his lessons to write short stories on his slate for the amusement of his companions. He entered Washington and Lee University when he was only sixteen years old. He remained there three years, and then after spending a little time in Kentucky decided to enter the law department of the University of Virginia in 1873. He finished the work there in about half the time usually required, and began practicing in Richmond, where he remained until 1893.

Page had always felt the charm of time gone by. He tried to follow the law faithfully; but more and more strongly came the call to picture artistically "a civilization which once having sweetened the South, has since well nigh perished from the earth." He yearned for the old plantation life, the stately mansions of his forefathers, the grandeur to which those men and women of other

days attained, and the overgrown fencerows and fields of his own country home.

Finally he decided to write. "Marse Chan" was published in 1884, and won the author immediate recognition. People of both the North and South were enthusiastic about it. The author himself tells how he came to write this tale:

"Just then a friend showed me a letter which had been written by a young girl to her sweetheart in a Georgia regiment, telling him that she had discovered that she loved him, after all, and that if he would get a furlough and come home she would marry him; that she had loved him ever since they had gone to school together in the little school-house in the woods. Then, as if she feared such a temptation might be too strong for him she added a postscript in these words: 'Don't come without a furlough; for if you don't come honorable I won't marry you.' This letter had been taken from the pocket of a private dead on the battlefield of one of the battles around Richmond, and, as the date was only a week before the battle occurred, its pathos struck me very much. I remember I said, 'The poor fellow got his furlough through a bullet.' The idea remained with me, and I went to my office one morning and began to write 'Marse Chan,' which was finished in about a week."

"In Ole Virginia," a collection of three stories of negro life and character, was published in 1887. This is perhaps his most characteristic work. Many stories, essays, and poems followed.

Uncle Billy in Page's story "Meh Lady" is a distinct creation. At the wedding of his mistress and the Union captain in the old, dismantled home, the minister asks, "Who giveth this woman to be married to this man?" His lady is without a relative, and Uncle Billy sees that it is up to him. But he doesn't want to take the responsibility; so stepping forward he answers solemnly, "Gord."

Thomas Nelson Page is never sectional in his writing. Everything that he writes tends to bring about better feeling between the North and the South.

This year he was appointed ambassador to Rome by President Wilson.

No. 4. JAMES LANE ALLEN.

A HISTORICAL novelist worthy to rank with Nathaniel Hawthorne, James Lane Allen has been called. Both have given us pictures of the lives of our forefathers, but, while Hawthorne has shown us New England, Allen draws the Blue Grass Region of Kentucky and its people.



It may be due to the fact that James Lane Allen was a seventh child that he has achieved such remarkable success in literature. He was born in Fayette County, near Lexington, Kentucky, in 1849, the youngest child of Richard and Helen Allen. He can number among his paternal ancestors some of the first settlers of Virginia. One of these ancestors, Richard Allen, moved to Kentucky where he lived the easy hospitable life of a gentleman farmer on his large estate.

Mr. Allen's mother was a descendant of the Pennsylvania Scotch-Irish and the Brooks family of Virginia. A native of Mississippi, she was a lover of nature and literature. She inspired in her son a love for reading old romances, poetry and history.

Although Allen was only twelve years old when the storm of Civil War broke over our country, he was old enough to realize its horrors and the suffering that it brought to the people of the South. Just before the beginning of the war his father lost his fortune, so the formal education that Allen received was small, but under his mother's

guidance he pursued his studies at home. Long walks in the fields and forests about his home gave him a keen insight into nature.

He was graduated from Transylvania University at Lexington, Kentucky, in 1872, and three years later he received a degree of A. M. from there. A little before this his father died, and James had to begin teaching in order to meet expenses. He spent a year as master in a country school, walking six miles to and from the school every day.

For two years he taught in Missouri, and then came back to Kentucky as a private tutor. He was called to his alma mater to teach and two years later Bethany College, in West Virginia, offered him the chair of Latin and higher English.

He planned to go to Germany for a time, but gave this up when the idea of becoming a doctor of medicine attracted him. This was when he was doing graduate work at Johns Hopkins in Baltimore. But his love of literature led him to take up writing, and in 1884 he moved to New York. He arrived there unknown and with no letters of introduction, but "he took up his abode in a garret and started out in a very humble way." He sent letters to the New York Evening Post, poems to Harper's, and the Atlantic Monthly, and essays to the Critic and the Forum. A criticism of Henry James' "Portrait of a Lady" first attracted attention to the young author and soon there was a strong demand for his sketches of Kentucky life. "The Blue Grass Region of Kentucky" was the title given to the collected volume of these sketches.

Mr. Allen then moved to Cincinnati, but later moved again to Washington, believing that the capital of the country would be the future home of literature and art in America. In Washington, however, he found too much social and official distraction, so he returned to New York.

"The Kentucky Cardinal," published in 1895, is one of Mr. Allen's best books. It is a sort of pastoral poem in prose, showing

the struggle between Nature and Love. "The Choir Invisible" shows the noble love of a married woman for a man who is not her husband. James Lane Allen is best known as a writer of fiction, but he has also published many critical articles and much verse. He is recognized as one of the most poetic and dramatic of American novelists.

Every day a different human interest story will appear in The Times. You can get a beautiful intaglio reproduction of this picture, with five others, equally attractive, 7 by 9 1/2 inches in size, with this week's "Mentor." In "The Mentor" a well-known authority covers the subject of the pictures and stories of the week. Readers of The Times and "The Mentor" will know Art, Literature, History, Science, and Travel, and own exquisite pictures. On sale at The Times office. Price fifteen cents. Write today to The Times for booklet explaining The Associated Newspaper School plan.

♦♦DON'TS on Rheumatism♦♦

Rheumatism is stubborn as a mule. Hangs on like a leech, wears you out, worries you with pain, drags your vitality, depresses your mind and health. DON'T give up to it. DON'T let it hang on. DON'T overlook Foley Kidney Pills. They are a natural enemy to the conditions that cause rheumatism, which they will promptly remove.

TONIGHT!

MASONIC OPERA HOUSE—
—MERCHANTS' CARNIVAL
Manion-Claman Players present the three-act Tennessee feudal story THE GIRL OF THE HILLS

A brand new play.
150 FREE SEATS EACH NIGHT
Reserved seats 25 cents with Merchants' ticket for any play except "The Girl From Keswick's," 35c and Merchants' Ticket for this special play Friday night.

A Dollar Show for Twenty-five Cents. Get tickets from the following merchants:
Lockhart-Parsons The Bazar

Warner Grocery Company
Fourier Brothers
Pioneer Grocery Company
Hub Dry Goods Company
The Toggery
Stafford's
Cook's Grocery
Union Meat Market
H. S. Tower
C. W. Wolcott
S. Lando
Owl Pharmacy
Coos Bay Bakery
Perry & Nicholson
Sumner Hardware Company

Wall Paper

SEE ME FIRST.

C. W. VIERS.

Paint and Wall Paper Store.
376 North Front St. Phone 296-R

Walk one block and save one dollar on each pair of men's and boys' shoes. We do first class shoe repairing at the lowest prices in the city. Yours for a square deal.

Aug. Olson.
215 South Broadway.

BUY THE
VERY BEST

Marshfield BUTTER
Creamery

MADE UNDER
SANITARY
CONDITIONS
IN A
CLEAN
AND
MODERN
FACTORY.
STERILIZED
MILK
AND
CREAM.

PURE ICE

Free delivery, 8 a. m. and 2 p. m.
Phone 73

JUST RECEIVED
A large shipment of Electric Cut Glass Shades.
Call and see our stock of glassware. We also have some of the latest designs in shower fixtures, from two light to five. Everything in electrical supplies.

Barnard & Langworthy

Gray Auto Service

Fisher & Tucker, Proprietors.
Phone orders to Blanco Hotel, 46.
After 12, 260L, Right Cafe,
Marshfield, Oregon.

Reflections of An Adman

How Berberich Made His Pile

Q Berberich's is Washington's largest and most progressive Shoe House, and quite consistently—they are Washington's largest advertisers, and have been for ten years.

Q Having had a good deal to do personally with the Berberich success and being on the "inside," so far as their advertising is concerned, I am in a position to speak at first hand regarding their unusual and phenomenally successful publicity methods.

Q Berberich had been in business thirty years. He enjoyed a good name and was making a good thing out of his business. But in 1902 his son took over the managing interest in the business, and also took stock of himself, and his prospects.

Q He realized that while they were doing a fairly good business, yet they were standing still—apparently having reached their zenith.

Q While they were selling a lot of shoes, yet they were not selling nearly as many as they might. Why?

Q He knew the customers they had they were holding—so they had good shoes and gave satisfaction. He knew that they had the best location in town; he knew that they were selling their shoes at a fair price. Yet business did not come.

Q Then he thought of advertising and called over one of the solicitors of The Times. Next Sunday's issue of that paper came out with a big four-page supplement, every inch devoted to Berberich shoe advertising. The fact that it paid, is proven by the policy that the store has followed ever since.

Q They are the largest shoe advertisers in the world—they continually use full pages and every once in a while will come out with a whole section of the Sunday issue. THEY CONFINE THEIR WHOLE APPROPRIATION TO ONE PAPER, BELIEVING THAT IT PAYS BETTER TO HUNT WITH BULLETS THAN WITH BUCKSHOT.

Q As a result of this advertising they now have two big stores, one on Pennsylvania avenue, another on Seventh street, and are about to open the third.

Q Joe Berberich told me the other day that the trouble with most merchants was that they were afraid to risk money—they would not take a chance. He said that to be successful nowadays you have to adopt exceptional measures.

Q Both Berberichs are great believers in persistency. They say that you cannot make a man buy a pair of shoes if he does not need them, so the only way is to keep hammering and sooner or later get the man into your store, then hold him by right prices and right service.

Q This success of Berberichs proves that everything else being equal the merchant who uses newspaper advertising is going to make the most money in the shortest time—it proves that advertising pays—it proves that to attract attention you have to stand up and shout, whispering with one inch ads will not bring the people across your threshold.

Q Conditions in Washington are no different from conditions right in this community—every merchant has the opportunity to be a success or a failure—all he has to do is to choose.

This is a true story of successful merchandising—combining good salesmanship with good judgment—it is nothing unusual, nothing wonderful—any progressive merchant can do the same, its just a matter of getting started. If you are troubled with getting started, let our advertising department help you.

Mark Twain

was once asked, "Of all your books, which do you consider the best?"

He promptly replied, "My bank book."

The man or woman, boy or girl, who earns some, spends less, and has a savings pass book on this bank, is on the road to success.

FIRST NATIONAL BANK
OF COOS BAY

FLANAGAN & BENNETT BANK

OLDEST BANK IN COOS COUNTY.

Established 1880.

Capital, Surplus and Undivided
Profits \$110,000

Interest paid on Time Deposits.

Officers:

J. W. Bennett, President.
J. H. Flanagan, Vice-President.
R. F. Williams, Cashier.
Geo. F. Winchester, Assistant Cashier.

THE RECORD PHOTOGRAPHING ABSTRACT COMPANY—

Have photographic copies of all records Coos County to date, abstracts of titles, present owners, or any other information relating to real estate furnished on short notice.

BUSINESS OFFICE: 117 North Front St., Marshfield. Phone 1513
W. J. RUST, Manager

FOR QUICK WORK,
FOR PROMPT WORK,
FOR GOOD WORK,
Telephone the old reliable

Coos Bay Steam Laundry

We always deliver the goods.
Phone 57-J ——— Marshfield

Marshfield &
North Bend Auto Line

Cars leave every 20 minutes from 7 a. m. to 7 p. m.; from 7 p. m. to 12 o'clock every half. Fare 15 cents one way, round trip 25 cents. Commutation books, 20 rides, \$2.00. Cars leave Chandler Hotel, Marshfield and North Bend News Co., in North Bend.

GORST & KING, Props.

City Auto Service

Good Cars, Careful Drivers and reasonable charges. Our motto: "Will go anywhere at any time." Stand Blanco Cigar Store. Day phone, 78. Night phone 139-X.
TOM GOODALE, Proprietor.

Bowling Alley!

375 NORTH FRONT STREET
Tuesday Evening
Especially for Ladies

Low in price, high in quality
Electric Irons

We have a few second-hand irons in good working condition at \$1.75.

New Irons, \$3.50 up.

Coos Bay Wiring Co.

Phone 237-J 153 N. Broadway