

NOVEL MATERIAL FOUND IN WOODS OF NORTHLAND

(Continued from page 1.)

Is concerned when I rise from the typewriter."

"Good gracious! How long does a novel take you then?" I exclaimed remembering the long list of books—over 25—that belong to the Curwood bibliography.

"Working seven days a week, a novel takes about eight months. A short story, one."

"Don't you make out a synopsis before you start or something?"

"Not on paper. But the three months of each year which I spend in the wilderness, I plot a new novel in my head while I am gathering material for it. I always keep a note-book and it is crammed." He offered me a closely written one to look at. "A note-book is essential for my particular kind of fiction," he went on to explain. "For it is 80 per cent so far as country, environment, geography, customs and manners go."

Passages descriptive of the virgin woods at all seasons and hours and in all weathers swarmed into my memory as he spoke. I had recently been reading "The Black Hunter," with its minute description of wild life and scenery. But I could not let my mind wander, for the repository of all that woodsy lore went on:

"The nucleus of my stories I find in my wilderness life and to a great extent I use my own experiences and emotions. The characters in my novelette in January Cosmopolitan, "The Crippled Lady of Peribonka," were given to me by the wilderness.

"Perhaps that is the reason they have a way so often of not behaving as I have intended. Occasionally I give them a good beating for they persist in doing as I do not want them to. They are very much alive. They often get me into trouble which it takes me days to get out of."

"Some persist in growing beautiful," (he was still talking like a fond father about his children), "and others in being just mean. My plots sometimes act the same way. I start out with an idea. But the story afterwards often largely builds itself. Sometimes an ending, even, is different from the one I have planned—that is, in its details."

"You are faithful to your northland, aren't you?" I said as I rose to go.

"It is a country so rich in material that I am never tempted to write of any other. From now until I die," he said with enthusiasm, "I think I'll be writing of the northland."

Oregon state game department released 11,524 Chinese pheasants this year.

WHAT MADE LITTLE ORPHAN ANNIE WALK

(Continued from page 1.)

away. Going in and embracing them, caressing them, as a mother would, she took the dreaded disease and died a sacrifice to mother love. Who would fail to understand such love.

Ellen Malcomb was a little cripple. She had been a cripple almost from childhood. All fall that resulted in some sort of injury to her spine had left her a cripple for life. But yet she was one of the cherriest girls in her neighborhood. No one ever heard her complain. No one ever failed to catch her happy spirit if they were in her presence for a little while. Quick and bright in her school, ready of wit. But she never used her wit in sharp hurtful words. Ellen was able to turn almost anything into a bit of fun, and her companions gathered about her like bees to a bit of sugar. There was music in her voice, and a merry twinkle in her eye. These seemed to come perfectly natural to her, though I have a suspicion that she really tried to cultivate them.

Ellen's father was quite well-to-do, and he had tried everything that could be done for Ellen, to no avail. Her mother tried to shield her at first from other children, but she soon found out that Ellen could make her way, and take care of herself among others perfectly. No one ever thought of imposing on her, or of even commenting on her misfortune. It was love that made her the favorite every where and in any company. Love seemed to shine out from her like a light from an alabaster vase. The love in her heart seemed to awaken love in other's and made the world about her better and happier. In her presence one forgot that she was a little cripple.

What made Orphan Annie walk?

Jim Gibson was a big burly, red-haired chap. Nothing ever daunted Jim. He was afraid of nothing. Jim was selfish, and usually succeeded in getting his own way. Jim had few real friends. In high school he was always a sort of a "bully." Most of the boys were a bit afraid of him. When he got out into active business life, he carried the same ideas and tactics into his work. Men feared him. He was successful in business and made a great deal of money. By a sort of force that seemed to go with him, his plans seemed to turn out well.

Sometimes Jim really wanted to do good and be kind to others, but he had never learned how. There was something about being kind and helpful that did not fit Jim Gibson. Sickness came, and Jim was all-at-sea. He did not know what to do. He was like a poor,

lonely, disappointed orphan. He had never learned the thing that made Orphan Annie walk.

Bonesteel Motor Co., 474 S. Com'l, has the Dodge automobile for you. All steel body. Lasts a lifetime. Ask Dodge owners. They will tell you.

WONDERFUL CITRUS FRUITS ADVERTISED

(Continued from page 1.)

and trans-Pacific countries was more than three times as great as in any previous year. The exchange is steadily developing these outlets, which will be important factors with increasing crops.

More than 3,000 carloads of unsalable lemons were converted into millions of pounds of citric acid, lemon oil and pectin by the enlarged Lemon Products company. The Orange Products company was greatly increased in membership and capacity during the season, the report relates.

The Fruit Supply company transactions during the year ending October 31, of \$10,296,390, represents the box shock and other supply business of the members.

Most Wonderful Showing

In the field of advertising, the California Fruit Growers exchange makes a most wonderful showing; setting the pace for all the cooperatives in the whole wide world.

The California Fruit Growers exchange has carried the burden of educational work with the consumers to increase the consumption of citrus fruits and in the development of markets for the benefit of all citrus fruit producers. Because of its volume it has been able to keep its total costs below that of competing agencies, which contribute nothing toward the solution of the general problems of the industry. A greater support by the growers would enable it to increase its efforts without higher cost to the individual producer.

Vast Advertising Campaign

The exchange investment in national advertising represents an expenditure of approximately three-fourths of one per cent of the gross sales, or one-fourth to two-fifths of a cent per dozen. The exchange spends less than one cent per consumer to advertise and merchandise its products.

The objectives of Sunkist advertising are threefold and remain virtually the same as established in their first advertising campaign in 1907:

1. To increase the total consumption of oranges and lemons through telling the public of the many delicious uses and healthful qualities of these fruits.
2. To create a consumer and trade preference for California oranges and lemons, particularly Sunkist.
3. To widen markets and minimize the cost of distribution through promoting sound merchandising methods with the trade, and to encourage proper displays and reasonable margins, commencing with the 1926-27 season the Sunkist trade-mark will be applied to each individual orange of that grade by electrical fruit marking machines being installed in the packing houses. This will increase the effectiveness of the national advertising campaign and insure the consumer against substitution. Nearly two billion individual oranges in a normal crop year will hereafter carry this trade mark.

The market for citrus products is people, and the entire Sunkist advertising plan is designed to place the merits and uses of California oranges and lemons before as large and varied a percentage of the total population as possible.

The Medium Used

Ninety-nine million individual advertisements, most of them in four colors, appeared in national magazines during the past season. A special newspaper campaign on Sunkist oranges for the Christmas holidays appeared in 73 cities during December.

Another series of advertisements featuring oranges in 220 of the principal daily newspapers of this country reached a total of 16,125,296 people.

Two hundred seventy-five newspapers of this country delivered 486,410,000 advertisements to consumers featuring lemons in hot lemonade, and another 150 million impressions featured lemons in new year "round" uses.

Twenty-four sheet posters in 218 cities with 15 million population west of the Mississippi river and subway station platforms of Chicago, New York, Philadelphia and Boston also aided in the Sunkist publicity program.

News articles, photographs and specially prepared material on the California citrus industry were furnished newspapers and magazines as a further tie-up with exploitation efforts.

The citrus industry has been afforded an exceptional opportunity to its advertising efforts closely with the general program being carried forward by the medical profession and research workers in all sections of the country, urging more liberal consumption of fruit as an insurance of a higher average of general healthfulness.

2,604,780 bulletins were distributed to domestic science teachers and federal extension workers during the past year, upon request.

144,735 dietetic bulletins were

distributed to nurses' training schools and hospitals.

1,250 commercial tea rooms in this country received a series of educational bulletins on the uses of citrus fruits in tea room menus.

Educational work during the past season was amplified to include material to the elementary grades.

11,155 colored posters and outline pads for coloring were mailed.

6,029 educational wall charts on the citrus industry were hung on classroom walls.

In addition, large quantities of child feeding and health literature were distributed to elementary schools.

Dealer Service Tour

No advertising program is as effective as it should be without the full and intelligent co-operation of the trade. The 3,000 jobbers and 500,000 retail outlets for citrus fruits are vital factors in the successful marketing of the crop. Good display, reasonable margins and rapid turnover are essential in the merchandising of fruit. It is upon these principles that the exchange dealer service work is based. This branch of the advertising program now represents an annual investment of 25 per cent of the advertising appropriation.

Dealer service men covered the marketing centers of the United States and Canada this season.

48,682 personal calls were made on fresh fruit dealers.

28,796 Sunkist and Red Ball sales windows were installed.

272,948 pieces of display material were distributed.

10,400 Sunkist extractor owners were called on, personally, by these same men in the interest of stimulating the sales of fresh fruit orangeade and lemonade.

4,108 fountain displays were dressed.

23,244 pieces of lithographed material were used.

218,592 letters were mailed to the trade this season, supplementing this personal service.

Fresh Fruit Drinks

That commercial orangeade and lemonade are substantial factors in the citrus fruit demand was

clearly established this year of unseasonable weather in the spring and early summer months, when a lack of drink consuming weather definitely affected the general orange market. The exchange is responsible for developing a new market for citrus fruits through the channel of fresh fruit drinks. Until recent years the volume of business derived from these drinks at commercial fountains was insignificant. Over 6,600 Sunkist electric fruit juice extractors were sold by the department of fresh fruit drinks of the exchange, at cost to fountains, hotels, restaurants, clubs and hospitals this season, bringing the total now in use to 33,600 machines.

Figures developed in a survey conducted in Boston recently indicate that the previous estimates of 50 boxes per machine are probably too low. Statistics compiled from this survey indicate an annual consumption per machine of 55.72 boxes of oranges and 13.51 boxes of lemons.

On the basis of 50 boxes per machine per year the 33,600 Sunkist extractors now in operation represent an annual consumption of 1,680,000 boxes or 4,200 (400-box) cars of citrus fruits. A box of oranges will make approximately 200 orangeades and of lemons somewhat more. This would represent a volume of 334,000,000 drinks, with a retail sales value at 10c a drink of \$33,400,000.

In the furtherance of the exploitation of the "see-it-made" principle of fresh fruit drinks, the exchange continued the operation of its model store at Atlantic City, and despite the handicap of unfavorable weather conditions, served nearly 200,000 people.

To promote the consumption of orangeade and lemonade in the home the exchange advertising department also co-operated in the distribution of over 200,000 of the new glass Sunkist reamers this season.

With the ever changing market as to eating habits of consumers, new household heads and competition from other fresh fruits, there is need for a sustained and, if possible, increased effort on the part of the citrus industry to

maintain its position of preference in the fruit diet of the public.

Why Keep on Advertising?

The following, from the annual report of the exchange, is one of the most powerful arguments ever submitted for continued advertising: for the fact that, while cumulative advertising is valuable, it cannot be depended upon too much, without keeping up advertising, which both consolidates the cumulative value and reaches the new channels that must be taken into consideration:

"Every market is in a perpetual state of change. Based upon census reports, each year 2,500,000 new born Americans begin consuming; 400,000 graduates from high schools and 100,000 are leaving colleges and universi-

ties and entering upon their careers. One and a quarter million brides start housekeeping and the same number of grooms start spending their incomes in new ways—1,400,000 die yearly—and an almost equal number lose their productive capacity.

"Thus in a few years a market may become entirely new, and it may move beyond the influence of the good will previously obtained for a product. The need of continuously informing the public on its products has been recognized by the California Fruit Growers exchange, which is entering upon its twentieth season of national advertising."

"The exchange has been a pioneer in applying advertising and merchandising work with the

trade in the marketing of a fresh fruit product, and as a pioneer in this field, the exchange enjoys an enviable position with both consumer and trade.

"The consistent advertising program carried forward continuously for the past nineteen years has played an important part in the development of the California citrus industry. The results of this advertising policy are readily demonstrated in seasons of large production, such as the one just closed. That the California citrus industry is established upon a high level of demand is demonstrated by the returns for its products this season in competition with the largest production of other fruits ever recorded, which generally sold at unsatisfactory

prices. In years of short crops advertising affords an opportunity to the producer, but in years of large production it is a necessity.

For the Cooperatives

The success of this giant of the cooperatives, among other California giants of the same kind, is an outstanding example of the value of cooperative marketing for major crops, and especially those for which new markets must be continually created—

Other outstanding examples being the raisin growers' cooperative in California, and the cooperatives of the walnut and almond and fig and apricot and bean and rice and prune growers, and a number of other fields covered by such operations in that state.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

distributed to nurses' training schools and hospitals.

WORLD'S LARGEST CHAIN DEPARTMENT STORE ORGANIZATION

J.C. Penney Co. INC. A NATION-WIDE INSTITUTION - DEPARTMENT STORES

160 North Liberty Street, Salem

OUR RELIABLE READY-TO-WEAR

You Can Depend Upon Our Styles, Our Qualities and Our Prices

Buy Another Dress Here! And Be Sure of Satisfaction

Now that it's time for a new frock, women who have bought one Dress here will return, for that Dress has given their true and pleasing service.

Our Silk Frocks seem lovelier than ever!

First In Style and Value

Some feature the new V and A sleeve; others have loused backs or boleros.

In each Dress you will note some decidedly smart line. The satins, cantons, and flat crepes are of splendid quality.

A selection of captivating colors, too. Priced—

\$9.90 to \$19.75



Girls Dresses of Wool

Faultless in Style and Quality

The well-dressed School Girl appears in a trim, jaunty Wool Frock—found by an enthusiastic mother at our Store!

At Our Price Savings

The price attracts first—then the unusually fine quality of material and workmanship—to say nothing of the charming style—leaves no doubt!

In 7 to 14 Year Sizes

\$3.98 to \$4.98



Exceptionally Trim and Stylish

Is This Patent and Gun Metal Pump

The lines and splendid style of this strap pump recommend it to the seeker after attractive footwear combined with real value. In patent with gun metal trim. Extra good value at

\$3.49



This All-Leather Oxford For the Large School Girl

Style, All-Solid Leather and exceptional value all the way through. In black or tan. Sizes 2 1/2 to 7. An unusually good value for the large girl, at—

\$3.98



Hats of Unusual Charm

In the Season's Successful Styles



A Hat is the making of a modish costume! It "tops off" a pretty frock or a ravishing coat. Our better priced Hats embody every pleasing feature. Priced.

\$3.98 and \$4.98

Fall and Winter Coats

In Styles Becoming to Girls

That in-between age—before she is a young lady and when she has outgrown childish apparel!

Our 7 to 10 year Coats fit her beautifully!

Excellent Trimmings of Good Furs

New Fall and Winter models are here. Made of fine fabrics, fur-trimmed, and priced most satisfactorily, from,

\$5.90 to \$10.90



Fall and Winter Coats

These Are Triumphs of Value

Our Coats are inexpensive but they are never cheap! At this price, you will find worthy qualities in most commendable styles. The materials bear minute inspection! For women and misses, priced,

\$9.90 to \$19.75

Fur trimmings make the coats even more attractive. They are well-lined, promising a maximum of wear. The straight line styles are the most making this season. See these Coats—now!

Sizes for Women, Misses and Juniors



"PERSONAL" CLOTHES

Machine-made clothes, manufactured by the thousands, offer only an approximate fit because they are made for the non-existent "average man."

In the army, private soldiers wear "ready-made" uniforms while officers have uniforms made-to-order. The difference in fit and appearance is obvious.

Come in while the season is young and select from our large assortment of new and attractive patterns.

D. H. MOSHER
The Merchant Tailor
484 Court Street

