

AMERICAN FOODS TRAVEL LONG WAY

Exports of Corned Beef and Sausage Tickle Palates of Orientals

NEW YORK (AP)—American foodstuffs, pushed by American salesmanship, have entered every country of the world.

A recent survey shows that "buyers' resistance" and the gastronomic prejudice of home-fied natives have capitulated to a tickled palate.

Japan and China smack their lips over steaming corned beef hash and canned sausage. India is growing "sturdy" on Columbia river salmon and California fruit. And Brazil keeps the American market swamped with demands for canned asparagus.

Not even tariff walls, which the European nations erected hastily after the armistice, have been greatly effective before the onslaught, export records show.

Salesmanship is largely responsible.

Salesmen in foreign countries generally adopt the same methods

used in America. It is pointed out, in passing, to advertise anywhere. And canned milk with a Burnese label appeals as strongly to the Asiatic fancy as the American label appeals here.

In most cases, American goods are not competing with native goods. They are filling a demand they have themselves created.

Fish and fruit bulk large in the exports, but candy stays at home. Confectioners who, on the basis of war time demand, dreamed of a world wide sweet tooth for American products, saw a twenty million dollar export drop in one year when the army returned from abroad. The consumption of sweets was almost entirely among the soldiers and connoisseurs of little further than the West Indies.

Americans are demanding more and more European goods, importers say, while immigrants, conservative in adopting a new country's dishes, cling to their own cuisine. Hard sausage, black bread flour and strong cheese the immigrants want, and there is a large import market in New York that caters directly to the demand.

More than 400,000 foreigners have announced their intention of becoming French citizens.

SICK INDIANS FIND REMEDY IN SPRINGS

Chief's Hair Made Strong by Bathing in Water, Source of Rituals

THERMOPOLIS, Wyo. (AP)—The Big Horn hot springs, among the largest in the world, are a favored haunt of the Great Spirit and possessed of miraculous powers, if old Indian myths are to be believed.

Today large numbers of Shoshones, Arapahoes and Crows camp in numbers near the springs, invoking the aid of the Great Spirit in ridding them of their ailments. They also believe these waters will bring them protection against evil.

Harry Lange, an old Indian fighter, recently visited the springs and recalled that 50 years before he, as a member of a scouting party with a cavalry detachment guided by Arapahoes, had crossed the Big Horn, at the present site of Thermopolis. Before the Indians would proceed, Lange said, they threw themselves into the pools below the big spring and went through religious rituals. They urged the soldiers to do likewise, declaring the waters were blessed with the Great Spirit and that bathing in them would ward off evil.

A legend almost as old as the Shoshone tribe itself says that back in the beginning of things Ishawooa, a chief who ruled all the Indians of this section, alone knew of the springs and visited them annually, thus keeping his power and health. But when old age finally came he directed his braves to take him to these waters and allow him to die in them so his spirit would be blessed by the Great Spirit.

Ishawooa's only son, Wapiti, was a weakling who apparently would never be able to assume his father's leadership. But as he died Ishawooa confided to Wapiti the secret of finding the Great Spirit's favor by bathing in the hot springs. It was thus that Wapiti became strong and eventually even a greater chief than his father.

Generations later the great Shoshone chief, Washakie, submitting to the advance of the paleface, ceded the Big Horn hot springs to the United States and, the state of Wyoming on condition that a portion of their waters be reserved for free use by the weak and sick of both peoples.

The Marion Automobile Co. The Studebaker, the world's greatest automobile value. Operating cost small. Will last a lifetime, with care. Standard coach \$1415. (*)

Pens, pencils, stationery, pen and pencil sets, books, kodaks, typewriters, magazines and novelties—everything in the book store line for Christmas at Patton's. (*)

Silent Syndicate Seeks French Gambling Control

CANNES.—(AP)—Millions of francs are being spent by a mysterious syndicate, which is endeavoring to gain control of the largest gambling establishment in Southern France.

Feverish buying of Cannes Municipal Casino stock had recently pushed the price up to

1,500 francs a share, doubling the former high mark reached last year. Six months ago a raid on Monte Carlo Casino shares boosted the price to over 15,000 francs a share.

Quality painting, both varnish and lacquer work, in our modern equipped paint shop. Washing, greasing and night service; tire repairs. Wood's Auto Service. (*)

The Cherry City Baking Co.'s bread, pies and cake are of highest quality. One of Oregon's most sanitary bakeries; visit it. Worth while. A Salem show place. (*)

Member of Japan's Royal Family Raises Chickens

TOKYO.—(AP)—Marquis K. Kuni, elder brother of the Crown Princess Nagako, has renounced his army career and gone into the business of chicken raising. He is the first member of an imperial family to engage in poultry farming and it is said that his proud relatives were somewhat shocked at the idea.

Any day the Marquis, dressed in rough farm clothes, may be seen hard at work on his new chicken venture. He works side by side with the farm laborers and says he is not playing at a hobby but is seriously out to make a fortune if possible.

Casey's Guaranteed Rheumatism Remedy—money refunded if it does not cure your case. Nelson & Hunt, Druggists, corner of Court and Liberty Sts. Tel. 7. (*)

AMERICAN DOLL DEATH RATE SAID TO BE LOW

(Continued from page 1)

American doll was the introduction of the soft body stuffed with cotton, which yields to the touch of the child and can be cuddled. This was a radical departure from the dolls with conventional hard bodies that had been in general use before the present century. For the first time in history doll makers began to make a serious study of the needs and desires of children. This departure from the rigid body was a most important step forward and has played a very prominent part in bringing about the great popularity of domestic dolls.

The mama voice is another contribution of American ingenuity to the happiness of childhood. This touch of realism has enhanced the position of the doll in the eyes of children, rendering it easy to transpose their dolls into the world of their imagination. The walking type is also characteristic of American dolls. When the child holds the doll by the hand, moving it forward while its feet are in contact with the floor, the doll puts one foot forward after the other in a most natural manner. This feat is accomplished by sewing the legs on to the trunk of the body slightly towards the front.

Besides walking and talking, most American dolls sleep, much to the delight of their possessors. Although the first sleeping dolls were not made in this country, our toymakers have greatly improved the eye mechanism used in dolls. In dolls of foreign manufacture the eyes are set in plaster of Paris on a rod. This when dry is not only brittle, cracking easily and releasing the eyes, but it also does not permit exact adjustment of the eyes. For that reason many dolls seen abroad are slightly cross-eyed. With the eye mechanism developed in this country each eye can be carefully adjust-

ed into focus before being set permanently in the doll head.

Hand in hand with this bettering of the mechanical details of American dolls has gone a raising of artistic standards, both in form and dress. Great attention has been given to improving what might seem minor details, but which collectively mean much. The old skinny body found in practically all dolls made up until a score of years ago, has given way to the chubby body characteristics of the dolls made today. Doll makers found that plump bodied dolls are preferred to those of thin, gawky stature. Nobody may love a fat man, but no mother loves a skinny baby.

Some manufacturers have made their dolls plump almost to corpulence with the result that within the past two years the public demand is reacting for somewhat thinner dolls. However, doll styles will probably never return to the painfully thin bodies.

Another modification of the doll's anatomy that has taken place is the enlarging of its head. Babies with big heads are cute, reasoned the doll designers, and they applied the result of their observation to dolls with great success. Previously the heads of dolls had been made in proportion to an adult's rather than to a baby's body. Then it was found that the facial expression of the doll could be improved by placing the eyes wider apart. The shape of the mouth, the curve of the cheek, the slant of the eyebrows and the many other details have been carefully studied.

American dolls, like American women, are the best dressed in the world. Expert women designers are constantly racking their brains to devise new costumes for the doll world. It is said that many women actually get ideas for gowns from dolls which are seen in toy shops. No part of the wardrobe of the modern American doll is missing. It has a dainty underthing, shoes, socks, gowns, etc.

Doll styles follow the styles in real life, as would be expected. They mirror the life of grown-ups. Twenty or thirty years ago most women made their own clothes, as well as those of their children. But times change. Few women make their clothes today. This trend of the times is reflected in dolls. The public demand today is for ready dressed dolls, wearing the latest fashions of the puppet world. The garments on most dolls are now made so that they can be put on and taken off.

Since the war dolls with bobbed hair have been very popular until now comparatively few of the curly-locks dolls are sold. This would not indicate that bobbed hair will cease to be popular, for the coming generation, by playing with dolls with shorn locks, are being educated to the style which they themselves will adopt when reaching the flapper age.

About two years ago the infant type of doll sprang into great popularity, although infant dolls have been sold for a number of years. It is estimated that about a quarter of the dolls sold last year were of the infant type. Whether this is a passing fad remains to be seen. Very likely the infant doll, however, will continue to be popular, for mothers select many of the dolls for their children. This type of doll appeals to mothers, for it awakens memories associated with the first sight of their own children. But the

more mature type of doll will always be in big demand, for children as frequently regard their dolls as companions as they imagine them to be babies.

Most of the dolls which prove to be big sellers are designed by expert women designers who have spent years in the study of children and their toy rabbits. The designing of a doll's face is a very difficult matter, for we all know that richness of detail in sculpture is much harder to secure than in painting. That is why the world has produced a horde of painters. Sometimes, however, a person outside the toy field may hit upon a design that has a wide appeal.

Where do doll designers get their ideas for head models and dress styles? The answer is simple: From observing life about them. Realism in toys is demanded by modern children, who are much more observing of details than most persons would suspect. Of course, each season sees a new crop of novelties and character dolls, many of which have large sale; but the doll which the average girl most treasures is the one which reproduces characteristics of people in real life.

No manufacturer can predict with any degree of success whether a new doll design will meet with favor. The marking of a doll is equally as hazardous as the production of a play. Human whims, especially in their relation to novel toys, refuse to be gauged by a measuring stick. Frequently a doll maker will spend several thousand dollars in making moulds and equipment to produce a special model, only to have the little tots of this country turn thumbs down on the new addition to the doll family. On the other hand, it has happened, that manufacturers have refused to consider new models which later developed

into big sellers. When the present century opened most dolls were imported. But following the perfection of the unbreakable head, the American doll industry began to make rapid strides, until now fully 90 per cent of the dolls sold in this country are made in the United States. Immense quantities of American dolls are also exported to all quarters of the globe, successfully competing with the products of cheap labor abroad. Approximately 20 million dolls are made in this country each year, with a retail value of about 25 million dollars. This leadership results from great mechanical and artistic improvements introduced by American doll makers. For a century or more little change had been made

in dolls produced in Europe. Each succeeding generation of toy makers followed blindly in the footsteps of its predecessors. Then Americans started to make dolls. They kept their eyes open and minds alert. And it was not long before they had created a new race of dolls to delight the children of the world.

The Midget Meat Market never fails to give you the finest meats and fish. There is but one place in Salem to get the finest fish. The Midget Market has it for you. (*)

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