

THE WAIL OF THE TUNGSTEN

A fragile little Tungsten lamp was being snugly packed at the lamp works, and in a little box of her own, then into another box, and carried by the gun-shod shipping clerk to the train.

She rode and rode, coming at last to her journey's end, and was not hurled from the car, like a common trunk, but gently placed on a truck. Everyone who spied the label "Tungsten" on the box looked up with a benighted smile, like St. Cecilia, and by and behold, she shone forth in a blaze of glory like an Easter creation.

How loud they sang the praises of Tungsten! The proprietor was overheard to say that if the current saving kept up, instead of having a bill to pay, the lighting company would be owing him money. Now it happened that in the same train there was another box containing another little Tungsten, somewhat opinionated, who had heard of the suffragist ticket, women's rights, and the "square deal," and was going to get it. When they unpacked her and edged over to the drop cord, she said: "Hold! it is not enough that you admire me; I would be cherished as well. I am healthy but delicate. Call me a poached egg if you like, but want a piece of toast to sit on."

"I pine for company and seek an affinity, a very proper reflector—that we may revel in each other's glory, the while giving you more radiance; for while I am but 32—will this reflector on, I will look like 50."

The store-keeper stood back amused: "There is much reason for her saying 'and right away started for the electricity shop to spend some money when the bold little Tungsten arrested his arm, saying:

"Stay, I would speech with thee farther. This glad raiment that I ask of thee is for mine good, that I may serve thee the better. Thou shelterest thy horse that he may do more work for thee, and even so it is with me."

"I fancy thy generosity so much that I am willing to be hung up high above the heads of the throng on whom I will shed lustrous sunbeams, and not keep out of their vision."

"But why should I hang thee up," mused the calico-cutter. "'Tis fate; I must be so installed," rejoined the Tungsten. "It is do decreed!"

"For thee I will make every sacrifice, and hang with my feet down forever more." "But," sorrowfully said the merchant, for this Tungsten so appealed to him, "That means a fixture." "Quite so," quoth the Tungsten. "Surely the goodness of thy heart is not bounden by thy purse-strings? Get thee hence unto a Tungstolier agency, and under thy arm thou canst carry a Folding Tungstolier—for which I yearn, and with which I can be forever happy. One with t'ink suspension, and when my fancy runs toward outdoor diversion, I will think of the (Golf) links above me. And I desire an autibrator, which will break the jar, ever as thy rubber heels relieve the strain on thy spine. Thou canst take three or four more of my kind and put them in the same fixture, which will give an abundance of light, and dispel the gloom round about over much area."

"For light is life and he who imports light to another, has not, therefore, less light, but walks by a number of torches instead of one."

The good store-keeper marveled at the wisdom of the loquacious Tungsten but went forth and did her bidding, and put in Tungstoliers, complete, thereby transforming his store into a place of wondrous beauty. Their reflection is now radiated in the joy of his countenance, and he rejoices in doing what the Tungsten told him to do.

The moral of which is, that the Lobster is the Wise Guy after all. And if you give the Tungsten a fair chance, and use it as it should be used, with proper reflectors and in a properly constructed Tungstolier fixture, great blessings (and savings) are in store for you. You can quietly read the "Charge of the Light Brigade" while your rival store-keeper sings the "Song of Six-Pence." Call us up and we will be glad to explain fully the best methods of cutting expenses in lighting.

THE ROGUE RIVER ELECTRIC CO.

YOUNG MAN KILLED IN AUTOMOBILE ACCIDENT

LOS ANGELES, Cal., Jan. 21.—Returning from Pasadena at 3 a. m. today, Lewis M. Woolwine, 21, son of W. D. Woolwine, vice president of the National Bank of California was instantly killed when his automobile struck a vegetable wagon near Hardtown, Miss. Rosaline Harrington 20, and Mrs. J. Grammond, who shaperoned the young people at a charity ball at Pasadena at Pasadena, last night, were severely injured.

The parents of young Woolwine were to have given him a part at his home tonight in honor of his having attained his majority.

Notice

All children who will be six years old on or before the fifteenth day of March, please enter school next Monday morning, as no class will be organized after Jan. twenty-third. Very truly, U. S. Collins, Supt.

Haskins for Health.

Weeks & McGowan Co.

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When you hear that remark you can take it for granted the speaker means us. Whatever you want from any drug store can be had here—if we haven't got it we will get it for you. There's never a fear of disappointment. You get what you ask for or what your doctor wants you to have, or you get nothing—you never get "something just as good" here, because we only have one best. Does not this assurance warrant your trading here? We think so.

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ORANGE WEEK!

FORTY-FIVE Carloads Coming—Are California's Finest—The "SUNKIST" Kind—ON SALE ALL NEXT WEEK!

Attractive Prices and Special Displays of "SUNKISTS" At All Dealers

Forty-five carloads of famous "Sunkist" oranges—more than 18,000 boxes—are speeding eastward by fast freight, direct from the orange groves of California.

They will be here, on sale at every dealer's next Monday morning. The sale will continue through the week. It will be the biggest affair of its kind in history.

Last year's "Sunkist" Orange Sale was such a huge success, and everybody bought so liberally, that your local dealers were simply swamped with business. They were hardly able to supply the demand. We therefore suggest that you place your order for "Sunkist" oranges as early next week as possible. Then you will be certain of being supplied.

Every orange in every box is sound, tree-ripened and hand-picked—the most luscious, healthful fruit on the market. For "Sunkist" oranges are California's choicest crop.

Five thousand orange growers select their choicest and pack them under the name "Sunkist." Thus every "Sunkist" orange is perfect—solid, sweet and full flavored.

In "Sunkist" wrappers you get tree-ripened, hand-picked oranges of the most acceptable variety. Every orange is picked by a gloved hand. They are shipped by fast freight, and always reach your table in prime condition. Being seedless, fibreless and thin-skinned, there is but very little waste. They are the most economical oranges you can buy. Each one is packed in a germ-proof tissue paper wrapper and bears the label "Sunkist."

All Physicians Advise Oranges
Physicians and food experts advise

Don't Forget the Date—Week Beginning Monday, Jan. 23

THE CALIFORNIA FRUIT GROWERS' EXCHANGE, 34 Clark Street, CHICAGO, ILL.

people to eat more oranges. We are a nation of meat eaters. And in winter, especially, the system gets clogged, causing congestion, colds, fevers, etc. Those who eat fresh wholesome fruit freely, seldom require medical treatment.

Serve Them for Breakfast and in Salads and Desserts

Oranges are the ideal breakfast fruit and "between meals" lunch. For salads, they are indispensable. Orange ices, sherbets, puddings, etc., are very popular and delicious desserts.

"Sunkist" by the Box

"Sunkist" oranges reach you in such perfect condition, fresh from the orange groves, they will keep for weeks. Your dealer can make you a handsome saving if you order a box or half box. They are cheaper than table apples, and the greatest health food.

A Word About "Sunkist" Lemons

Fruit dealers at all times are supplied with "Sunkist" lemons. They are the same superior quality as "Sunkist" oranges. Never thick-skinned or pithy. "Sunkist" lemons are so juicy that two of them equal three of the commonplace kind. They, too, are packed in "Sunkist" wrappers.

Save Your "Sunkist" Wrappers

By saving your "Sunkist" orange and lemon wrappers you can easily secure a full set of genuine Rogers orange spoons, dessert spoons and fruit knives. The patterns shown here are our new 1911 styles, designed exclusively for us. They are as attractive and stylish as money can buy. All are Rogers quality, standard A-No. 1 plate and are fully guaranteed by the maker. No advertising appears on any of our premiums.

Read on the right the description of these valuable premiums and how to get them.



"SUNKIST" Premiums



Rogers Orange Spoon Free

The picture shows our new 1911 design, "Sunkist" Orange Spoon, actual size; being a genuine Rogers product and of the latest style. This spoon will be sent you, charge, etc., prepaid, on receipt of 12 "Sunkist" wrappers and 12c. For each additional spoon send 12 "Sunkist" wrappers and 12 cents.

Valuable Dessert Spoon Free

The picture shows our new 1911 design, Dessert Spoon, actual size. It is of the same excellent quality and beautiful design as the orange spoon, but being larger and heavier is more valuable. Sent to you on receipt of 24 "Sunkist" wrappers and 20c additional. For each additional dessert spoon send 24 "Sunkist" wrappers and 20 cents.

This Fruit Knife Free

Our 1911 "Sunkist" Fruit Knife is shown here, actual size. It is made of special tempered steel heavily silver-plated. Fully guaranteed by manufacturers, Wm. Rogers & Son. Sent to you on receipt of 24 "Sunkist" wrappers and 20c. For each additional knife send 24 "Sunkist" wrappers and 20 cents.

Notice!

On all remittances up to 24c please send one-cent stamps, on amounts above 24c, send post office money order, express money order or bank draft. Do not send cash. Make your money order or draft payable to The California Fruit Growers' Exchange, and address your letters to The California Fruit Growers' Exchange, 34 Clark Street, Chicago, Ill. You can secure these premiums with "Sunkist" orange wrappers, "Sunkist" lemon wrappers, "Red Ball" orange wrappers, or "Red Ball" lemon wrappers. If you will make it a point to buy only "Sunkist" and "Red Ball" oranges and lemons, you will not only get the finest fruits that grow, economically priced, but you will soon have enough wrappers to secure a complete set of the beautiful spoons and knives here shown.

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