

**AROUND ORCHARD**

**ADVERTISING IS GREAT HELP**

Has Been Found Successful in Increasing Demand and Obtaining Wide Distribution.

(Prepared by the United States Department of Agriculture.)

It is not so long ago that advertising of farm products was regarded as ineffectual to increase their sale and consumption. Advertising authorities had learned from experience that it paid to advertise on a wide basis only such articles as measured up to high standards of quality and that could be supplied in dependable quantities. Farm products did not meet these requirements. But with the subsequent development of co-operative marketing associations and the estab-



Good Quality of Product and Abundant Supply Must Be Back of Advertising Campaign.

lishment of standard products the use of advertising in moving certain farm crops, in increasing demand, and in obtaining wide distribution has been tried out, and in many instances found successful.

Luscious raisin pies, fruity desserts, oranges, apples, melons, grapes, portrayed in myriad colors and tints, greet the eye upon every hand—in magazine page and street-car poster. Masters of culinary art, famous illustrators, and the most expert of advertisers—all have banded together to induce the housewife to produce the tempting dishes displayed. The mouths of even the most exacting epicures are made to water.

Through loyal organization, energetic salesmanship, and judicious advertising the cranberry season during recent years has been extended from two months to six. The melon growers of the Imperial valley of California have utilized much the same methods to obtain the nation-wide distribution which their highly perishable fruit now enjoys. Rocky Ford became so well known for its melons that the name is now applied to melons from practically all of Colorado.

The outstanding examples of successful large-scale agricultural production, coupled with standardization and advertising, are found in the citrus fruit industry of Florida and California and the boxed apple industry of the Northwest, for the products of these regions have not only established nation-wide distribution but they have successfully entered the markets of the world.

Even when conditions were such that nation-wide advertising would not pay, products from small farm have been so carefully graded and packed that when shipped and sold under brands and labels an increased demand for the product by name has resulted, with consequent increase of acreage and extension of business on a profitable basis.

The success of these campaigns has been so great that growers everywhere are becoming interested in the possibility of securing new and increased outlets for their commodities by advertising. But before planning an advertising campaign conditions of supply must be carefully studied, say marketing specialists of the United States Department of Agriculture. Good advertising will awaken expectations which only good quality will satisfy, and there is little use to create a demand for an article that can not be supplied when asked for.

Standardization is the basis of the most successful advertising, and growers should carefully appraise their products in meeting this fundamental requirement. The bureau of markets of the Department of Agriculture has recommended standards for various farm products and will be glad to assist producers with regard to standardization, branding and labeling. Recently a National Association of State Marketing officials was formed for the purpose of harmonizing marketing practices in the various states. This organization is co-operating with the bureau of markets, and one of the problems under consideration is the elimination, as far as possible, of conflicting grades and containers.

**MOST DREADED INSECT PEST**

San Jose Scale Attacks All Parts of Fruit Trees and Is Hard to Hit With Spray.

San Jose scale attacks all parts of fruit trees, even the fruit. It is one of the most dreaded insect pests we have to contend with. The scale is a waxy secretion covering the tiny insects, which are so small that it is difficult to hit them all with the spray.

**IMPROVED UNIFORM INTERNATIONAL**

**Sunday School Lesson**

(By REV. F. B. FITZWATER, D. D., Teacher of English Bible in the Moody Bible Institute of Chicago.)  
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**LESSON FOR AUGUST 21.**

**PAUL PREPARES FOR WORLD CONQUEST.**

**LESSON TEXT**—Acts 15:1; 16:5.  
**GOLDEN TEXT**—But we believe that through the grace of the Lord Jesus Christ we shall be saved.—Acts 15:11.  
**REFERENCE MATERIAL**—Gal. 2:1-21; 5:1-26; Eph. 2:4-22.  
**PRIMARY TOPIC**—Some of Paul's Helpers.  
**JUNIOR TOPIC**—Beginning of the Second Missionary Journey.  
**INTERMEDIATE AND SENIOR TOPIC**—Revisiting Friends in Asia Minor.  
**YOUNG PEOPLE AND ADULT TOPIC**—Paul Champions Christian Liberty.

**I. The Controversy in the Church at Antioch (vv. 1-5).**

This difficulty was a most serious one, for it threatened the disruption of the church into Jewish and Gentile divisions.

The question was, "Shall Gentile converts be required to keep the Mosaic law as a condition of salvation?" This issue was brought on by the coming of certain men from Jerusalem who declared, "Except ye be circumcised after the manner of Moses, ye cannot be saved" (v. 1). The question was so difficult that Paul and Barnabas were unable to put them to silence. These Jewish legalists had the letter of the Scriptures on their side; they could point to the commandments where this was enjoined upon believers (Gen. 17:14). Paul could not point to any Scripture where it had been abrogated. If Paul could plead that Abraham was justified before he was circumcised, his antagonist could say, "Yes, but after justification the rite was divinely imposed." The brethren at Antioch decided to refer the matter to the mother church at Jerusalem. Accordingly Paul and Barnabas and others were sent as a deputation to Jerusalem.

**II. The Deliberations of the Council (vv. 6-21).**

1. Peter's Speech (vv. 7-11). He argued that God had borne witness to His acceptance of the Gentiles by giving the Holy Spirit to them the same as unto the Jews. Since, therefore, God had not put a difference it would be folly for them to do so. God's action in sending Peter unto them was the unanswerable proof that there was no distinction to be made.

2. Paul and Barnabas rehearse their experience (v. 12). They told how that God had set His seal of approval upon their preaching of salvation by grace through faith apart from works, by the working of signs and wonders through them.

3. The argument of James (vv. 14-21). He took the fact declared by Peter and showed how it harmonized with the prophecy of Amos. He showed that the reception of the Gentiles was not in conflict with God's plan, but in strict harmony therewith. God's plan for the ages is as follows: (1) Taking out from among the Gentiles a people for His name (v. 14). This is what is now going on—the calling out of the church. (2) After the church is completed and removed the Israelitish nation will be converted and restored to their land and privileges by the Lord himself at His return (vv. 16, 17). (3) Following this will be the conversion of the world through the agency of converted Israel (v. 17; cf. Rom. 11: 15). His judgment was that the Gentiles should not be troubled with things that are Jewish, but should be warned against the perils of heathenism, such as meat offered to idols, fornication, and blood.

**III. The Decision (vv. 22-29).**

The mother church at Jerusalem came to a unanimous agreement and accepted the resolution offered by James. They not only sent a letter stating the decision of the conference, but took the wise precaution to send influential men along with Paul and Barnabas to bear the same testimony by word of mouth. This letter denied the authority of the Judaizing teachers (v. 24), and declared the method by which this decision had been reached (vv. 25-27).

**IV. The Second Missionary Journey Begun (15:36; 16:5).**

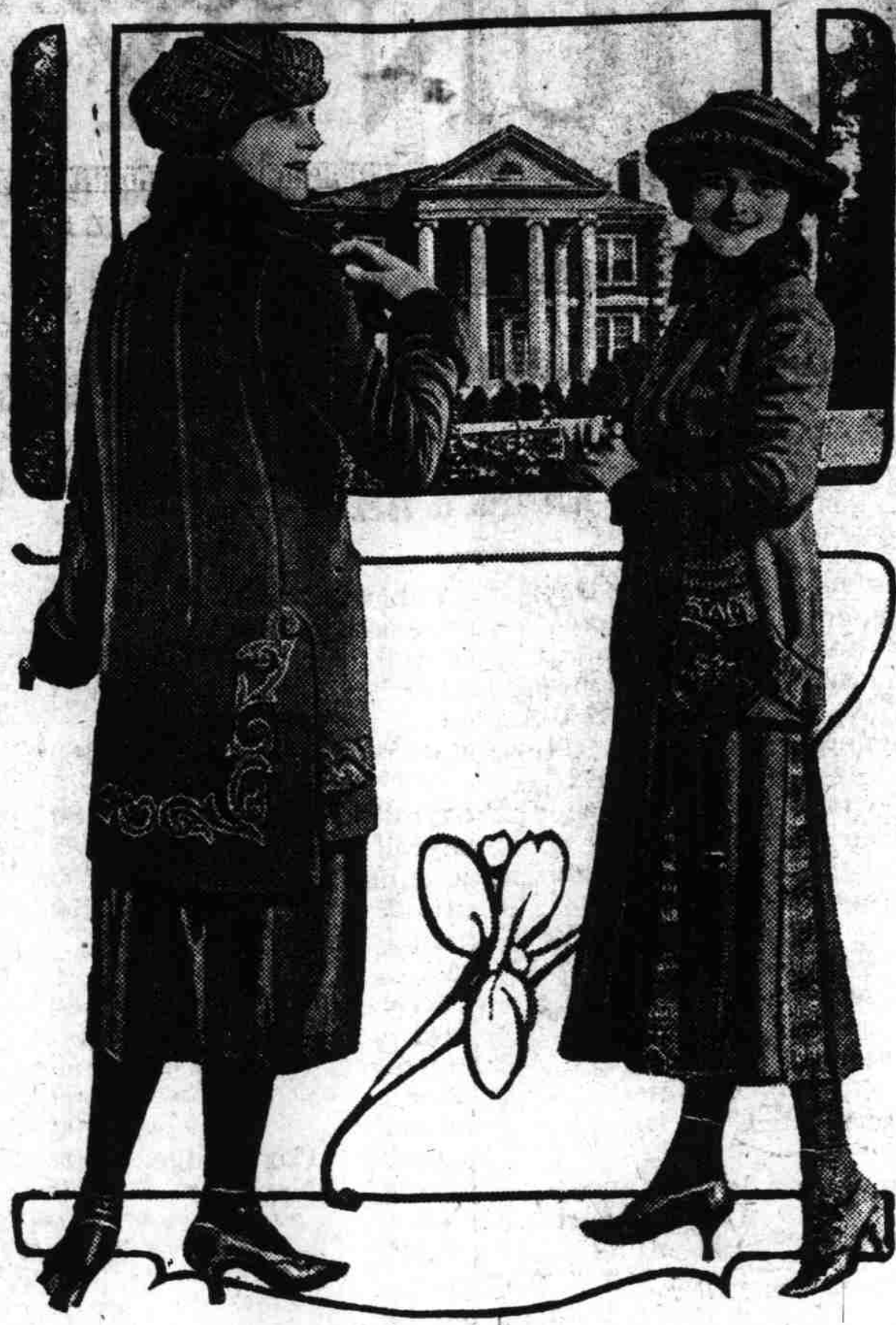
1. Contention over John Mark (vv. 36-41). Paul was suspicious of Mark because of his desertion on the former journey. Barnabas took Mark and sailed to Cyprus. Paul chose Silas and went through Syria and Cilicia confirming the churches. The Lord thus overruled it to good, for it gave an opportunity for wider dissemination of the gospel.

2. Finding Timothy (16:1-5). This was at the very place where Paul on his first journey had endured cruel stoning. Timothy was with Paul through much of his work ever afterward, a great blessing to him.

**Hezekiah, the Builder.**  
And the rest of the acts of Hezekiah, and all his might, and how he made a pool, and a conduit, and brought water into the city, are they not written in the book of the chronicles of the kings of Judah?—II Kings 20:20.

**The Pure and the Defiled.**  
Unto the pure all things are pure; but unto them that are defiled and unbelieving is nothing pure; but even their mind and conscience is defiled.—Titus 1:15.

**LONGER SKIRTS AND COATS FEATURE OF FALL STYLES**



IF IT WERE not that apparel is always interesting and that there is so much diversity in the interpretation of the styles, the discussion of fall suits in August would be premature. But suits are the main stay in the wardrobe of most women and, therefore, they like to give them considerable thought, before making a choice.

For several years style tendencies have turned away from severely plain suits to go in the direction of elaboration in trimmings. So far no reaction has started: the new suits are nearly all embellished with some sort of trimming. There is nothing startlingly new in their lines which are almost straight or follow vaguely those of the natural figure. The main points of difference between them and the suits of last season lies in the length of coats and skirts and in the shape of sleeves and collars. As a rule, skirts are longer and coats vary from finger tip to knee length, although there are

some that are shorter. Skirts continue plain and straight, but are wide enough for freedom in walking.

Of these two suits the one at the left may be regarded as typical of fall styles. It is made of one of those suitings with a suede-like finish, and the model pictured is in a warm brown color. The coat is uneven in length and decorated with silk embroidery in self color. Its collar and tuxedo lapels are made of taupe-colored nutria fur, and there are cuffs of the same fur.

In the suit at the right the designer has experimented with a wider skirt, having a flare toward the bottom and decorative panels of embroidery. These panels on suits and one-piece dresses are often in more than one color. The coat is shorter and ornamented with an embroidered panel at each side like those on the skirt. Mole-skin fur makes the pockets, collar and band of fur on this coat.

**KNITTED CLOTHES POPULAR FOR SCHOOL AND PLAY**



FROM the day of her arrival to the end of her childhood the little girl is made "comfy" in knitted clothes. If she is a winter baby, soft and fleecy under and outerwear of knitted wool defend her against the cold. As she grows she romps through little girlhood in sturdy knitted garments, along with small brothers similarly clad; the knitted middie and sweater see her through the flapper stage, with scarfs and caps always lending their aid, and finally she graduates into the realm of knitted things for grown-ups.

The number and variety of knitted garments for children make it possible to clothe them from head to foot. One can easily picture the little girl in the illustration with cap, leggings, mittens and a scarf perhaps in the depth of winter, scampering schoolward or tumbling in the snow. Just now she is having her picture made in a new knitted coat which will make her comfortable throughout the fall without the aid of heavier clothes. This

little coat is simple and pretty, with plain body, plaited skirt, and stripes knitted in as a finish to collar and cuffs.

Besides these knitted coats there are many new models in wool velour, polo cloth, broadcloth and bolivia, and the two-faced coatings work out effectively in coats for little and larger girls. Most of the cloth coats reveal the favor with which manufacturers regard the styles in which the skirt portion flares more or less; it is prettier than the straight line, for children Browns, tans and blues promise to be the most popular colors; they are dependable. The dressier coats quite often have fur collars, and sometimes both collars and cuffs, in the less expensive furs.

*Julia B. B. B.*

**Daddy's Evening Fairy Tale**  
BY MARY GRAHAM BONNER

**CIRCUS DINNER.**

"I'm glad I'm not the housekeeper for the circus," said Mrs. Elephant.

"What did you say?" asked Lady Horse.

"I said that I was glad I didn't have to do the housekeeping for the circus," repeated Mrs. Elephant.

"And why are you glad of that?" asked Lady Horse.

"Why," said Mrs. Elephant, "just think of the job it would be to get food enough for all of us here.

"Just think of the list one would have to take out with one to market. It is a wonder they do not borrow my trunk to carry the list in.

"There are so many, many elephants, a great, great, great many horses. There are camels, giraffes, bears, dogs, pigeons, deer, lions and tigers, and all sorts of other animals.

"There are monkeys and there are members of the Kangaroo family and there are many others.

"Just think of the job of getting enough food for all of them! Just think of that, Lady Horse.

"And then there are people, the clowns and the performers. They must eat, too!

"And think of how much we eat. The exercise we do, too, makes us very hungry, very hungry indeed.

"Of course, I suppose, it gets to be a habit to be a housekeeper for a circus, but I am sure I'm glad I haven't the job. I'm much happier doing my tricks, picking up flags and waving them about, standing on my hind legs and doing the various tricks expected of me.

"I'd hate it if I had to go to the shop and say to the shopkeeper: 'I'd like a million oranges and apples and pounds of steak for the clowns and the performers.'

"I don't believe they'd eat all that amount," said Lady Horse.

"I don't suppose they would, but you see how hard it would be! I wouldn't know how much to get them.

"I wouldn't want to get too much for we need all the room we can have, there are so many of us, and we don't want too big a storehouse.

"And I wouldn't want to get too little of anything, for I know that that wouldn't be nice.

"I like to get enough to eat myself and I know that others feel the same way about it.

"Oh, I'm very glad I don't have to do the housekeeping."

"I suppose," said Lady Horse, "no one would speak of it as the housekeeping, for it isn't a house that is being looked after but a circus tent and all its people and animals!"

"I think it would doubtless be more correct to speak of it as circus-tent-keeping."

"Doubtless it would be more correct. Dear me, I could get the right word all right, but, oh, dear, what a job to get all the food!

"It is so much nicer not to have any of the cares of housekeeping or circus-tent-keeping on my elephant shoulders.

"I am so glad I don't have to bother. I am so extremely glad of that.

"Yes, Lady Horse, we get fed and fed well. We have no complaints to make and we are all well-looking after."

"We are well treated and we like the circus. I enjoy the tricks I have to do."

"So do I!" said Lady Horse, "and I have such a beautiful young girl riding me at every performance. She dresses in lovely pink clothes. Such beautiful clothes!

"And her clothes are covered with sparkles, too. She is so lovely! And I am proud that I am ridden by her.

"But I believe my dinner is ready now. So I must eat it and not talk any more."

"So must I," said Mrs. Elephant, "and how glad I am that I didn't have to get the dinner ready, nor did I have to get the food in the first place."

"Yes, my dinner is ready, too. Thanks for a pleasant chat."

"Neigh, neigh, you're welcome," said Lady Horse.



"I Am Much Happier."

**Not Among Those Present.**  
Sunday School Teacher—And how many animals did Noah take with him into the ark?  
Bobby Button—All the animals 'at he had 'cept the dog.  
Teacher—And why didn't he take the dog with the other animals?  
Bobby—'Cause the dog didn't have to depend upon an old ark, he had a bark of his own.

**The Kitchen Cabinet**

(© 1921, Western Newspaper Union.)  
Just as of old, the world rolls on and on, the day dies into night—night into dawn—dawn into dusk—through centuries—untold—Just as of old.  
—James W. Riley.

**SUCCULENT SALADS.**

Salads using lettuce for the main portion of the salad should not be mixed until just before serving to insure the crispness of the lettuce. Let-t-u-c-e should be washed, drained and wrapped in a thin cloth. Old curtains, good for nothing else, make fine salad cloths. Wrap the lettuce in the cloth and lay in the ice chest, then it will be always ready.

**Tomato and Cucumber Salad.**

Very simple but attractive salad is one arranged on a long dish or platter. Place the sliced cucumbers in overlapping slices and a few tomatoes also sliced and arranged in the same manner. Let each serve himself taking one or both. Pass the dressing with the salad.

**Pear Salad.**

Cut peeled and quartered pears into eighths and arrange on lettuce with a little chopped apple and celery. Sprinkle with shredded almonds and serve with a rich mayonnaise dressing.

**Pineapple and Cheese Salad.**

Place a ring of pineapple on a crisp leaf of curly lettuce and fill the center with a ball of cream cheese softened with cream and sprinkled with paprika. Serve with a mayonnaise or boiled dressing.

**When the canned pineapple is used,**

as is the common custom, the juice thickened slightly and mixed with olive oil and a dash of lemon juice makes a very palatable dressing to serve with the salad.

**Cucumber Boats.**

Peel long cucumbers and shape in the form of a boat hollowed out. Sprinkle with seasoning and fill with salmon mixed with the chopped portion taken from the centers. Serve on lettuce with any desired salad dressing.

**New Beet Salad.**

Chop new beets very fine and mix with a dressing colored pink with the liquor of the beets. Season with chopped onion and the usual seasonings. Serve on head lettuce with a spoonful of the dressing on top of the salad.

Seldom, if ever, was any knowledge given to keep, but to impart. The grace of this rich jewel is lost in concealment.—Bishop Hall.

**CANNING WITHOUT COOKING.**

An old recipe for canning peaches, handed down for several generations, required the peaches to be peeled and packed compactly in jars covered with sugar, shaken down until the can was full of fruit and sugar, sealed and buried three feet under the ground. This recipe has been tried and the fruit is delicious, flavor rich and color good. Another year the same process was used, the jars kept in the ice chest until cold weather, then transferred to a cold fruit closet, with results as good. The fruit jars should be sterile and cold when the fruit is packed. Sterilize the fruit jars by putting them into a deep pan of cold water after they have been thoroughly washed; bring to the boiling point both jars and tops. Dip the rubbers, before adjustment, into boiling water, put on the tops and set out to cool.

**Canned Raspberries.**

Wash and drain the berries, add an equal weight of sugar to the berries after every berry has been crushed. Allow to stand over night, or 24 hours in a cool place, stirring occasionally to be sure that the sugar is all dissolved. Seal in sterilized jars that have been well chilled and keep in a cool, dark place. Strawberries and raspberries canned in this manner are excellent for shortcake, sauces for puddings or ice cream. Ripe currants are delicious canned this way, but it is vital that every currant is crushed, otherwise fermentation sets in and the whole jar is spoiled.

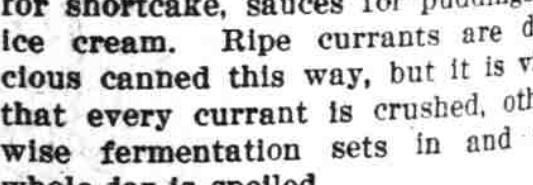
**Preserved Grapes.**

Wash the bunches carefully, removing any bruised fruit. Lay, after draining, in carefully sterilized jars, sprinkle a thick layer of sugar over the layer of grapes, then repeat, using plenty of sugar. Cover carefully, sealing the top of the jar with paraffin. Set in a cool place and in the winter one may reveal in these bunches of deliciousness.

**Currant Jelly Without Cooking.**

Press the juice from the currants and strain it. To each pint allow one pound of sugar; mix well until dissolved. Pour into jars or glasses and let stand, well covered, for three days. Grape jelly may be made in the same way, using one cupful of the strained juice to two cupfuls of sugar; pour into the glasses at once after the sugar is dissolved and the next day it will be jellied. Seal as usual and put in the cellar.

**She Is So Lovely.**



*Nellie Maxwell*