

## ROADSIDE MARKETING

By T. J. Delohery

LOCAL RETAILERS GOOD MARKET

WHILE Howard Blair, vegetable grower of Macedon, N. Y., was sticking the shipping labels on 40 of the 175 crates of lettuce he was expressing to a commission firm in Washington, the train pulled out. Holding the lettuce over until the next afternoon was impossible. It would spoil. So after a bit of hard thinking, Blair loaded the lettuce back on his truck and drove to Rochester.

Retailers in Rochester gladly paid him \$1 a crate for the lettuce, whereas the stuff he shipped to Washington—135 cases—netted him but \$100 after express charges had been deducted. Later he went back to Rochester with potatoes whose quality brought 10 to 15 cents a bushel above the local shipping price.

While Mr. Blair stumbled onto a premium-paying market, the same sort of an outlet can be developed by most any producer who is willing to grade his stuff for quality and use the right kind of packages. Local retailers are always glad to buy of producers. It keeps the money in the locality and it increases the purchasing power of the farmer.

Claude Strother was teaching agriculture in high school when a survey of the markets in his section showed that all of the potatoes and much of the other vegetables used in Charleston, W. V., and nearby towns were shipped in because local vegetable production was very small. Sensing the opportunity, Strother quit his job and bought a small farm.

Market grades and packages were a lot of Greek to him, but he knew what constituted quality. So, while getting his farm in shape to grow vegetables, he made several trips to market where he interviewed both wholesalers and retailers on the kind of produce they would buy from him. "My start wasn't auspicious," he said. "I had to take what was offered me while I was learning about



Melons by the Pound.

packing, grading and producing stuff in and out of season; but as my produce improved prices picked up and both dealers and storekeepers were anxious to have my stuff. It wasn't long before I had the commission men and retailers calling me on the phone each afternoon, placing orders for stuff to be delivered the next morning.

"Thus I was able to load up my truck with the assurance that all of it would sell. I saved a lot of time and money by knowing what stops to make, and my prices were good. Tomatoes, for instance, brought \$1 a crate when imported varieties were quoted at 90 cents; and cucumbers always sold at a premium of 10 to 20 cents over those that were shipped in.

"I closely graded everything, but that doesn't mean I sold only the best. The No. 2 and 3 grades sold, too, going to retailers in the poorer sections. And it didn't cost me anything to make deliveries since I had to go to market, anyway."

Charles N. Tunnell of Texas finds it more profitable to put up his fresh quality vegetables in glass jars and let local grocers sell them on a commission basis. Extra care in selecting the stuff to be canned has not only created a demand but good prices.

Evanville, Ind., 40 miles away, is Robert A. Bennett's nearest good market; but his two-ton truck and trailer enables him to get around to city retail shops with his fresh strawberries long before housewives start on their shopping tours. What berries the retailers don't take go to ice cream manufacturers.

Seventy-five retail stores from Tacoma, Ohio, to Wheeling, W. V., buy thousands of dollars' worth of farm crops which are produced and processed on the Bailey Farms. Fruits, vegetables, eggs, milk, butter, cottage cheese, bacon, sausage, ham and scrapple are some of their products, all packed in containers bearing their trade mark "Bailey's Best Farm Products."

"Father started this business," explained J. O. Bailey, who, with his brother, A. C., manages the farms and business. "Years ago father exhibited butter at the Madison Square garden in New York city. It won first prize. This winning was duplicated at several national dairy shows. Producing fine butter, father wasn't satisfied with wholesale prices, so he visited stores and took orders. The reputation the butter had won in competition helped get the first orders; but the quality and taste of the butter made the next sales. The confidence engendered by the butter made it easy to sell ham, sausage and bacon; in fact, retailers asked why father didn't make other things."

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## "Finish" Not for Finest of Woods

Oil or Varnish Treatment Needed Only to Bring Out Beauty.

The name "Unfinished Furniture" is given to articles requiring stain, paint, and varnish, or oil to complete their finish. White wood, or some other inexpensive variety, is used for the wood itself. Furniture of fine wood has its own style of finishing. It does not come under this cataloging of unfinished furniture. The reason for this is that the fine wood is sufficiently attractive as it is, for it to be used, if so desired, without any finish at all, although this is unwise. This is assuming that the articles are well made. They are good looking even in this state, without the addition of extraneous agents named.

The furniture called "Unfinished" is easily recognized as unfinished by the very appearance of the wood which, at a glance, can be seen to require something more done to it, to make it suitable to go with household furnishings in homes. Pieces can serve utility purposes, but not decorative ones until they are finished.

Furniture of handsome woods is treated with oil or varnish as finishing coats to bring out the beauty of the graining, and to preserve the wood itself. The oil and varnish penetrate the wood fibers and infinitesimal crevices, darkening the latter and thus accentuating the beauty of the curves and lines characteristic of whatever wood is thus treated.

Woods of lesser beauty of graining, those which have flat surface tones, lack the handsome character of finely grained woods, and therefore, by this absence, call for decoration. Such woods are generally painted. The coating of two or three applications of paint helps to make them impervious to dents to which the softer woods are liable, and which mar the looks. The hard paint surface, therefore, supplies needed protection as well as ornament to woods which fail to have inherent beauty of color and graining.

To makers of fine furniture, and to those who know woods, there is something akin to irritation caused by the idea of painting handsome woods. There is displayed an ignorance of material which is exasperating. This does not mean that painted furniture is not good. But it is a type distinct in itself, in which the paint lends beauty to a lesser framework.

It is a mistake, however, when home decorators think to add smartness to fine old wood by coating it with paint. The fine wood should be scraped of its old finish and restored to beauty by a new treatment of the wood to bring back the original graining and color. The wood is given its own type of preservation with oil treatment, and a dull or bright finish with varnish of the correct sort. Dull finish is preferable for handsome wood.

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### Just a Word for Dad

He may wear last year's straw hat, his fingernails may need manicuring, his vest may hang a little loose and his pants may bag at the knees; his face may show signs of a second day's growth, but don't you call him "The Old Man." He's your father.

For years he has been rushing around to get things together. Never once has he failed to do the right thing by you. He thinks you are the greatest boy on earth, bar none, even though you plaster your hair back, wear smart clothes, smoke cigarettes and fail to bring home a cent. He is the man who won the love and life partnership of the greatest woman on earth, your mother. He is "some man," and not the "old man."

If you win as good a wife as he did, you will have to go some.—The Art of Living Successfully.

# Adrift With Humor

WORTH TRYING

The drama was a thrilling one, but a talkative young man had seen it before. In an audible voice he announced what was coming next and described how funny it would be when it did come. He had a pretty girl with him, and he was trying to amuse her.

At length he said: "Did you ever try listening to a play with your eyes shut? You've no idea how queer it seems."

A middle-aged man sat just in front. He twisted himself in his seat and glared.

"Young man," he said, "did you ever try listening to a play with your mouth shut?"

### Right, Anyway

Some gulls were following a steamer, and an Irishman said to his neighbor: "Sure, an' they're a nice flock of pigeons."

"They're not pigeons," said his neighbor; "they're gulls."

"Well," said the Irishman, "gulls or boys, they're a nice flock of pigeons."—London Tit-Bits.

### STILL HOPE



"Is it true that you proposed to Alice and were rejected?"

"Not exactly rejected—she said that when she felt like making a fool of herself she'd let me know."

### Reform Effort

"She married him to reform him," said Miss Cayenne.

"Did she succeed?"

"Not precisely. But she added considerably to his material for repentance."

### Sammy's Correction

"Would you like some bread and butter, Sammy?"

"No."

"No what?"

"You shouldn't say 'what,' auntie; you should say 'I beg your pardon.'"

### How They Land Them

She—Speaking of germs in kisses—what do you think a girl could catch that way?

He—Oh, lots of them catch husbands.



### TOMMY'S TEASER

Father was trying to read his evening paper to while away the time until mother returned from shopping. He was being pestered all the time by the persistent questionings of his young son, who asked for the most impossible information about the most improbable things. Father was becoming irritated.

Then, at the worst point of parental irritation, the boy said: "Daddy, tell me: what is a she-dragon?"

Father replied, in sheer exasperation: "Now, look here, Tommy; the more you ask about your mother, and off to bed you go!"

### THE EXCEPTION



Mr. A.—No news is good news.  
Mrs. A.—That doesn't apply to the society column.

### No Cure

"So you are just back from a tour round the Azores," said Hayes. "I understand the voyage has cured you of insomnia?"

"Completely," said the cruiser.

"Wonderful!" exclaimed Hayes. "It must be a great relief."

"The cruiser nodded agreement.

"Relief! I should just say it was," he replied. "Why, nowadays I lie awake half the night thinking how I used to suffer from it."

### Prudence

"Sometimes it is wise to say nothing."

"Yes," replied Miss Cayenne. "It may enable one to avoid betraying the fact that one has nothing to say."

### His Grievance

"You're very interested in that stuffed bird," said the ornithologist.

"Yes," said the aviation expert. "I think its steering gear infringes one of my patents."

### Silver Lining

"My daughter's music lessons are a fortune to me."

"How is that?"

"They enable me to buy the neighbors' houses at half price."

### At Sea?

Neighbor—Well, and is your son getting well grounded in school?

Father—Well grounded? Why he's actually stranded.

### Solution of Last Week's Puzzle.

R	A	B	B	I	T	C	A	B	A			
C	D	E	L	V	E	E	L	A	T	E		
O	R	N	O	O	N	E	N	E	L	A		
M	A	R	T	R	U	S	T	E	D	P		
B	R	I	Q	U	O	R	S	L	O	B		
A	E	S	O	P	U	N	E	V	A	L		
T	R	E	L	L	I	S	S	L	A	T	E	R
I	O	N	O	R	E							
S	C	R	A	T	C	H	C	O	U	R	A	G
T	O	O	T	S	O	R	E	S	A	B	E	R
R	A	S	H	P	S	A	L	M	L	E	A	R
A	L	E	R	A	T	T	L	E	D	T	R	A
P	S	H	U	R	L	I	T	E	M	S	T	
S	G	E	N	R	E	S	E	N	S	E	A	
M	A	R	T	Y	R	I	S	T	S			

## Foolish to Defy Rule of Society

Civilized World Entitled to Make Regulations for Proper Conduct.

Five Americans, in connection with some trivial incident, were recently arrested and kept in jail on the little Spanish island of Majorca, for over forty days.

"Don't you think," writes a reader, referring to this episode, "that this is a good lesson to Americans who go stamping over Europe making themselves obnoxious, with the assurance that they can get away with it because they are American citizens? All of the four men and the one woman involved are people of influence and the best connections in this country. And yet for six weeks the local Spanish authorities were not frightened into apologizing to or releasing them from jail, out of fear of the American navy or what-have-we. With no knowledge of the merits here, those of our countrymen who are bad-mannered and inconsiderate abroad, and depend on bluff to protect them, should learn from this they don't have the special license they have always taken for granted. What do you say?" This pointed question called forth the following answer from an observer of persons and things, which seems to us to need no further comment:

"While I have only sketchy newspaper reports on the incident just mentioned, it seems to me that the experience of these people in prison in Spain is far out of proportion to the alleged offense, and I cannot help feeling very sorry for them. Because of a little foolishness, or at worst hot-headedness, they were subjected to a ghastly punishment.

"However, there is good deal in what our reader says about some Americans abroad regarding themselves as specially privileged to ignore ordinary rules and customs and attempting to intimidate objectors with threats about what Uncle Sam will do to protect them. To me, this is not so much a question of travel abroad as of a certain viewpoint that is no less evident right here in our own country. It is the viewpoint of special privilege, the assurance of the man who has a 'pull' here or a 'drag' there, in consequence of which he thinks he can ignore rules that do not happen to meet with his convenience. Every once in a while, such a person finds that he has overestimated his 'pull' or its efficacy, and his astonishment when he finds himself pummeled like the common run of us has in it much of the comic.

"I am reminded of the story of a man who insisted upon wearing his

hat in some place—the details do not matter—where custom and amenity decreed that no hat be worn. Young enthusiasts took the hat from his head and destroyed it. 'You see,' said a less arrogant companion, 'they get your hat.'

"It may profit those who go through life expecting special license and unusual concessions, who think they are above the social discipline to which we must all subject ourselves in a civilized world, to ruminate on the fact that while sometimes they can get away with it, in the end 'they get your hat.'"

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## Treasures Cast Into Lake of Eternal Fire

Kilauea, pit of eternal fire, is one of the sights of the Hawaiian Islands, and is considered one of the greatest natural wonders of the world. The circumference of the crater is more than seven miles. The lake of fire within is nearly twenty acres in extent. Automobiles carry visitors right into the crater.

Hawaiians regard the volcano as the throne of the goddess Pele. To appease her anger, shown by eruptions, they cast their intimate treasures into the waves of burning lava. Honolulu is on the island of Oahu. The famous Diamond head, shaped like a crouching lion, marks the eastern approach to the bay upon which the city is built. Nearby is Waikiki beach, with its palms and albergoa trees.

And there is the Paali, or precipice, over which the island's traditional hero, Kamekameha, hurled the vanquished host of Oahu to death in the distant depths below. The precipice is 1,200 feet above sea level.

### "Teeth You Love to See"

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