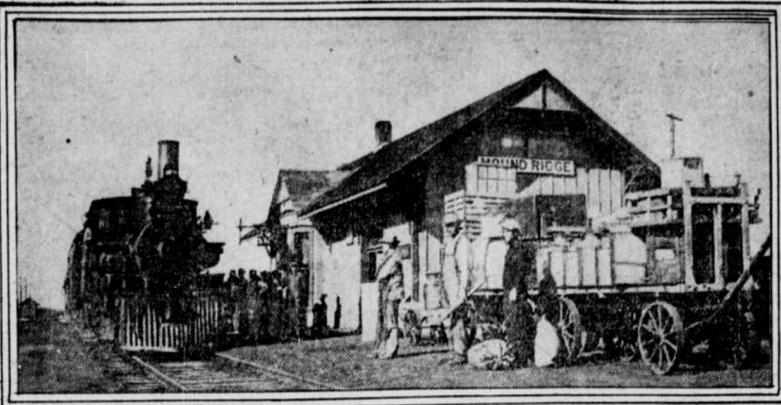


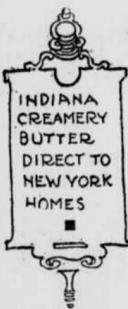
# FOOD FRESH FROM FARM BY EXPRESS THE NEW IDEA



KANSAS FARMERS SHIPPING FOOD PRODUCTS TO NEW YORK



MEAT REFRIGERATOR WITH INNER ICE-CAN



try cost on lots of 12 and 15 dozen averages 22-24 cents at this time of the year. The transportation cost varies according to distance, but is generally about two cents per dozen. This means fresh eggs from the farming sections laid down at your door for about 25 or 26 cents per dozen. One enterprising shipper in the southern agricultural district of New York State offers, through the express company, to supply eggs which have been laid within 24 hours of shipping time. These eggs, in 10-dozen lots, he offers to deliver, express prepaid, to any home in Greater New York for 28 cents per dozen. Needless to say, he is doing a large business.

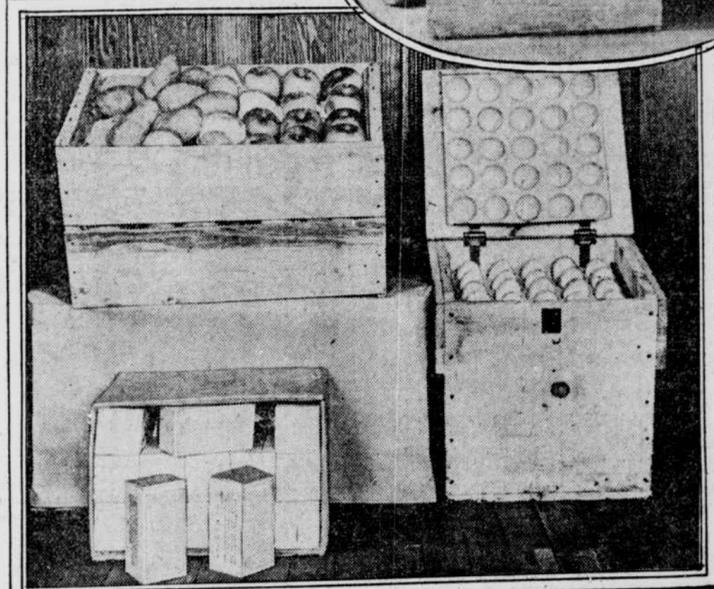
Smoked hams and sides of bacon are packed together by several producers as quoted on the weekly quotation sheet, and are sent direct to New York homes for the modest sum of 18 and 20 cents per pound respectively. This includes express carriage. A 9-pound sugar-cured ham and a 6-pound side of bacon can be brought by express from the region of Buffalo, or Saegertown, Penn., at a very low rate. Such a shipment would come from the producer overnight and be delivered to the consumer's larder before noon at a transportation charge of 30 cents, or 2 cents per pound. It is by taking advantage of the recent cut in express rates that many producers the country over have built up a substantial business in perishable produce among a clientele of distant customers.

### DRESSED POULTRY TO BE HAD IN SAME WAY.

Dressed poultry can be had from dozens of farmers in Ohio, Indiana, and Wisconsin. Chickens, ducks, turkeys, squab and other meats are shipped, iced in boxes, or in a refrigerator car, to insure perfect preservation in transit to purchasers. When they arrive in the city, a speedy delivery service brings them to the consumer. The express company's industrial agents have discovered farmers who are anxious to build up a permanent trade with city families in dressed poultry. These farmers have come to realize that a consumer in the city will be satisfied only with the choicest and freshest stock—that a repeat order will not be forthcoming unless each shipment is up to the standard. Fine spring chicken was quoted on the bulletin sheets frequently last spring at 24 cents per pound, including express charges.

The finding of proper carriers for fresh meats was for a time a difficult problem. After experimentation, however, special meat refrigerators—smaller wicker baskets, tin lined, and with an inner ice chest—have been selected as the most suitable containers for express transportation direct to consumer. The city man can send back this receiptable as an "empty" for a special low charge of 10 or 15 cents.

Quotations on combination packages of cheese from Wisconsin shipping points have been popular. Any of a dozen kinds, assorted as the consumer desires, are shipped from a little cheese



HOW FOOD PRODUCTS ARE PACKED FOR SHIPMENT TO THE CONSUMER.

EACH MEMBER OF THE BUYING CLUB CARRIES HOME HIS WEEKLY SUPPLY

## The Twentieth Century Marketing Plan Which Means Tasty Edibles at Low Prices Direct to Consumer Is Meeting with Favor.

**BUYING** fresh produce direct from the farm has become a reality within the last ten months for many New York families. Since last August, when one of the big express companies established a food products department in this city for the purpose of putting consumers in direct touch with country producers, thousands of persons in the city have been enabled to buy butter, eggs, poultry, fruit and other farm products direct from the country at prices substantially lower than those prevailing in local retail markets. Not only have such purchasers thereby saved about 20 per cent on the average, but they have obtained foods fresh and of a superior quality.

The express company, by gathering food quotations from reputable farmers and laying them before city consumers, and by receiving orders at their thousands of offices and transmitting them promptly to various producers for filling, has made possible this new direct buying movement on a large scale.

Answers to these questions are of vital interest to every consumer in the city. The express company which first started the idea, after taking stock of the richest of the producing centres served by its railroad lines, directed its experts to go out into the country and gather food products quotations from reputable farmers and growers. These figures on butter, eggs, chickens, hams, bacon, apples, turkeys and many other products were sent in to the main office in New York. Here they were printed in bulletin form and scattered not only to all agents of the company in cities clear across the land, but to the homes of consumers themselves. The experiment was successful; orders began coming in to the various branch agencies of the company.

The quotation sheets, so called, were immediately enlarged. Now an issue is made every week, and the figures quoted remain good for the balance of the week. Each quotation sheet tells plainly how to order the various items, in what quantities they can be obtained, where they come from and the exact cost, including express delivery, to the purchaser's doorstep. These bulletins, put out every Monday from several cities besides New York, thus place the consumer and the producer in direct communication. Though a thousand miles apart, perhaps, they are ready to do business. Mrs. Jones, of The Bronx, through an office of the express company, can order delivered to her door butter from an Indiana creamery 700 miles away. And Mrs. Smith, of Brooklyn, although she knows nothing of Sunnyside, N. Y., can buy from the apple grovers of that town with confidence that she is dealing with reputable persons.

Generally speaking, any shipment of produce fifteen pounds or more in weight, from a distance of seven hundred miles away, is made at an express charge so slight as to make direct buying profitable to the householder. This is possible because of the low rates applying to all express shipments of food products—a class of goods which travels at 75 per cent the cost of transporting cloth or other merchandise. Here are a few typical instances of foodstuffs obtainable under the new marketing plan (the prices given are taken from the quotation sheet for the week ended June 6):

Ohio, for instance, that it costs 26 cents per pound at the shipping point; that the transportation charge for the seven hundred-odd miles (in a refrigerator car) amounts to 30 cents, or 3 cents a pound; and that the total, when handed in by the expressman to the householder's ice chest, comes to just 29 cents per pound. To place such an order, continues the quotation sheet, you have but to send a statement of the produce desired, together with your check for the necessary money, to any express office of the company. Your order will promptly be turned over to a reliable producer to be filled.

Eggs may be had cheaply from any one of a dozen shipping points in New York, Ohio, Pennsylvania, or even from so far west as Illinois if you order in sufficiently large quantity. The coun-

ter, cheese and honey, the next; meats and other things, on the following day. This sort of arrangement prevents confusion and congestion for the buying club. The individual orders are then wrapped up and given to each man from a central desk as he passes out for home.

One firm in Chicago, quick to recognize the buying club as a very practical piece of efficiency, encourages the development of the idea among its men. The accounts of the club are carried upon the books of the firm, and each man is debited on payday for the produce he has taken home during the past fortnight. This club, one of the largest in existence, has over seven hundred members and buys over \$5,000 worth of foodstuffs each month. Thus each member not only gets fresh provisions cheaply, but has two weeks' credit extended to him by his employers. In this way the buying club is likely to become an unusually popular welfare institution in large industrial corporations.

producing centre known as Rolling Prairie—at a cost which means a clean saving of money to the cheese lover. Maple sugar and maple syrup, gathered by producers who live in those parts of New York, Pennsylvania and Ohio where maple syrup really flows, have been delivered to New York this spring for as low as 17 cents a pound and \$1.10 a gallon. One producer in Calloon, N. Y., warms the hearts of the pancake devotees throughout the state by offering to deliver a gallon of pure maple syrup and ten pounds of real buckwheat flour, express prepaid, for \$1.70. And maple syrup and buckwheat flour—as any connoisseur will readily tell you—are extremely elusive in the original.

Another combination package consisted of half a bushel of selected potatoes and half a bushel of large Pippin apples, hand picked, delivered ex-

press prepaid in New York City for \$2. The grower who tempted the public with this assortment found himself sold out so suddenly that he was forced to stop the express company from accepting more orders.

Eager as have been the individual consumers in New York to profit by this new marketing plan, neighborhood and industrial purchasing clubs have been even more enthusiastic. The "farm to family movement" has resulted in the rapid organization of consumers into groups for the purpose of buying foodstuffs direct from the farm. By purchasing in larger quantities than the individual buyer, buying clubs are able to reduce the cost of living for their members in many cases by as much as 25 per cent. Workers in stores and business offices, factory employees and labor unions, fraternal organizations and bodies of municipal employees—even groups of postmen, despite their loyalty to the parcel post—have formed buying clubs to fight the high cost of living in this way.

One immense club in a prominent New York mercantile house has purchased as much as 3,000 pounds of fresh produce within a single week. The various departments of the Standard Oil Company club together to order 300 pounds of creamery butter every Monday. The employees of Stern Brothers average considerably more than this. The Pinkerton Detective Agency workers, starting with a small order of some two or three hams and strips of bacon, have enlarged their club so rapidly that they now require a monthly market basket of 500 dozen eggs, 400 pounds of meats and a similar amount of butter.

Fifth avenue stood amazed one day last April to behold three large express trucks, filled to the top with fresh produce, backing up near the entrance to a prominent jewelry establishment. The explanation was that the buying club which was flourishing among the employees of the firm awaited its Easter order of foodstuffs from Western producers.

EMPLOYEES OF MANY CONCERNS FORM CLUBS.

For almost six months a club formed of the clerks and office assistants of the Home Insurance Company has had a standing order for some 200 pounds of butter a week. During this time the butter has averaged in cost to each member of the club about 30 cents a pound. Employees of the North German Lloyd Steamship Company, the New York Life Insurance Company, the American Book Concern, Gorham & Co., Tiffany & Co., Huyler's candy factory and the Dixon Crucible Company all have flourishing organizations which assist their members actually to reduce their living cost.

On regularly determined days the various products arrive: Eggs, one day;

## NOW FOR A TRIP TO THE MOON

**W**ANT to take a trip to the moon? Nothing easier. Take an "etro car" or an "astral autobus" of the New York-Moon line, which leaves daily the "Spheric Station" at Coney Island at 10 a. m., and the same day at 8 p. m. (terrestrial time), you arrive at your destination. Fare, one way \$9.75, including dinner; round trip tickets, good for a fortnight, only \$17.25.

Needless to say, we do not speak of the New York of to-day. But after reading an article by Charles Nordmann, the astronomer of the Paris Observatory, in "Le Matin," on a journey to the moon, a trip to the moon becomes a matter of anticipation. For the professor in the very introduction to his article assures us that "it is not so difficult as one might imagine, to go to the moon. A few more little scientific formalities . . . and we are there."

Already Jules Verne, the famous French novelist, has told us how the feat of traversing the immense distance between the earth and the moon could be accomplished in ninety-seven hours and twenty minutes. His vehicle, however, is not an autobus properly called, but a giant projectile shot off from a giant cannon. The problem he is trying to solve, and apparently does solve, is how to overcome the attraction of the earth.

The earth exerts its attraction, and so does the moon. There is a line at which the two attractive forces meet. Now if we only were to succeed in crossing this line then we would arrive at the breast of "the pale sister of Mother Earth." And this is accomplished without any effort on our part. All we have to guard against is not to arrive too violently at the breast of the "pale sister" and be

broken up into a thousand fragments together with our astral autobus.

There is, however, according to Nordmann, a hitch in this otherwise simple but ingenious solution of the problem by the French romancist. The velocity imparted to Jules Verne's projectile by a giant cannon is less than one-thirtieth of a second—the projectile required twelve kilometres initial velocity a second!—would, because of its instantaneous generation, produce the most disastrous results. The passengers would be hurled against the wall with such violence as to be crushed to a paste. It is safe to say that people would rather forego the pleasure of a trip to the moon than run the risk of reaching her in the form of a German pancake.

Says M. Nordmann, "The velocity must be increased slowly." A slight jerk in the railway car alone makes us feel uncomfortable. . . . Yes, slowly must the velocity be increased.

But how? M. Esnault-Proterier, a French aviator, justly said the other day: "At the moon we can arrive only by means of a reaction motor." This motor is based upon the principle known in the discharge of the rocket, known in the discharge of the rocket, known in the discharge of the rocket. The rocket is a projectile that carries powder in its body. The powder in burning generates gases which cause a series of explosions that hurl the contents in a direction opposite to that of the path of the projectile. Upon the same principle are also based the disappearing gun and the turbine. It has been calculated that a giant projectile hurled in this manner, with a velocity increasing by one metre a second, would reach the moon in about ten hours—about the time it takes to go by train from New York to Pittsburgh. And then, after crossing the zero point, the line between the attraction of earth

and moon, the velocity of the projectile would have to gradually decrease. This could be effected by means of a second motor attached to the fore part of the projectile.

We thus achieve two things by means of the reaction motor—slow departure and slow "landing." And as regards the remaining two problems, viz., the overcoming of the tremendous heating of the projectile through friction, and that of the terrible cold in space, these, in M. Nordmann's opinion, are no longer problems for our modern physicists.

There is but one thing essential in the reaction motor: the astral vehicle has to carry with it the food for the motor. A calculation goes to show that there is no explosive known strong enough to raise itself beyond the line of the earth's attraction. It remains, therefore, to find an explosive four hundred times stronger than nitroglycerine? Who will find it?

Professor Nordmann asserts that radium contains five thousand times more force than is required for the purpose of overcoming the earth's attraction. We must, therefore, discover a means of controlling this element to such an extent as to enable us to extract from it any part of its force that may be necessary for the purpose of carrying us through the trifling distance of 239,000 miles that separate us from our satellite.

Some Alfred Noble, Maxim, Bertholet or Edison will surely find such a means in the nearest future.

Then it will take only a ten-hour trip to escape New York's summer heat and enjoy in the Lunar Alpines a temperature which can, at the hottest, never rise above the freezing point of water, and in the long night falls to something like 200 degrees below zero.

CALIFORNIA SENDS PRODUCTS TO EASTERNERS.

No producers have been more eager to seize the opportunity of reaching the consumer direct than the growers of fruits and nuts in the valleys of California. During the last winter thousands of five and ten pound parcels of California walnuts, layer figs, cluster raisins and Santa Clara Valley prunes have been shipped direct to consumers in New York and Boston and other Eastern centres of population.

"But how can such packages be shipped three thousand miles efficiently? Isn't the express rate very high?" is a common query.

The answer is that the companies have made a special low rate—a commodity rate, as traffic men call it—upon all California products travelling eastward beyond the Mississippi River. For four cents a pound (35 cents minimum) a grower on the Pacific Coast can send you an assortment of fruits whether you live in Maine, Manhattan or Baltimore. Thus it is that a New York housewife is able to order an eight-pound package of choice figs and raisins, for instance, and have them delivered at her door within five days from the time they leave the packer's hands, at a total charge of \$1.63. Or, if she likes, a gallon of ripe olives, large and selected, for \$1.28.

That the possibilities of this new marketing plan are infinite goes without saying. Some economists venture that with two of the three large express companies in the land striving to link consumer and producer, and the Agricultural Department of the government beginning to work along similar lines with the parcel post, another decade will see a major portion of the country's foodstuffs marketed from the producer direct to the ultimate consumer.