

AMERICA NOW HAS A MEDITERRANEAN

Gulf of Mexico Takes on Features of Old Sea.

UNITED STATES PREEMPTS IT

Its Waters in Winter Fleeced by Yachts of American Millionaires. Havana Becomes Social Center of the New Inland Waters—Acquisition a Social Movement.

Thousands of Americans are now engaged in a bigger task, in one sense at least, though calling for less physical labor, than the digging of the Panama canal. They are making a new sea.

Seas entirely surrounded by water are not unknown, as for example the Caribbean sea, which with the coming of the new one, of which it is a part, will achieve the distinction of being a sea within a sea.

Americans Preempt Sea.

The new sea which Americans have pre-empted will, however, have more definite limits than the Caribbean. It reaches from the ill-fated Bermudas to the north, from which come every Easter millions of blossoms to the northern coast of South America on the south, and from the coast of the United States and Mexico on the west to the eastern boundary of the West Indies on the east.

The parallel, indeed, is striking. Just as the Mediterranean is Europe's winter playground, so is the new sea that of America. Like the Mediterranean its waters are warm and blue. The civilization of its islands is both ancient and modern. And corresponding to the Riviera is the Florida coast. In many respects the new sea far surpasses its older rival. Its innumerable islands make it a most alluring cruising ground, while the attractions for the sportsman are unsurpassed. Romance, too, is everywhere.

Its Acquisition Social.

The making or pre-empting of this new sea has not, of course, come by way of treaty or seizure. Its accomplishment has been largely social. Whether or not Cuba is ever actually annexed to the United States, the fact remains that socially speaking, the whole of the West Indies has already been annexed and pre-empted. In this annexation was laid the beginning of the movement which through the enthusiasm of yachtsmen, tourists, and permanent winter visitors has resulted in the creation of the new sea.

For its achievement a large share of credit must naturally go to yachtsmen, since they in the role of Argonauts, first appreciated the attractions offered. Ten or a dozen years ago nine out of every ten persons owning yachts big enough to make the passage made a European winter cruise. Now, four-fifths, at least, go to the new American Mediterranean, and while it is an almost daily occurrence to read that Mr. So and So has sailed on his yacht with a party of friends for a cruise in these waters, the report of a clearance for Europe is rapidly becoming a rarity. The annual race of power boats from New York to Bermuda has had a marked effect on the trend of winter cruising.

At any rate, it is estimated on good authority that more than \$10,000,000 is spent every winter in such cruises by New York yacht owners, alone. Of course, not every one can visit the new sea in his own private yacht, since the cost of such a cruise may vary from \$2,000 to \$50,000, or \$15,000, depending on the size of the boat, and the length of the cruise, for of all costly luxuries, the steam yacht is certainly entitled to first place.

Some Go Without Yachts.

As a result has come a new and novel development, which has been called the "co-operative" yacht, by means of which the person who neither owns a yacht himself nor is acquainted with any one who does, can make his winter cruise to the American Mediterranean under conditions of comfort and safety, superior even to those enjoyed by the owner of the largest yacht afloat. And this, too, at only a very small fraction of the cost.

This new achievement is made possible by several of the largest trans-Atlantic steamship lines having adopted the practice of diverting from their regular winter service one or more of their largest boats, such as the "Moltke," which is booked to leave New York on February 22, to be used for winter cruises of two weeks to the waters of the West Indies. The cruises are not a mad dash from point to point, but cruises in every sense of the word, just as one would make them in one's own yacht. Stops of varying lengths are made at different points of interest and the passengers or party making the trip have the satisfaction of knowing that at a moderate cost they are doing in an ocean liner what the yacht owner at a far greater cost is doing in a smaller vessel without the same absolute safety.

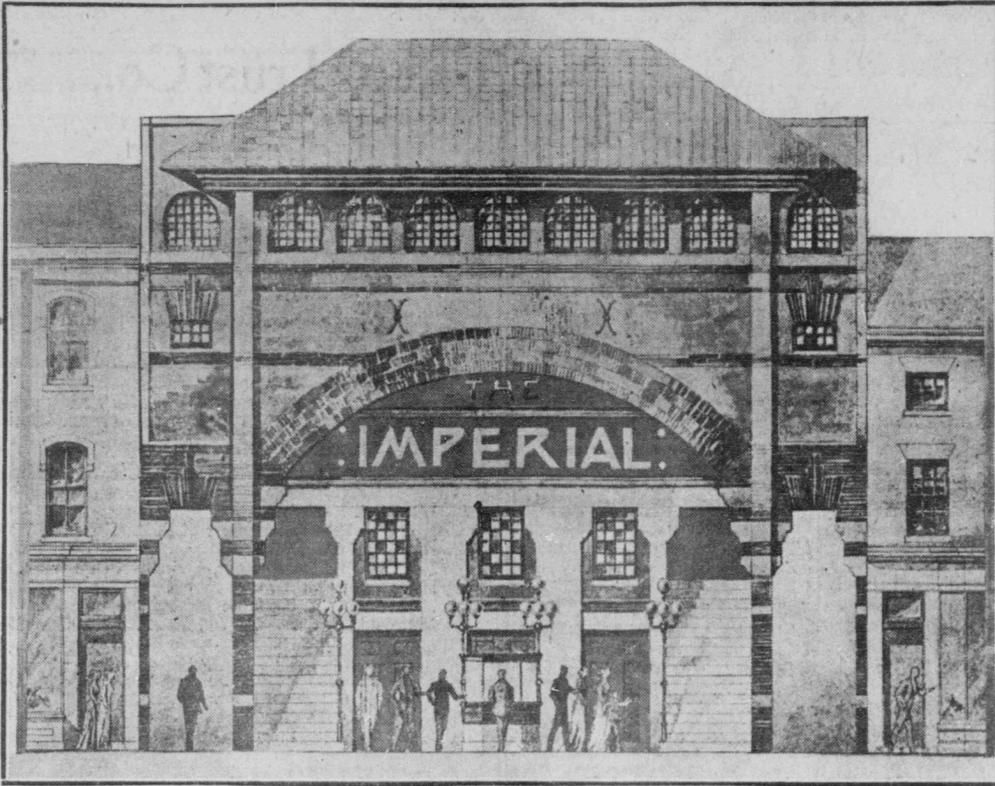
Each person during the cruise is part proprietor of the vessel, as it were. How popular these communal cruises have become is evidenced by the statement of an official of the Hamburg-American line, that including the bookings already made for the Easter trip, this line, alone, will have carried this winter hundreds of communal yachtsmen to America's new sea. Many, indeed, he added, take these trips each winter.

Sail Boats Join Fleet.

Next to visitors of this class come the owners of small sail boats, who may elect to put in the whole winter, making various short cruises from a fixed base. They, of course, see only a small part of the territory, but are, nevertheless, extremely numerous, their small white sails always dotting the horizon.

Society, too, has made the American Mediterranean, with its center at Havana, a fixture, and in so doing, brought about a queer reversal of affairs. Years ago, Saratoga Springs during the summer was the mecca of wealthy Cuban visitors, who came to take the waters, and for the horse racing and gambling of all descriptions which then flourished unrestricted. Now, a Cuban, in Saratoga, is a rarity, and instead, American society is going each winter in rapidly increasing numbers to Cuba and the other islands, where, as well as at the Panama canal, numbers

NEW VAUDEVILLE THEATER FOR THE CAPITAL.



THE IMPERIAL.

To be erected by local capitalists on east side of Ninth street, between D and E streets northwest.

REAL ESTATE WORLD

Operations Last Week Were Fairly Active. All Classes of Property Entering Into the List of Sales.

Of new hotels of the most modern kind are being built. Of course, success is sure to follow on the stamp of public approval, but in the case of the great popularity of the new American-made sea, the causes are easily apparent. One, at least, is psychological. The American is a lover of variety and novelty, and the beaten paths of travel in the Old World, from which not one person in a hundred ever thinks of digressing, are naturally less attractive to him than the new and ever-varying attractions of a region almost at his own front door, where he can visit ruins, watch a cock fight, go fishing for sharks, or any other of a hundred things which are always waiting to be done. The American, in a word, has not the European's respect for routine and tradition.

Caps Old Mediterranean.

When it comes down to the romantic atmosphere, the visitor to the American Mediterranean need concede nothing to the European traveler. He finds it in chunks. The climate, the palms, the lure of the pearl fisheries, and the blue brown divers, the mysteries of Voodoo worship, and its weird rites, traditions of pirates, and buried gold, all these furnish enough romance to satisfy even the most demanding. And as has been said, the whole area is literally a sportsman's paradise. Even the enthusiastic baseball fan can see the great American game played by experts.

Aside from the communal winter cruises the Panama canal has undoubtedly had a marked effect in drawing Americans to the winter playground. Indeed, in one sense, it has achieved the result which caused consternation on the part of a certain man, who on being told that the Pacific Ocean was lower than the Atlantic, immediately demanded that the digging of the canal be stopped at once, lest on its completion the whole Atlantic would be sucked through into the Pacific.

It is in part, due to the concentration of interest in the Canal Zone, in particular, and the adjacent territory in general, that so many visitors have been drawn to the American Mediterranean. Indeed, it now seems certain that before long the effect of this drawing power will be felt in Europe, with the result that it will be to the American and not to the European Mediterranean that many foreigners will make their winter cruises which are proving so popular here.

MAY FORM RIDING CLUB.

Plans Maturing to Organize Body Among Society People.

Announcement was made during the week that plans are being matured for the organization of a large riding club among the society people of the Capital. It is said that negotiations are in progress for the purchase of property at Twenty-second and P streets to be remodeled for the purpose of the club. The building there is a one-story and basement structure, which it is believed can be remodeled and enlarged to suit the plans of the club. The purchase of the property and its improvement would involve an expenditure of about \$200,000.

Reduces Hours of Labor.

Because of the decrease in the volume of the traffic and consequent loss of hours, the Reading has reduced the hours of labor in all locomotive and car shops to eight hours a day, effecting a reduction in shop expenses of about 15 per cent.

The man who keeps hens is not so much of a philosopher as the man who has the hens keep him.

James L. Parsons

Contractor and Builder

616 Union Trust Building WASHINGTON, D. C. (Phone M. 164)

Real estate transfers for the week have been fairly active for the season of the year. Brokers report deals pending of much interest, some of them, if completed, being of large proportions. It appears that inquiry is coming to some of the local firms looking to the establishment of larger business operations here than we have ever seen. Most of these inquiries come from persons outside the city who are seeking to invest money here. Over the country generally Washington is considered a good field for investment in real estate, and the tendency just at the moment is the formation of companies in the States to undertake some large enterprise here.

One such proposition has been talked about in real estate circles for a day or two. Two representatives of capitalists in Cincinnati were in the city several days last week looking the field over for some safe and good investment on a large scale. Their canvass of the possibilities went from the development of a suburban subdivision to a big office building. They came to the conclusion that the city was pretty well supplied with the latter, and that if money was to be put into such a plan it would have to be in the strictly business section and of a new type to attract attention—first by its novelty, and then by its convenience and utility.

After going over the possibilities, the two men went so far as to look into the question of options for a strip of property running through the square from P to G streets, between Thirteenth and Fourteenth streets. The tentative plan in the minds of the two men is to erect in that square an arcade between the streets, covered overhead and flanked on either side by stores, with a corridor above for office suites. It was stated yesterday that the two men were considerably impressed with the plan and might later carry it out.

Willie, Gibbs & Daniel have sold for Mrs. Charlotte A. Martin parts of lots 14 and 15 in square 23, on the south side of B street, between Thirteenth and Fourteenth streets southwest. The lots are improved by a three-story brick dwelling, with ten large rooms, bath, and modern heat. The property has a frontage of 25 feet, by a uniform depth of 90 feet. It is understood that approximately \$4,500 was paid for the premises, which will be held by the purchaser as an investment. The sale was made in connection with Wilcox, Hane & Co.

J. Augustus Taylor has purchased for an out-of-town buyer the four-story brick business building at 1133 Fourteenth street northwest. The purchase is for investment. The building has recently been remodeled at a considerable expense.

The lot is about 18 feet wide by 115 feet deep, with a paved side and rear alley. The property has been leased to a local business man for a term of years. It is understood the price paid is about \$50,000. The F. H. Smith Company represented the seller.

The residence at the southeast corner of Thirteenth street and Massachusetts avenue northwest has been sold by Moore & Hill in connection with Boss & Phelps. The purchaser will occupy the building as a residence.

This house was transferred some time ago as a part of the consideration for several of the new houses erected in the square bounded by Sixteenth and Seventeenth streets and Florida avenue and V street northwest.

Franklin T. Sanner has sold through Moore & Hill the residence at 2542 Connecticut avenue northwest, which is just beyond the new Connecticut avenue bridge. The purchaser is a local business man who will occupy the building as his home.

This is one of the group of four houses recently erected by Mr. Sanner. It contains eleven rooms and three bath rooms. The interior finish is quartered oak.

One of the recent realty deals in Alexandria County, Va., is the purchase of the Lewis J. Collins tract of eleven acres, at Ballston, by a Washington syndicate, headed by S. P. Wright, of Barcroft, Va. It is the intention of the new owners to subdivide the land and develop it along

high class lines. It is advantageously located, being practically surrounded by four county roads, and only a few hundred feet from the electric line. The sale was made by W. G. Collins.

Plans are well advanced for the construction of a new vaudeville theater, to be known as the Imperial. If built, it will stand on the east side of Ninth street, between D and E streets. A company of local business men has been formed to carry out the project, and it is said that more than \$150,000 of the stock has been subscribed. F. H. Kramer is president of the company and H. B. Denham is treasurer.

The board of directors is Simon Oppenheimer, J. E. Thompson, J. J. Miller, C. H. White, J. D. Herrell, S. Goldsmith, M. T. Pined, A. G. Hermann, G. Brähler, Dr. F. T. Chamberlain, H. B. Denham, F. H. Kramer, J. W. Hunt, and A. Jackson.

Within the past week the property necessary for the theater building was purchased. The deal was made through Houghton & Co., and the price paid is understood to be \$80,000.

Plans for the theater have been drawn by C. W. Somerville, and accepted by the company. It is expected the actual work of construction will be started in the course of a month.

The plans call for a two-story building of picturesque Italian design. The material to be used on the front will be stucco, red brick, and dark red woodwork. There will be two side alleys

THREE COUNTIES ADVERTISE

Business Men in Lynchburg, Va., and Vicinity Seek Settlers.

Similar Movements Start in Arkansas and Also at Suffolk, Va.

Three counties of Virginia—Amherst, Bedford, and Campbell—are taking part in a co-operative advertising effort. Each board has contributed \$200 and the Lynchburg Chamber of Commerce, \$50. This amount has been spent in large part upon a booklet that describes soils and farming opportunities in the three counties.

The preparation of the booklet and its advertising and distribution are attended to by the immigration committee of the Chamber of Commerce at Lynchburg. A similar plan could be put into effect wherever commercial organizations work in harmony with county authorities. It is a practical way of producing greater values in the counties by leading to a greater demand for land and a profitable use of vacant acres.

The State of Arkansas will hold a land congress at Little Rock March 23 to 25. It will be a convention of land owners, business men, and commercial organizations, uniting to work out methods and means of advertising the State. The first paragraph of the call reads as follows:

"First—The people are land hungry. They are leaving the cities in search of homes in the rural districts, where they can, out of the soil, make that living to which they are entitled, and which the high cost of the articles they consume in the cities prevents them from doing. We have the land."

The call has the approval of the Arkansas Bureau of Mines, Manufacture, and Agriculture, and also of the State land commissioner.

The Business Men's Association of Suffolk, Va., which has been proceeding on a basis of 25 cents a month for membership, has reorganized under the name of Board of Trade. The membership fee is now \$5 a year, in order that funds may be sufficient for general advertising. Suffolk is on the Nansemond River and is associated with the great prospects which belong to Chesapeake Bay and its tributaries. A plan is being formed for advertising co-operation by all organizations that are related to this great body of water in order that national publicity may be given to the commercial prospects of the greatest single deep-water indentation along the Atlantic coast.

opening on Ninth street to be used as exits. The building will be 51 by 107 feet. The second floor will be used as a gallery. The construction is estimated to cost \$50,000.

Sixteen dwellings which are nearing construction on Meridian street, north of Fourteenth street northwest, have been sold. These houses are being built by Harry Wardman, and were started since the first of the year. They are the first of a large operation planned by Mr. Wardman for the present year, comprising the erection of 150 houses upon the addition to the Mattingly tract acquired by him, and involving the expenditure of more than a million dollars. These houses have been sold by Shannon & Luchs.

Willie, Gibbs & Daniel have sold for George P. Newton the new colonial brick house on the north side of Irving street, between the Soldiers' Home grounds and Warder street northwest. The house sold numbered 49 Irving street, has six rooms and bath and is heated by furnace. The house occupies a lot twenty feet wide by a depth of ninety feet. William C. Kremkau, the purchaser, will occupy the premises. It is understood that \$3,750 was paid for the property.

A large residence is being built on the east side of Sixteenth street south of Columbia road, which is to have a frame of steel. The building site extends through to Fifteenth street, with an ample frontage on that thoroughfare. At the present time the work has so far advanced that the steel frame is being erected. It is understood that when the house is completed it will be the home of the Secretary of the Treasury, who will be the third member of the present Cabinet to own the house in which he lives in this city.

Two old buildings on the north side of G street, between Eighth and Ninth streets northwest, are to be removed, and in their place is to be built a modern structure designed for business purposes. This improvement will be similar as that which was not long ago substituted for the old structures adjoining and extending to the corner of Ninth street.

One of the buildings first referred to has served for a great many years as the headquarters of the Associated Charities, and the organization will be obliged to find another place.

WILL REMODEL HOUSE.

Property at 2000 Massachusetts Avenue Changes Owners.

The sale of the attractive residence at 2000 Massachusetts avenue northwest has just been consummated by J. Augustus Taylor, who represented the purchaser, who is a banker of Washington. Rhonald W. Beall, of Moore & Hill, represented the seller, Franklin T. Sanner.

It is the intention of the purchaser to expend considerable money in remodeling the house.

The property is improved by a four-story brick residence with about fourteen rooms. The lot is nearly 44 feet wide and 75 feet deep.

WILL BUILD CLUBHOUSE.

Columbia Golf Players Award Contract to Charles E. Langley.

Plans are now far advanced for the erection of the new \$50,000 clubhouse of the Columbia Golf Club. Plans for the building, prepared by Frederick B. Pyle, architect, were accepted by the building committee several weeks ago. Last week the contract for the construction of the building was awarded to Charles E. Langley.

The Columbia recently purchased 110 acres of ground beyond Chevy Chase, with a long frontage on Connecticut avenue, at a cost of about \$10,000. Simultaneously with the construction of the clubhouse the course will be put in condition for the players. This course is to have eighteen holes, and it is said that the large tract purchased for the purpose will lend itself admirably to the purposes of the great Scotch game.

It is now hoped that both the clubhouse and the course will be ready for use next autumn.

South Starts Many Banks.

According to a recent announcement at the Treasury, more capital was devoted during January to the establishment and extension of banks in the ten Southern States than for any similar period covered by the record. The amount of new money added to the South's banking capital during the month was \$4,757,000, fifty-six new banks, having an aggregate capitalization of \$2,800,000, either started business or applied for charters, and nineteen banks increased their capital \$1,567,000.

OLD LANDMARKS GO.

Continued from Page One.

manion was again the scene of social triumphs. The mansion later passed to the ownership of Chief Justice Joseph Bradley, of the United States Supreme Court, who occupied it until his death.

The property then passed into the hands of the Catholic church, being purchased for the home of the apostolic delegate from the Vatican to America. Cardinal Satolli lived there during his incumbency of the office, as did his successor, Cardinal Martinelli. Mgr. Falconio, the present papal legate, also resided there until the new house was purchased in Biltmore street.

Academy Built in 1877.

The building at Connecticut avenue and De Sales street, which was recently purchased by a syndicate as the site for the George Washington Hotel, is a large brick structure which has been used since 1877 for school purposes by the Sisters of the Visitation. These sisters have maintained a school in Washington for about seventy-five years, and building in Connecticut avenue is said to be the fourth occupied by them. It was constructed by Entwistle and Barron, and the school was removed to it from the quarters formerly occupied in G street northwest.

It is a large structure 200x100 feet, and four stories high. It is built of brick. At the time it was erected Connecticut avenue had not become the great fashionable and business thoroughfare it is to-day. And the Sisters of the Visitation Order are once more confronted with the necessity of removal to a quieter neighborhood. The school will be housed in temporary quarters for a time until a new site can be obtained and a new structure built. The property was owned and sold by the sisterhood which has its headquarters at Savoy, France.

The building will be torn down during the spring or early summer, and the hotel will be erected by the Thompson-Sterratt Company.

Will Add It to Store.

The Scottish Rite Cathedral, just east of the Palais Royal, in G street, will not be demolished, but will be completely remodeled and incorporated by A. Lisner, the new owner, into his department store. It is a large brick and stone structure substantially built, and previous to its sale was occupied for about fifteen years by the local bodies of the Scottish Rite Masons. It was specially fitted up for their purposes, and is said to have contained an elaborate equipment for the ritualistic work of the order.

The Masons now occupy quarters in the building at Third and E streets northwest, in the building recently purchased from the Supreme Council of Scottish Rite Masonry, the latter body having purchased a site for a new temple in Sixteenth street.

SEVENTY YEARS OF EATING.

In that Time a Man Consumes Ninety-five Tons of Food.

If a man of seventy years was starving, it would probably be little comfort to him to think that he had consumed in the course of his life 134 tons of solid food and 42 tons of liquid, or about 1,280 times his own weight in both solids and liquids, but it would be true.

Being a man of average appetite and purse, he would have eaten 15 tons of bread, which would have made a single loaf containing 1,500 cubic feet and appearing about as large as the average suburban home, and on this bread he would have spread one ton of butter. If his bacon had been cut in single slice, the strip would have been four miles long, and his chops, placed end to end, would have extended two miles.

Twenty ordinary sized bullocks have supplied him with beef, 15 tons of which he has eaten, along with 5 tons of fish and 10,000 eggs and 350 pounds of cheese. If he had elected to have all his vegetables served at once they would have come to him in a train of cars, the pod containing all his peas being over three miles long.

He had had 5,000 pounds of sugar, 1,500 pounds of salt, 500 pounds of pepper, and 100 cans of mustard. Three pints of liquid a day would have amounted to 75,000 pints, or 42 tons. If he had been a smoker he would have burned about half a ton of tobacco in a pipe; or, if he preferred cigarettes, would have smoked about a quarter of a million.

Real Estate Firm Starts.

William S. Phillips, formerly with Thomas J. Fisher & Co., and Charles D. Sager, formerly with Shannon & Luchs, comprise the new firm to be known as Phillips & Sager, and will have offices at 715 Fourteenth street northwest. They will handle all kinds of real estate, both city and suburban, as well as loans and insurance.

Will Buy Old Home.

Selma Lagerlof, the Swedish writer to whom the Nobel prize in literature was awarded this year, will devote a part of the money to the purchase of a home on the Marabacka estate, where she was born. The house which she will buy was built by her grandfather, and through reverses fell into the hands of strangers, from whom she will buy it.

FLORIDA IS NOT POOR MAN'S LAND

Washingtonian Writes of What He Saw There.

PLAYGROUND FOR THE RICH

Soil Requires Constant Fertilizing and Frost is a Serious Menace—Tomato Crop Ruined in One Night. Real Estate Active in Cuba. Westerners Going There.

Grant Parish, of this city, who has been spending a part of the winter in Florida and the West Indies, writes The Washington Herald from Havana some of his impressions of the far South. While at Palm Beach Mr. Parish met Henry M. Flagler and talked with him about Florida and the railroad enterprise which is to connect the Keys with Eastport, Me.

Mr. Parish describes Mr. Flagler as a man eighty years old with the appearance of one fifty. From him a general notion of the railroad enterprise was gained. The work of building about ten miles of concrete viaduct across the open sea having the character of a pier, railroad bridge and general terminal out to the end of the Florida keys, is now under way. Mr. Parish says this will be the natural terminal of railroads on the eastern coast of the country when the Panama Canal is finally opened to international business.

Writes About Florida.

Of Florida Mr. Parish writes: "While in Florida I was surprised to learn that land, almost without exception, requires constant fertilizing. Even the newly drained everglades with virgin soil, requires artificial fertilizing with each crop, and if omitted the crop dwindles nothing. Thus at the start planters have a milestone around their necks.

"Soil such as we know it in the North is unknown in Florida. It means a new face to the soil for each crop at about \$40 a ton for the fertilizer. Then, again, the uncertainty of frost is a serious handicap. I have seen hundreds of acres of fine tomatoes, red and ripe, all ready to be picked and shipped, when a sudden 'norther' would arrive between the setting and the rising of the sun and the whole crop would be ruined.

"I consider Florida a hard and uncertain proposition for any poor working man to lay the foundation of an agricultural or horticultural enterprise. The frost line is not sure, even at Miami, and below that point there is not much land fit for cultivation. A poor man might better stay out of Florida.

Playground for Old People.

"As a land of sunshine, orange blossoms, and Seminoles romance, Florida is adorable, and truly the playground for old people with little marrow in their bones. It is the place for invalids in winter and the chosen spot for the nabob to kill time between the fashionable seasons of the North.

"Leaving Florida and sailing ninety miles in nine hours one is delighted with Cuba and its capital city of Havana a beautiful miniature Madrid, with a dazzling gay coast of Paris combined. The old town is very old and ancient, and the new town is very new and modern, making a strong contrast between the past and the present periods of civilization.

People Unsettled Politically.

"If the truth must be told the people here are unsettled politically. The president of the senate is a black man with a following of 700,000 of the same hue. The better classes hope that some trouble may take place which will furnish a pretext for the United States to step in and formally take possession of the government as an island possession.

"The real estate business here in Cuba is at fever heat. Brokers, promoters, and buyers, mostly from the Western States, particularly Montana and the Dakotas, are here in swarms, en route for the Isle of Pines, which lies south of Cuba. Land that was bought a year or two ago at 50 cents an acre is now selling at \$80 to \$100 an acre. It is called 'Magic Land.'

Although owned by the republic of Cuba the inhabitants of the Isle of Pines and land owners are about 90 per cent Americans."

Will Deport Chinamen.

Forty-two Chinamen, who have been gathered up on the Mexican border and are now held at El Paso, will be deported to China in a few days. Most of them attempted to smuggle into the United States from Mexico. For some time the Federal government has been active in intercepting shipments of coolies from across the Rio Grande, and whenever a Chinaman is found whose papers are not in proper shape he is deported without much ado.

Advertisement for Keen Kutter Pipe Wrenches. Features include: 'A Pipe Wrench with Teeth That Can Be Sharpened', 'THIS one feature alone makes the Keen Kutter Pipe Wrench worth a half dozen of any other kind.', 'The teeth may grow dull; but a file will readily renew the grip.', 'will grip without exact adjustment. This tool is drop forged crucible steel, tempered by the most experienced toolsmiths in the world.', 'The jaws are strongly reinforced. The frame is nickel-plated. The handle is swelled to fit the hand.', 'Keen Kutter Pipe Wrenches are made in all regular sizes—6, 8, 10, 14, 18, 24 inches. If not at your dealer's, write us.', 'The Recollection of Quality Remains Long After the Price is Forgotten.', 'TRADE MARK REGISTERED. R. C. Simmons', 'SIMMONS HARDWARE CO. (Inc.), St. Louis and New York, U.S.A.'