

## Impressions of a Marketing Trip

"SORRY, ladies, but we have a flat tire!"

Thus began the eventful day when forty-three people, occupying a bus designed for twenty-five passengers, started on a sight-seeing trip thru the city of Des Moines. And truly it was sight-seeing! We learned astounding facts and saw marvelous things. In addition we had pecks of fun and enjoyed many good things to eat.

The inopportune flat tire caused only a short delay and the expectant group was soon deposited in the capital city without further mishap. While our leader conferred with the representative from the Chamber of Commerce, the girls mingled with a throng of babbling dentists, who were holding a convention in the Hotel Savery. Finally escaping from the doctors' midst, the huge bus carried us to our first "official" stopping place—the City Market. Here we watched with great interest the various people selling their wares from individual stands or "stalls", which they rent by the year. Scattered all thru the great open porch and covering two large floors inside were farmers, foreigners and other salespeople offering for sale a great variety of merchandise. Outside we found displayed fresh vegetables and fruits of almost unlimited kinds, varying somewhat in price, degree of freshness and other qualities, but in general a great deal the same. Green plants and flowers were also for sale here. Inside we found more fruit and vegetables, many staple articles in the grocery line, and a wide variety of meats and fish. The same type of salespeople were operating these inside stands, which were in most cases larger than those outside and contained a wider range of foods. Each article had a price tag attached, and in many cases it was possible to purchase the same quality of food at a lower price by walking a little further on. The second floor contained chiefly meats and baked products. It was very evident that a housewife could save rather a large amount of money in a year's purchases by taking the necessary extra steps to this market every day.

Only two blocks away we visited the fish market, and here saw many kinds of fish which we had heretofore known only from their descriptions found in literature. The shrimp (steamed and raw), colored, many-legged fish eaten chiefly the devil-fish or octopus (a little reddish by Greeks and Italians); the lake trout, buffalo, red snapper, mackerel, catfish, yellow perch, drum, butter-fish (very tiny), and halibut were pointed out to us and interesting facts given about several of them. In the window of the market was a large halibut which would weigh perhaps 90 pounds, and from which a hotel or restaurant could bake a large boneless piece and serve as "almost any kind of fish". We learned that fish are shipped there from almost every point along our coasts and from many of the large lake regions.

Our next stop was at a condiment packing company, where we were told many new and interesting facts about tea, coffee, flavorings and spices. We saw large "matting" boxes of tea just as it is shipped from China and Japan. We followed the course of the coffee thru each necessary process—"scalping",

scouring, roasting, grinding, canning, etc. The scalper removes from the raw yellow-colored grains all large pieces of dirt, stones, etc. The scourer takes out the fine dust from the heart of the coffee grain. When the coffee in the roaster begins to get hot, there is a fine chaff which breaks off from each grain, and this is removed by suction. Carried from the top floor by gravity, the roasted coffee runs down into a cooler for five minutes. The smoke is carried off from here thru a pipe, thus preventing its spread over the building. The coffee is now lifted up from any stones or pebbles included with it, and sacked or ground, more chaff having been removed in the meanwhile. There are a great many of these pebbles removed during the course of a year, and both of the original owners of the company had the driveways of their homes paved with them.

The spice room was a rather unpleasant place in which to breathe, but we withstood the penetrating odor long enough to see the machine used to grind cinnamon and the one for removing the powder of the ginger root from the woody fiber. From our guide's little talk we learned something of the wide variety of spices, their homes and methods of preparation. Among the many interesting things that he told us were these facts: The sagon cinnamon from China is the darkest and best bark. Trees are peeled twice a year (June and November) and the bark is not replenished. Pepper grows on a bush or vine in clusters like currants; the best comes from India; it is picked when unripe and of reddish color and depends upon curing for its flavor. "Shot" pepper simply means that a test is made by placing the grains in water and the poor ones float, while the best or "shot" pepper sinks. White pepper may grow naturally white (best in flavor) or may be hulled black pepper. The best red peppers come from Japan, but because of a crop failure there, we are now getting them from Louisiana. Paprika, a rather sweet spice, grows in Spain and is the pod of the plant rather than the seed. The big Mexican chile is mild and sweet, while the little Japanese chile is very small and hot. What we know as "red peppers" are so termed merely because of their hotness; they are members of the Capsican species, rather than the pepper family. Allspice, which grows in India, is in reality a neck-name for piment and is so called because of the similarity between its flavor and that of other species. Cloves, most of which come from the isle of Zanzibar, grow on evergreen trees and are picked while in blossom and dried four or five weeks for flavor. A little used spice (since prohibition) is the cardivan seed. Anise or fennel seed has the flavor of licorice. Nutmegs were originally l'ined to prevent transplanting and we still desire them so because of the original custom; whole mace growing in sheets or layers around the nutmeg has the same flavor and there is a still larger hull around the mace. Casia buds have a cinnamon flavor and are used in pickling. Celery seed is imported from France and is used in large quantities by people of this country. English mustard is best, tho the black is not so strong. There are but three mustard mills in the United

States. The seed is beaten or pounded, placed under great pressure until a mild oil is removed, pounded again and sifted. Prepared mustard is the dry mixed with tumeric, vinegar, oil and water. Mustard is mild until it comes in contact with water. Caraway seed, poppy seed and a number of others are also handled by this house, making a total of forty-two different species.

The vanilla bean is picked green and depends upon curing for its flavor. The large percolators for making vanilla were very interesting. The bean is cooked a little to soften it, then percolated for two or three days in these large containers, which were designed and patented by J. A. Tone. These people stress the fact that they remove absolutely all the flavor from the bean. Their lemon extract comes from the lemon oil and is not handled at this plant.

A large fruit house was our next stop and a funny, fat, little man with a big cigar and a keen sense of humor showed us over this house where "nothing is handled that will not rot". The warm rooms for storing and ripening bananas, the cool rooms where oranges and grape fruit are kept, rooms for tomatoes, celery and other tender fruits and vegetables, as well as a "junk" room for cabbage and other "smelly" foods all proved interesting. This last room contained a machine for removing odors and one could hardly believe it possible to accomplish it so thoroly.

Our be-spectacled bus driver next left us at a retail grocery, where one may buy almost everything in the grocery line. This company's stock is famed for its completeness and we saw many interesting and unusual items, too many, in fact, to begin listing them. It was, however, very educational to gaze even sketchily at a grocery stock lacking so few things.

Every girl was glad to contemplate lunch at this time, and tho we enjoyed a bit of "window-shopping" on the way down, the Harris-Emery Tea Room was a welcome sight. We were served a dainty lunch and all felt greatly rested and refreshed for our "afternoon calls".

A large wholesale grocery was the first to entertain us in the afternoon, and we enjoyed every minute spent there, from the ride up in the electric elevator to the rides down on the freight elevators. The office and store room were visited, an interesting talk on brands and canned goods was given, and we were shown each floor of the huge plant. This house is especially noted for its tasty peanut butter. We watched this process with great interest—the roasting of the peanuts, the mixture of the Virginia (for flavor) and the little Spanish (for oil), the removal of the "seed" or heart of the nut, and the final grinding into their delicious peanut butter. Incidentally, a barrel of salted peanuts suffered considerably at the hands of our groups. The labels were placed on the coffee cans here by hand. The large amount of canned goods stored for the season was rather amazing. There was less on hand just now, of course, because of the lateness of the season.

Leaving this place, the "thundering herd" marched thru the rain into the factory of the Standard Biscuit company.

Continued on page 15)

## Refinishing Your Personality

(Continued from page 2)

ments she used—a knife blade, a piece of glass and a razor blade. Before she started to scrape paint she had chiseled off the meaningless machine made carvings that had embellished the golden oak dresser and the bed. The bed resisted all efforts to be scraped clean of its paint and varnish until a commercial varnish remover was applied. The remover dissolved the varnish and it came off easily and with it went part of the black paint under it.

When the bed stood in all its revealed glory of black walnut, Mary was elated until she discovered some stains on the wood. Part of them came off under the application of oxalic acid and the rest disappeared when the surface was smoothed with sandpaper and steel wool. In using either of these, the proper way is to start out with a coarse grade and follow it up with a finer grade.

The stains removed, Mary next applied a thin coat of raw linseed oil, rubbing it in well because the wood was old and dry. Then she applied a coat of wax, rubbing it in and polishing it with a circular motion, following the grain of the wood. Mary was overjoyed at the result. She hardly recognized this lovely walnut bed as the one that had been so black and ugly such a short time before.

The oak dresser looked hopeless to Mary. She knew from a careful perusal of the bulletins that stain would never cover up the terrible yellow of the wood, so she decided to turn it into a dressing table. The dresser was not a large one, and after Mary had taken off the elaborately carved structures that held the mirror it looked even smaller. She covered the top of the dresser with lavender sateen, fastened it down well, and then put a piece of glass over it. The offending yellow of the drawers was covered completely by a shirred cover of apple green organdie over lavender sateen. The frame of the mirror she painted apple green and hung it from the molding with lavender cords. One of the nondescript chairs was painted apple green to match and a cushion was made of black sateen and piped with lavender and orange.

Mary was so enthusiastic after this complete transformation of her old oak dresser that she called her mother, and Mrs. Jones, becoming as enthusiastic as her daughter, started to make curtains of lavender and green voile while Mary went on scraping and staining and painting.

At the end of a week Mary's room had begun to express her personality. The dressing table had acquired a pair of orange candles, the bed boasted a quilt applied in lavender and green that had belonged to Mary's grandmother, and the little walnut table by the window with the ladder back chair to match had a lamp with a lavender base and a dainty green shade shirred to match the dressing table. When Mary finds time, between the moments when she is refinishing the rest of the furniture in the house, she is going to crochet rag rugs for her room and make covers for some of her favorite books that are always on her table. When anyone sees the room, he expresses the wish that he might meet the owner of such a charming personality.

As Mrs. Jones said, "It is no harm to try things once." We agree that it is certainly not harmful to take the ugly shiny finishes off lovely old walnut pieces or to paint over the ugly golden oak rockers in the living room. The home is supposed to express the personality and taste of the owner. This does not mean that in striving to express personality we should purchase a lot of new furniture—the old would do just as well if it was refinished. By taking what we have and making the most of it we can have homes that express personalities at little expense.

Just as Mary realized that the dark, ugly furniture in her room did not fit her personality, so we should see how our surroundings fit us. Some people can live for years with the furniture arranged in the same places, with the furniture cluttered by carvings and adulterated by poor varnishes and stains. Others will realize that personality cannot be dictated by a fashion in furniture and finishes, and will get out the steel wool and the razor blade and refinish their personalities.

## Impressions of a Marketing Trip

(Continued from page 9)

There we were divided into two groups and my division was guided by a somewhat "washed-out" and insipid young man, who acted as tho he feared we might snatch as many cookies as possible. Well, they did look good, but his eagle eye never left us. It was interesting, however, to watch the cookies from the time the dough was mixed in huge tubs, thru the rolling and cutting machine into the huge ovens (650 degrees F.), where they remained for only about three minutes, up the "lift" to the packing and frosting room. Some were packed "bare", some given single "dabs" on top, still others given additional fancy coatings. We also saw the frosting mixed, put into pastry tubes and placed on the cookies. The girls who worked in this room were nearly all dexterous and speedy. The most striking phase of the machinery used in this plant was the long rack containing thousands of prongs to hold the drying cookies. This rack was over 8,000 feet long and it took about six hours to dip all the cookies into frosting, the first ones in being almost dry by the time the last ones had gone thru. There was also another frosting machine for using the kind which requires low temperature to harden it, in contrast with this air-hardening one just mentioned.

We next inflicted ourselves upon another wholesale grocery company, and here we saw some of the same things we had seen at the other house. In the basement we saw the equipment for handling carload lots of groceries. They are bought and sold again with the least possible shifting. Twelve carloads a month are shipped into the house besides about one car a month as local freight. This seems like lots of groceries. In the basement were kept the fresh fruits and vegetables and the heavy items such as sugar, syrups, milk and some canned goods. On the top floor was the light weight, bulky materials. The packing room was interesting. It is in the form of a retail grocery, and it is here that small orders are packed. Groceries in a little town often are unable to handle things in case lots, so this arrangement

### THE "TRIXIE"

Beautifully simple and simply beautiful is the "Trixie," a tailored pump in patent leather, trimmed with the new blonde kid. Only the better class of the new Spring shoes can afford to rely so entirely upon graceful lines and rich materials. Price \$7.50.

AMES BOOTERY

## PARTY GOODS

We carry a complete line of Dennison Goods for making Party Favors

Sealing Wax

Tags and Labels

Covered Wire

Crepe Paper

The Dennison Party Books will help you make your party a success.

REYNOLDS & IVERSEN  
Ames News Stand

Make Her a Lovely

*Tied and Dyed Scarf*

For Easter

A Complete

Showing of

Scarf Material

at

STEPHENSON'S

Opposite Campus

MAKE YOUR APPOINTMENT NOW  
For Your Permanent Marcel.  
Inquire about our personal service during the lifetime of the wave.  
MARGUARITE BEAUTY SHOP  
Phone 207

## Photographs and Frames

### The G. T. Hart Studio

Complete Line of Students'  
Supplies and Textbooks  
Try Our Underwood Portable  
**College Book Store**  
Ou the Campus



## Hats of Vivid Colors New and Smart

We carry a complete line of frames and materials for millinery work.

### Walsh Hat Shop

"We Invite You"

Phone 694-W

319 Main St.

is made to give them any amount desired. The funniest thing I noticed here was a sign which read, "No Smoking—This Means You and I." Our guide gave us a very interesting talk in his office, emphasizing the brands of goods carried, explaining to us their origin and what they are attempting to make them mean. The company has been organized since 1912 and the plant is owned entirely by retailers over the state and a few in Missouri and Minnesota. They have no traveling men and return this saving to the retailer in the form of lower prices. They do have promotion men selling stock, however.

We stopped to see Mr. Redfern, but were all so tired we could hardly stand to listen to him. He told us about the classes A, B, C of weights, and their regulations, and showed us thru his chemistry laboratory.

The return trip was peaceful, indeed, some sleeping, some eating, all resting after a strenuous but very interesting and happy day.

## 4-H Club Girls Give Scholarship

(Continued from page 5)

### III. Responsibility of Applicant:

1. To stay in school for at least one quarter beginning March 24, 1926.
2. Apply for and fill out application blanks, returning same to 4-H Girls' Club Department, Iowa State College, Extension Service, Ames, Iowa.

### IV. Responsibility of 4-H Club Department:

1. Judge applications impartially.
2. Announce successful applicant not later than March 1.
3. Present successful applicant with \$100.00 on March 24.

## Housecleaning

(Continued from page 4)

equipment. It really costs no more in the long run for each piece of equipment lasts just twice as long. Almost as valuable as the cleaning closet itself is the cleaning kit, in which to put the small things needed, when carrying them from one room to another.

Of course, each housewife has to decide for herself just what methods are best to use in her own case. And she can do this by taking the professional attitude toward her work, determining to make it efficient in every detail. By this we mean the methods that obtain the best results with the least expenditure of time, money and human energy. Surely that is a worthy goal toward which any housewife may strive!

## Ethics of the Crew

(Continued from page 3)

Resourcefulness  
Confidence

and under the lintel of Social Fitness, enter together into the Temple of Right Community Relationships, which has over its altar the inscription:

"Whatsoever ye would that men should do unto you, do ye even so to them."