

JAPANESE GAINING STRONGHOLD ON PERUVIAN MARKET

Highly Diversified List Exported From Nippon—Small Profits and Quick Returns Order of Day

By RICARDO LEON
United Press Staff Correspondent
LIMA, Peru. (UP)—Japan has made an amazingly complete commercial penetration into Peru.

Nippon not only has exported a highly diversified list here—but she has backed up her sales by sending Japanese salesmen and store owners, to such an extent that it is not at all unusual to find two Japanese shops, check-by-check in the same street, selling, apparently, in fierce competition. There is in active operation a sort of Japanese chain store system.

The hold which the Emperor's traders have achieved on the Peruvian market is all the more remarkable because it succeeds a period, only a few years back, when Peru as a whole united in a movement to "Buy Peruvian" and "Buy From Those Who Buy From Us."

Born Shopkeepers
The Japanese are born shopkeepers. Their courtesy is proverbial, their patience infinite. Their Lima shops are for the most part small, the goods huddled together in a somewhat higgledy-piggledy style. But the shop windows are always carefully arranged with an eye to effect, and the prices are clearly marked. This is in contrast to many Peruvian-owned shops where the tendency still exists to fix the price according to the customer's apparent ability to pay and to make a reduction when the latter jibs.

Small profits and quick returns is, of course the order of the day. The advantage both to vendor and to customer is at once seen. Take, for instance, the small employe—the office clerk and the like. These, according to American standards, are usually miserably paid, but they have to keep up a good appearance. There is still something of the dandy in all Peruvians from top to bottom. Shirts, for instance, are needed. Everywhere throughout Lima are to be found small workshops, often no more than a back room in a side street, where Japanese men and women may be seen busily engaged in making articles of men's wear. Of these, shirts, well-finished, made of attractive materials and durable, sell for prices ranging from seventy cents to \$1.60. The American or English similar coats at present rates of exchange are anywhere from \$3.20 to \$4.50. Cotton or near-silk socks of Japanese make find plenty of customers at from 11 to 14 cents, as against three times the amount for similar quality socks from the United States or England. Lately the Japanese have started factories in Lima where men's felt hats are turned out at retail prices averaging about \$1.99. The undeniably better and more enduring American or English felt hat costs \$7.00. But who with a lean purse is going to buy them when he can buy for a third of the amount a hat which, for several months at least, will look just as good?

Apart from their cotton goods which constitute two-thirds of their imports into Peru, the Japanese have sought and are conquering other fields. Last year, for instance, they commenced to import rubber tires of the former English make, "Bridgestone," made in Japan. So far as Peru is concerned, this trade is only in the initial stages. But the prices are decidedly Japanese, and the tires by those who have tried them, are pronounced "distinctly good."

Prices Tell Story
Details are not yet available of the number imported into Peru last year from Japan; but the price works out at \$2.25 per kilo as against \$5.86 per kilo in the case of American tires and \$6.75 per kilo in the case of English tires.

Another field is also in the course of being conquered in Peru. That is in the case of electric light bulbs. The Japanese can sell his bulbs (up to 50 watts) in Lima at a wholesale price of about 39 cents per dozen against \$1.70 per dozen for the American article and \$1.18 per dozen for the German article.

In the last four years, Japanese exports to Peru have increased from \$267,440 to \$2,297,000. Of this latter total, cotton goods accounted for \$1,563,930 as against \$1,747,209 (England) and \$274,000 (United States). In view of the threat to the national cotton textile industry which undeniably has been laid out both by the price and the quality of Japanese textiles, the government intro-

duced a provisional quota system for a six-month period commencing June 1. It aims at limiting imports of foreign cotton goods during that period to 2,458,209 kilos, based on the volume of cotton goods imported into Peru during 1929. Under this system English cotton goods will be allowed a quota of 845,387 kilos, the United States a quota of 467,804 kilos and Italy 448,190 kilos. But Japan is to be hard hit (and Japanese shops in Lima not less so, unless a tremendous dumping can be effected before then) by a quota of no more than 204,258 kilos, a mere trifle as compared with last year, when nearly twelve million yards of Japanese cotton goods were imported.

The quota, it is clearly stated in the decree, is to be provisional pending new commercial treaties with certain countries, including Japan. But there are many in Lima, even best patriots, who will lament if it should become impossible to "Buy Japanese" to the same extent and to the same benefit to the pocket as in the past few years.

FLYING ALARM CLOCK CUTS SARDINE CREEK SLEEP NEAR DAWNING

SARDINE CREEK—(Sp.)—A new sort of alarm clock has made its appearance in the upper stretches of this canyon.

It is a very decorative as well as effective alarm clock, its grace and beauty being as irresistible as its appeal to rise. Its color scheme is quite modish: a body of ebony black, a top of strongly contrasting scarlet, a pen point of indefinite yellow.

The new alarm clock came to the notice first of your correspondent who was awakened at 5 o'clock one recent morning by its unusual though not unpleasant sound. From the bedroom window the sound was traced to a near-by plum tree around the trunk of which was a sheet of tin intended to keep squirrels from the luscious fruit above. The sound was a metallic rat-atat-fat-tat.

At first your correspondent was genuinely puzzled, for there seemed to be nothing in evidence producing the rhythmic tones. Presently, however, the alarm clock came into view. It was a red-headed woodpecker, pecking away at the sheet of tin.

Whether the scarlet-topped bird did not know tin from bark or whether it used the metal as a sharpener for its beak, your correspondent ventures no opinion. The red-head, however, has continued to rat-atat-fat upon the tin at 5 o'clock every morning. It is a good alarm clock, but it goes off too early for a city-bred fellow who likes to sleep late.

"That only goes to show," continued the sage of Sardine Creek, "that it is the lazy sleeper who hates the early bird."

IMPRESSIVE RECORD GIVES MISS YOUNGER SCHOLARSHIP AT OSC

OREGON STATE COLLEGE, CORVALLIS (Sp.)—Miss Margaret E. Younger, daughter of L. N. Younger of Medford, who is one of the 57 high school graduates of the state recently awarded scholarships by the state board of higher education to attend Oregon State college this year, made an exceptionally creditable showing as a student at Medford high school, her record shows.

These scholarships were granted only to students from among the upper one-third of their graduating classes. Miss Younger was highly recommended by C. G. Smith, principal, and others of the community to receive a scholarship.

In addition to maintaining a high scholastic record throughout her high school years, Miss Younger played an unusually prominent part in numerous student activities especially in the field of music. She was a member of the glee club, the Latin club, the commercial club, the school honor society, the Girls' Athletic association, and the Girls' League council, and took part in tennis tournaments and operettas.

Miss Younger's application has been accepted to enroll at O. S. C., where she will register in lower division and specialize in nursing education, which is administered by the school of sci-

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CENTRAL LOCATION
At the corner of Fifth Avenue and "A" Street—San Diego's fine Hotel with an unsurpassed location—Only one block from all Theaters and Stores.

NEW POPULAR PRICE RATES
\$1.50 Up
Excellent food in the Hotel Sandford Grill
J. D. ZELLER, Manager

San Diego California
NEW HOTEL CLARK
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No Penalties
CARSON CITY, Nev.—(UP) Motorists are being given a break by the state highway department here. A

Mallets Thieves
SALT LAKE CITY, Utah.—(UP)—Adding insult to injury, thieves stole a bag of laundry from a parked laundry truck, and then released the

huge magnet has been used in clearing the streets of nails and other bits of metal that might puncture tires.

Made a Strike
TUSCANORA, Nev.—(UP) The first excitement of decades in this ghost town of early mining days came when Forest Kilborn found \$1500 worth of nuggets in a rusty tin can.

brakes so the vehicle would roll down a hill.

Spirit of Competition
RICHMOND, Va.—(UP)—A bantam hen owned by Dewey L. Wilkerson was prize winner in a poultry contest. To cinch her victory, she laid an egg while being judged.

Widow at 14
RUTLEDGE, Tenn.—(UP)—Mrs.

Barry Dalton is a 14-year-old widow. Her husband committed suicide by shooting himself after leaving a farewell note to his bride of nine months.

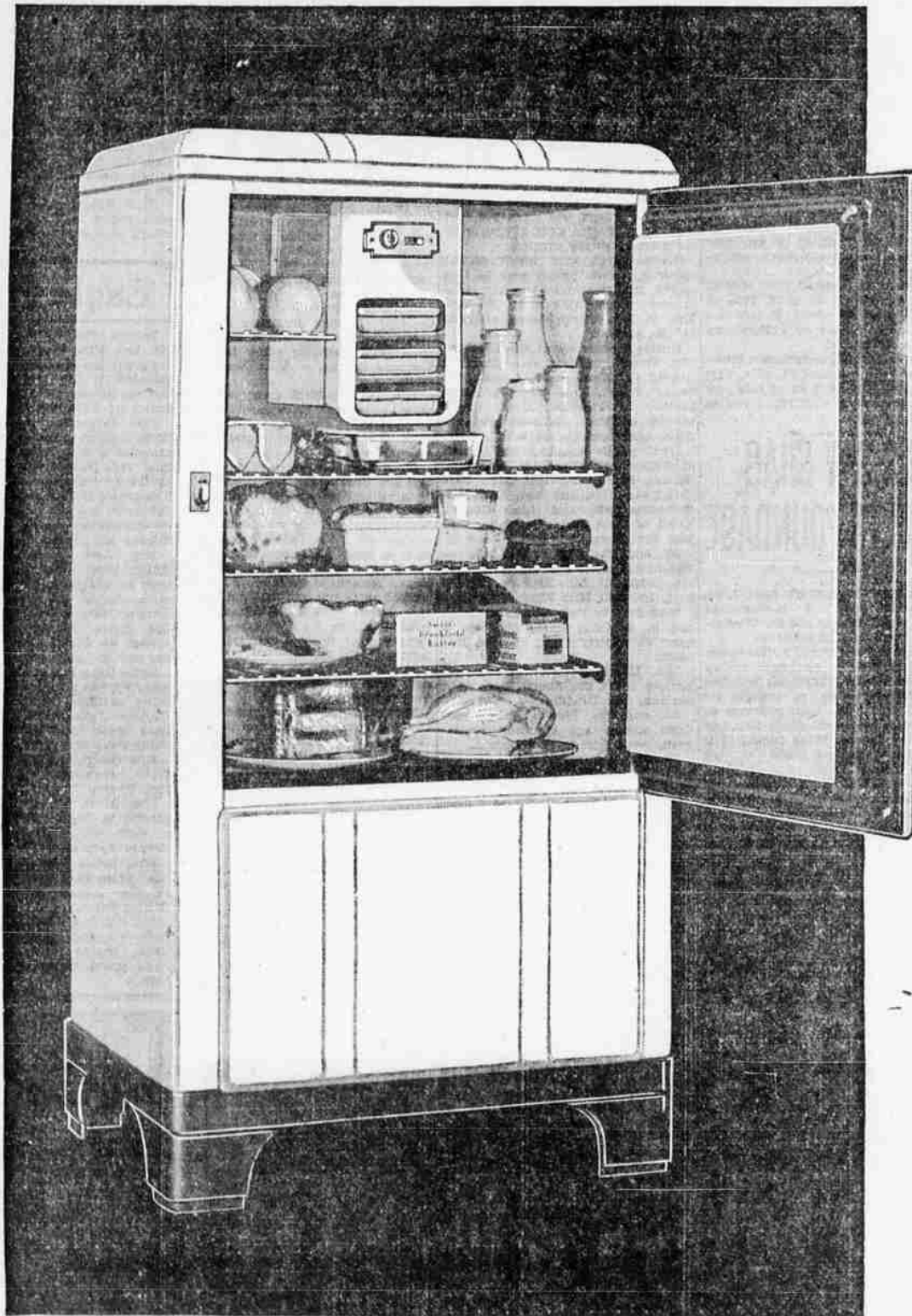
A True Fish Story
WALNUT RIDGE, Ark.—(UP)—A 93-pound catfish was caught in Black river near here by John Beeman, local

fisherman. It was 5 feet 9 inches long.

Adaptation of hydraulic mining methods to road building enabled the California highway department to excavate 1,500,000 cubic yards of earth at a tenth of the cost of excavation by mechanical or power means.

HERE'S WHY THOUSANDS ARE BUYING WARDS 1935 REFRIGERATORS

SAVE ON FIRST COST! SAVE ON LOW OPERATING COST!



Now! A 5½ Cu. Ft. Model for Only

124.95
\$5 DOWN
\$5 Monthly

Small Carrying Charge

You save up to \$55 on the price of this average family size model! Then you save again on electricity! In actual laboratory tests it made ice cubes in 120 degree room temperature with record low running time! That means new economy of operation! That means no weather too hot for this great Ward refrigerator! It's Wards Standard Quality, and there is no more dependable refrigerator made! 5.65 cubic feet net storage capacity, 11 sq. ft. total shelf area! Compare it with other leading makes of refrigerators. Then buy it at Wards and save twice!

GET THESE 14 ESSENTIAL QUALITY FEATURES

- Super-powered unit develops 100% reserve power, quiet.
- Famous Dupont Dulux exterior finish, glistening white.
- All white porcelain interior, sanitary, easy to clean.
- Acid-resisting porcelain on bottom of food compartment.
- Two-tone hardware, in smart modern design.
- Cooling unit has porcelain enclosure, easy to clean.
- Cold regulator with full range of 8 freezing speeds.
- Cooling unit in top center, accessible on all sides.
- Flat bar type shelves, non-tilt, conveniently arranged.
- Snap-action door latch, a push on door locks it shut.
- Flat table top, so convenient when rearranging contents.
- Full sealed insulation assures economical operation.
- Glass defrosting tray, a place to store extra ice cubes.
- Large ice making capacity, 63 cubes—5 lbs. of ice.

See Why Wards Can Price Them So Low



The chart above shows the distribution costs included in the retail price of most electric refrigerators. The long way round costs money. No wonder they're priced so high!

This chart shows Wards Direct-line distribution. No middlemen's profits, no high pressure specialty selling expense. That's why Wards can price them so low!

20 Late Developments in New Deluxe Models

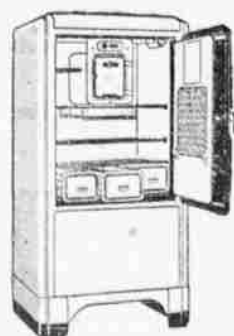
Wards 1935 Deluxe—the finest refrigerators Wards have ever built! See their ultra-convenient features! Classified food storage! Folding rearrangement tray! Economy drawer with 3 covered dishes for left-overs!

Automatic interior light! Easy-out ice tray release! Super-powered twin cylinder unit! Cooling unit has chromium-plated enclosure and self-closing door! Compare! You save up to 50%!



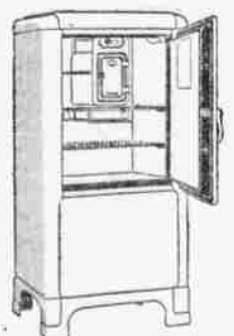
DELUXE 179.95
\$8 DOWN
\$8 Monthly, Small Carrying Charge

7.44 Cubic Feet, You Save Up to \$85!
Wards largest and finest! Gives maximum food saving. All 20 late features! 16.25 sq. ft. total shelf area! 112 large cubes—9 lbs. ice!



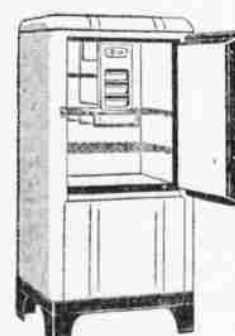
DELUXE 159.95
\$6 DOWN
\$6 Monthly, Small Carrying Charge

6.35 Cubic Feet, You Save Up to \$75!
All 20 late features! 13.65 sq. ft. total shelf area, 84 full-sized cubes—6½ lbs. ice at a freezing! A beauty! Ideal for average-sized families.



DELUXE 114.95
\$5 DOWN
\$5 Monthly, Small Carrying Charge

4.14 Cubic Feet, You Save Up to \$35!
Deluxe refrigeration for small families, very low priced! 8.72 sq. ft. total shelf area, 25½ shelves, 63 full-sized cubes, 16 late features!



STANDARD 104.95
\$5 DOWN
\$5 Monthly, Small Carrying Charge

Full 4 Cu. Ft., You Save Up to \$30!
A full-sized, conventional front-opening type refrigerator amazingly low priced! All essential quality features, 75½ sq. ft. shelf area, 54 cubes!



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