I ONCE read, somewhere, of a missionary in the South Seas who, when he translated the Lord's Prayer into the native dialect, found that . . . in order to get them to understand the meaning . . . he was forced to word it: "Give us this day our daily coconut." For, to ever so
many thousands of our fellow mortals Coconut Palm and Coconut, between them, constitute Ritz-Carlton, Wanamaker's, the Grocery Store, Delicatessen, Dairy, Cattle Feed Emporium, Oil Station, Furniture Store and Lighting Plant, all done up in one tall, graceful, wind-swept convenient package.

For centuries every inch of the Coconut Palm has been used to advantage in the tropics . . . and, more recently, throughout the entire world. We daily and nonchalantly wipe our soiled shoes on one of the homelier products of this great staple. We drowsily fan ourselves with another. And, last but far from least, there is the gorgeous besprinkled edible version of it which, on happy occasions, causes us to take a fresh tuck in our napkins and a still heavier grip on our forks. “Awfully good pie, Mother, dear!”
The Coconut Palm, in other words, is a tall and stately and kingly gentleman of a tree! A true aristocrat . . . bestowing his largess bountiful the year around. He tape-measures 50 to 90 feet in height and is crowned with drooping nut-protecting fronded foliage. The nuts snuggling in cloistered clusters safe beneath it. He . . . this Kingly Palm aforesaid . . . glories in a Turkish Bath temperature and abundant showers.

Plentiful rains nourish his roots. Fruitage is year-round; a tree often having eight or ten clusters of nuts in the various stages of the gamut of development from young bud to ripened fruit. Average yield, under good conditions, say 50 to 70 coconuts per year. Age? . . . well, sometimes hitting the century mark. But no fruit after three score and ten. First fruitaging at seven to nine years.

Franklin Baker looks over his coconuts
Original habitat? . . . supposedly India and Ceylon, although that’s pretty much of a guess because, fact is, every little coconut having a life-preserver of its own, in the cork-like jacket which is its shell, is just as much at home afloat as a tree.

And when, as often happens (for there are many oceanside groves) one falls into the water, it is just as apt as not to float halfway round the world in perfect safety . . . winding up its voyage, perchance, by planting its seed on a sandbar thousands of miles from its point of embarkation.

The United States import most of the coconuts produced in the American tropics in their natural state, while copra, coconut oil and coir come from more distant coconut-producing areas.

Copra is the commercial name for the dried meat of the coconut. It is usually made on the plantation by the natives, who open and dry the coconuts in the sun, or in very crudely made furnaces, for subsequent shipment to crushing mills
throughout the world. It analyzes about 65 per cent oil content. The 35 per cent residue, known as "copra cake," is used for cattle food.

Coconut oil has for many years been used for the making of high grade soaps, but in recent years it has been refined and used extensively in vegetable shortenings and nut margarine.

"Coir," a fiber made from the husk of the coconut, is used in coco mats so generally seen on door steps, in automobiles and places where extra resistance to wear and water is required. It is made almost exclusively in the island of Ceylon and on the Malabar coast of India, where due to the cheapness of labor, costing about eighteen cents per day, it can be produced at a very low cost.

Originally coconut was known in this country only to people in seaport towns and inland waterway stations reached by ships sailing direct from the tropics. There the delicious white meat was prepared from the freshly opened whole coconut. Because of its flavor
quality and high nutritive food value, it soon became a popular favorite in the preparation of coconut cakes, pies, candies and puddings.

Within the last fifty years the coconut industry in this country has passed through three successive stages of development:

First. The necessarily restricted use of fresh, unopened coconuts.

Second. The perfecting of dry shred, desiccated coconut, packed in paper packages.

Third. The canning of coconut packed fresh from the shell in its own natural juices like other fine fruits.

Uncertain keeping qualities prevented general distribution of the unopened coconuts as they came direct from the American tropics. Furthermore, the opening of the hard brown shell proved an exceedingly difficult, and in many instances, a painful ordeal.

To overcome these unfavorable factors, the
first coconut manufacturers devised a plan of shelling and paring the coconuts, grating the meat into shredded form, sweetening it while moist with cane sugar, then drying and packing it ready for use in handy paper cartons. The product thus obtained was passably good, but much of the natural flavor and freshness was, of course, lost through the drying process.

The great turning point of the industry however, occurred over ten years ago, when through our efforts there emerged on the American market, **BAKER'S FRESH GRATED MILK PACKED COCONUT**, put up with pure coconut milk in sealed tins. This gave to the interior consumer the same fresh, flavory coconut that had for years been the choice of the seaport housewife.

Finally the most striking development of all, transpired only recently when the same manufacturer evolved a method of putting up coconut for domestic use in sealed tins, fresh and
tender in its own natural moisture, but without the milk. In this form it is suitable for every purpose just as it comes from the tin.

Coconut put up in the new Baker way is in every sense superior, because it comes to the home as moist and tender, as full-flavored and delicious, as the meat of a sun-ripened nut freshly plucked from its shady retreat in the crest of a tropical Coconut Palm.

Coconut in this form is now used universally and under the name of BAKER'S SOUTHERN STYLE can be obtained in all worthwhile grocery stores throughout the United States and Canada.

FRANKLIN BAKER COMPANY,
Hoboken, New Jersey.