

## A WELCOME TO TRUE ENTERPRISE.

Evidences of substantial prosperity are good to behold. It is a matter of special pleasure to refer to such evidences, as they are indicative of organizing talent and executive ability—none too common even in these days of enterprise and phenomenal activity. These impressions are suggested upon considering the sagacity and energy of the well-known house of A. VOGELER & Co., Baltimore, Md., certainly the largest of its kind in the United States, and known most extensively and favourably to the trade everywhere. Established half a century ago and not ashamed of the "day of small things," the house has grown to its present proportions, and attained its enviable status by a strict adherence to the fundamental rules and laws of business, and by persistent hard work, guided by keen foresight and that comprehensive knowledge of the business which is sure to win success in the end. To this old German Drug House success has come and seems to have taken up its permanent residence. We are happy to chronicle these gratifying facts as distinctive evidence of the high mercantile and popular honour in which it is held.

Messrs. A. Vogeler & Co. have recently been in our midst in the person of the managing partner and established a large branch house in Toronto under the management of Mr. E. H. Wooley. Though the affairs thereof will necessarily be on a somewhat diminished scale compared with the immense home enterprise at Baltimore, Md., the demands of the Dominion will be promptly and fully met with the same care and accuracy as distinguish the transactions of the parent house. Every requisite for facilitating business and rendering absolute satisfaction to their patrons is here to be found in its perfect adaptation.

Then the methods of this house in conducting business with the press is so eminently characteristic, and withal so common-sense and practical, that the journalistic fraternity, without a recognized exception, are its staunch friends. We cannot more fully endorse the firm than to say that our experience exactly tallies with that of the papers of the States, from one or two of which we are pleased to quote the following expressions on this important point. The Philadelphia (Pa.) Times says: "They conduct their business in the most systematic manner—managing in a way which others may imitate if they could, but which no other concern is likely to improve upon. It is a pleasure to deal with a house which conducts its affairs with such sound judgment, perfect system and praiseworthy promptness as we have found in the transactions of Messrs. A. Vogeler & Co." The St. Paul (Minn.) Pioneer Press observes: "It is indisputably true that all can well learn new lessons from the admirable system of A. Vogeler & Co., Baltimore. Discriminating with the utmost nicety, in every particular, exacting as to every legitimate demand, courteous in everything they say and do, every detail wrought out as perfectly as the machinery of a watch, their operations reaching every civilized language and State on the Globe, their capital ample for all and more than any use they may have for it—this model house is the ideal advertising customer of reasonable and capable publishers."—*Toronto (Can.) Globe*.

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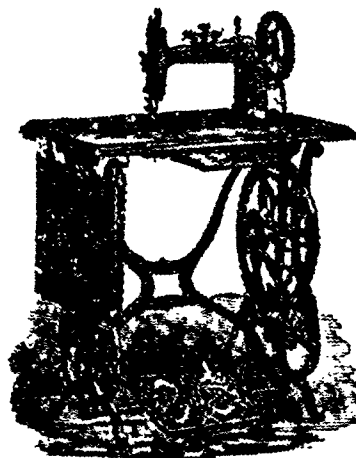
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(Signed)

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\* \* \* I enclose you cheque for \$10 to aid in the distribution of the *British-American Workman*, and hope it may prove a useful means of scattering the information so much needed by the masses. \* \* \*

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