

AMERICANS START THEIR OWN EXPRESS BUSINESS

Today Parcel Post is Inaugurated on the Other Side—
Charges Will Be so Low That Mail Order Trade Will
Boom—Farmers Particularly Benefited—How Sys-
tem Works.

The United States parcel post starts business today. It will cover the whole of the United States and its outlying possessions, including the Philippine Islands.

It will save the people a great deal of money, and reduce the rates much lower than the ordinary express charges. Thus, for example, one can send a box of goods from New York to Philadelphia for six cents, or to Chicago for nine cents. The charge for each additional pound is one cent.

The charge for the first pound in the former case is 10 cents.

It is very complicated, but in reality it is not so at all. The city of New York is the center of the system. A circle drawn from that centre with a radius of fifty miles represents the first zone, a second circle with a radius of 100 miles, the second zone. The third zone, similarly, with a radius of 150 miles, the fourth zone, 200 miles; the fifth zone, 250 miles; the sixth zone, 300 miles; the seventh zone, 350 miles. The eighth zone is everything outside of that.

This completes the system of zones which covers the entire country. The thirty-three miles in which the metropolis is situated.

Chicago, which is located in the zone system of its own, drawn in exchange for the zone system of the zone system of Chicago, Baltimore, Pittsburgh and Boston.

Each zone system, of which it is the center.

Separate Zones

It is to be understood, then, that

The change is accomplished by simply expanding the fourth class of the scale to include all the remaining articles, including farm products and livestock. The new scale is introduced by the first, second and third classes. It is further provided that a minimum length of 10 centimeters, length and girth combined and may be less than 10 centimeters, whereas under the regulations hitherto the weight has limited to four pounds and the length to 10 centimeters.

The Postal Units. For convenience of rates the whole country is divided up into little squares, or postal units, as they are called. Each of these is three miles (one-half of a geographic degree) on a side. There are all sorts of other divisions of the country into series of concentric zones and subdivisions, but the postal units are the basic unit of each district, and are the centre of its own zone system.

[illegible]

The table needs explanation in regard to only one point, namely, the local rate. This applies to local delivery by carrier, and to local postage starting from the local post-office.

Parcels weighing four ounces or less will be at the rate of a cent an ounce, as heretofore. Over four ounces, they will be charged by the pound.

Parcages, including those weighing four ounces or less, will be required to bear distinctive postmarks, and to be on sale at every stamp, postoffice and branch postoffice or postal station. Such matter bearing ordinary postage stamps will be required to be "for postage." In other words, ordinary stamps will not be valid for the sending of postcards, and the use of postage stamps will

Instead of being obliged to hitch up the wagon and drive to town in order to buy something, they can telephone or order or send a postcard and next day the rural carrier will bring the stuff along in his wagon.

This will be a big advantage also to the country storekeeper, tending to enlarge his trade. The jobber who sells him goods, and who has no effect in a general way upon business will be most beneficial. Many order houses in the large cities will enjoy such a sale, and they have not known, their market being enormously expanded. Already such concerns have been making preparations to grow and send out, and they have in view is to assemble their orders and ship their goods by freight cars, central postals, and express companies, and this at the cheap short dis-

not be valid on matter of the first, second or third class in the mails.

For the new service a special series of stamps has been prepared. They are of twelve denominations, ranging from one cent, insuring an inch and a half in length by one inch in width. They will be sold in sheets of six each stamp, and are designated, in the words, "U. S. Parcel Post."

The design for the one cent stamp presents a field of mail clerks. The two cent stamp bears a picture of a city letter carrier; the three cent, a railway mail clerk; the five cent, a mail tender; the ten cent, a steamship mail tender; the fifteen cent, a coast guard cutter; and the twenty cent, an airplane.

There will be no trouble in reckoning the amount of postage to be put on a package. Anybody can easily obtain from the postoffice or nearest branch thereof a copy of the "Parcel Post Guide." The latter is a book containing in alphabetical order the names of the various classes of mail, the postoffices in the United States, together with the number of the square miles in each. The "Parcel Post Guide" will show in what zone the place where the package is to be delivered is located. The table in the corner of the "Parcel Post Guide" shows the accompanying guide will be sufficient for 75 cents.

Present Ready.

The "postage due" stamps for the parcel and the five denominations of them green in color.

Parcels will be mailable only at post offices, branch postoffices or at local offices, branch postoffices to a rural or other carrier. They must always bear the name and address of the sender.

The rule that a package must not measure more than six feet in length and girth combined, for example, a parcel not more than three and a half feet long

It is expected by the postoffice department that the parcel post service will prove a source of revenue. Perhaps the mails show a good balance on the credit side of the ledger in future years. The postoffice department has been instructed to make reports of the first fifteen days' business (from Jan. 1 to, 15), stating the number of parcels, the amount of postage and expenses can be made. In the meantime, for a starter, the department has estimated that the first 15 days will show 10,000,000 bundle tags, 30,000 weighing scales, 25,000 special mail sacks, 110,000 tape measures, 100,000 postage stamps.

The first edition of the guide and accompanying regulations

may be as much as two and a half feet in girth, and the trunk of the tree for a shorter package may be thicker. Measurements will be made by a government forest ranger, and the trunk of the tree will be cut into a log of the required length. The log will be cut into sections of the size of the bundles which have been ordered by the postmaster. The length of the log is not used in measuring the length of the trunk, but the girth of the trunk is used. The log is cut into sections of the size of the bundles which have been ordered by the postmaster. The length of the log is not used in measuring the length of the trunk, but the girth of the trunk is used. The log is cut into sections of the size of the bundles which have been ordered by the postmaster. The length of the log is not used in measuring the length of the trunk, but the girth of the trunk is used.

or other mail." It is further prescribed that contents of packages must be of one perishable nature to not be of too perishable a nature to be of their transportation and delivery in good condition.

How small the express business actually transacted by the government has been may be judged from the statement that the average post wagon on rural routes in its delivery of twenty pounds of mail, carrying only twenty pounds of mail, has delivered only about twenty-five pounds of mail a day and has collected less than that.

The country has been in the habit of posting less than one merchandise parcel a year, the reason being simply that at a small charge for the service was almost prohibitive.

Will Boom Trade.

It is easy to see that a boon has been put upon the farmer and his neighbors. They can have dry goods, provisions and all kinds of merchandise delivered at their very prices.

LIGGETT'S today announce another important step forward:

This policy is new only so far as it becomes general, covering our entire retail organization in twenty-two cities.

This move we believe to be in the line of modern store-keeping, a step in the transition of the old-time pharmacy into

It has been considered a necessary part of the pharmacy, most druggists conducting the business honorably.

But this we know—The day of the old-time drug store, with its air of mystery, its high prices, its green and red bottled

His store is for healthy people as well as for sick ones—a cheerful store to go to.

The modern drug store—as we see it, must be a leader in every way, especially in the matter of health and morals—a store whose methods are beyond criticism.

Sometimes the pull-backs criticize the modern druggies as unethical.

We shall refuse to sell liquors just as we long ago refused to sell habit-forming drugs

We have already received enough letters of approval from all over the United States to be assured that the steps we are taking have the unqualified endorsement of thinking

as well as in name.

Louis L. Lenth.

719 Atlantic Avenue, Boston, Mass.
January 1, 1913.
This announcement is made simultaneously

packed in such a way chemical or other devices or compo- tached to it, the
s can strike together sitions which may ignite or explode, sender and to in

“Eggs.” containing perishable be marked “Perish- ings, such as millin- instruments, etc., stuffed animals, raw hides or pelts, guano or any article having a bad odor. When a parcel is not fully prepaid the sender is liable for loss for an amount equal to the value of the contents in such manner as the address. A parcel may loss for an amount equal to the value of the contents in such manner as the address.

Articles forbidden to be parcel post are spirituous or other intoxicating liquors, or articles containing poisons, animals, insects

and mechanics of phonology.
