

Elevate Profits and Lower Costs

THE volume of profits in any business, alone marks that business as a success or a failure.

This requires no argument. The fact is self-evident.

And profits depend upon two things—the ability to sell your goods at a sufficient advance over cost to cover the expense of handling and leave a surplus—and the ability to place that selling price at a figure which enables your customer to recognize the value you offer.

Now, it is impossible to sell goods continuously unless the price is right.

It is, likewise, impossible to get the price down to the right figure unless the cost of handling goods is reduced to a minimum.

An Otis-Fensom Freight Elevator enables the manufacturer, or the merchant, to economize time, labor and floor-space. All the floors of the building are made instantly available. The top floor is practically placed on a level with the basement, giving increased storage capacity, eliminating wear and tear on goods, and saving time in checking and shipping.

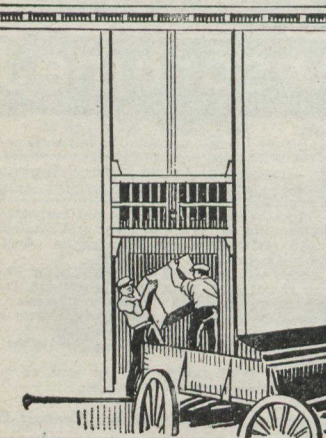
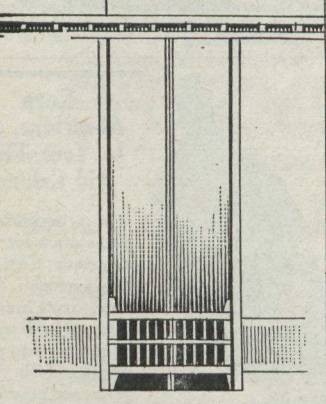
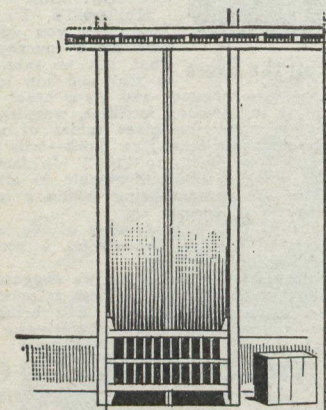
Just stop a moment and consider what this means!

An Otis-Fensom Freight Elevator can be bought for as little as \$70.00, while the prevailing low rates for electricity now make an electric elevator possible to those who prefer to use power.

OTIS FENSOM FREIGHT ELEVATORS

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Write for it to-day! Don't put it off until another time—simply fill in this coupon and mail NOW, while the thought is fresh in your mind.



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In Lighter Vein

Try This.—Sponger (meeting acquaintance).—"Do you know, old man, I really believe I'm losing my nerve? I'm getting so I hate to ask any one for a loan. As soon as I saw you I began to tremble."—Boston Times.

The Reason Why.—"Tell me about your aunt, old Mrs. Blank. She must be rather feeble now," said the man who had returned after a long absence. "We buried her last year," said the other. "Buried her? Dear me! Is the old lady dead?" "Yes; that's why we buried her," was the response.—New York Post.

Song of a Suffragette.

For work in the home, it is plain degradation;
But work in the office is work for the nation.

"The creche for the babies, and canned food your ration,
Will do," says the suffragette girl.

—The Argonaut.

Needed Advice.—"He's a self-made man."

"I know. He surely made a mistake in not consulting an expert."—Detroit Free Press.

The Original Handy Man.—A colonel wanted a man-servant, so he inserted an advertisement in the local weekly. One of the applicants who answered was an Irishman.

"What I want," explained the colonel, "is a useful man—one who can cook, drive a motor, look after a pair of horses, clean boots and windows, feed poultry, milk the cow, and do a little painting and paperhanging."

"Excuse me, sir," said Murphy, "but what kind of soil have ye here?"

"Soil?" snapped the colonel. "What's that got to do with it?"

"Well, I thought if it was clay I might make bricks in me spare time."—Everybody's.

The Season for Oats.—A long wisp of artificial grain that served as a stick-up on the sweet girl's hat was placed horizontally, so that it tickled up and down the face of the man who sat next to her in the street car, until it came to a resting place with the end nestling in his right ear. After the car had travelled a few blocks the man was seen to remove from his pocket a large jackknife, which he proceeded to strop on the palm of a horny hand. Excitedly the girl inquired: "Why are you doing that?" "If them oats gits in my ear again," the man ejaculated, "there's gonna be a harvest."—The Argonaut.

And Next?

When grandma toured in foreign parts,
Her letters were an education—
Twelve pages of impressions, sights,
Heights, distances, and population.

Mother, doing Europe,
In four pages told
Whom she met and where the best
Gowns and hats were sold.

Maud, abroad,
Gets all she's able
Upon two post-cards
And one cable. —Life.

Satisfied.—Hair Dresser—"Your hair's very thin on the top, sir." Customer—"Ah, I'm glad of that; I hate fat hair."—Tatler.

The Natural Deduction.—One day two farm labourers were discussing the wisdom of the present generation. Said one: "We be wiser than our fathers was, and they were wiser than their fathers was." The second one, after pondering awhile and gazing at his companion, replied: "Well, Garge, what a fule thy grand-father must 'a' been!"—The Argonaut.

What's in a Name.—She was a young missionary in China, not yet quite proficient in the language of the country, and was giving a little dinner to some friends. During the course of the meal she asked the servant to bring in some fruit—at least she thought she did.

He objected; she insisted; he refused; she grew angry. At last he left the room.

Presently he returned, carrying a large platter, which he placed before her with an air of supreme contempt. On it, carefully arranged, were her husband's every-day trousers!—The Weekly Scotsman.

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