

A Merchant Advertised

Duke C. Bowers of Memphis Tennessee has 42 grocery stores in that town and still nearly half of the groceries consumed there. Sixteen years ago he was piling staves in a Kentucky barrel factory at \$3.00 per day, and while working at that job concluded to go into business for himself. A friend loaned him \$600 and he opened a cash grocery. His sale the first day amounted to just eight cents. Now he is rated in the millionaires class. Andrew L. Deming quotes Mr. Bowers in the St. Louis Republic as following: "If I had not discovered newspaper advertising I would still be struggling for a living in that first store instead of having forty-three. It came about this way. A few months after I opened my cash grocery in Columbus Ky., Charles N. Walker who used to edit the paper there showed me it would be to my advantage to take a half page ad each week, changing the ad every issue. Common sense told me there was no use running a business that would save people money unless I told them so, so I signed a six month contract. It pulled so well in fact that I used to buy 200 extra copies and mail them out over Carlisle county to see if I couldn't get the farmers to come to Columbus to trade. Pretty soon I became the biggest advertiser that Walker had. Half pages became too small for me. I began to use pages. And business picked up accordingly. Seeing the success possible in a cash business pushed by good advertising I sold out to go where I could get the greatest results from my efforts. Just before starting for Memphis an uncle of mine called me out for a private talk. "Duke," he said, "your not going to Memphis sure enough are you?" "That is what I am going to do," I replied. "I'm going down there and go into the grocery business right away."

He shook his head sorrowful-like and said, "Duke those newspapers will get all the money you've got. Charley Walker has been making more out of your business than you have." Well the newspapers have gotten a lot out of me, but my greatest regret is that I didn't let them have more. Then you believe in advertising?" Mr Bowers was asked.

"I am not a believer in advertising," was the prompt rejoinder. I am almost a fanatic on the subject. I firmly believe if I had only spent half so much for advertising as I have spent, I wouldn't be worth half so much as I am worth. Furthermore I am convinced that if I had been foresighted enough to have spent twice as much for advertising as I have spent that I would be worth twice what I am worth."

NATION WIDE PROHIBITION IS A REAL ISSUE OF TODAY

Dealers Take a Business-Like View of this Important Question---Secretary Joseph Debar Making Report to Organization



Washington, D. C., (Special).—With the Hobson resolution on the calendar of the house of representatives, the question of prohibition is a real one. The Hobson resolution proposes an amendment to the federal constitution which, if adopted by the state legislatures, would give nationwide prohibition.

The members of the National Wholesale Liquor Dealers' Association, an annual convention here, appreciate that nation-wide prohibition is a real issue. In their meetings the subject has been given serious consideration.

Joseph Debar, secretary of the association, today made a report to his organization, in the course of which he discussed the prohibition question from the viewpoint of liquor traders. He took a business view of the important matter.

Mr. Debar's report calls attention to the fact that allied liquor interests paid into the federal treasury the immense sum of three hundred and fifty million dollars per year in taxes. He says that prohibition will put out of work one million heads of families in the allied liquor industries, and that unless the government works out a system of compensation, millions of dollars worth of property will be confiscated.

In his report Mr. Debar said: "From nowhere in the personnel of a great government does there come any proposal of compensation to the tremendous financial investments which the pending resolution in congress seek to destroy."

"From nowhere and from no one in the assembled statesmanship of the nation is there any hint of from what sources the tremendous annual federal income of \$250,000,000 now derived from imported or domestic liquors is to be replaced."

"The appalling feature of this pending nation-wide destruction of private property and federal income is the ignorance of the masses of our people concerning the whole subject."

"It is of vast significance to us who are practical partners with the federal government in the manufacture and sale of liquors in this country to have the true nature of the pending controversy made plain to the voters of this country."

"If the people of the United States have reached the conclusion that the government of our forefathers is founded upon erroneous principles, and that the machinery of the government as provided by the constitution and laws of our country are inadequate to the perpetuation of a free country, we have no power and no wish as manufacturers and merchants to interfere with this conclusion."

"As manufacturers, merchants and American citizens we insist that if there is a dissolution of the partnership between the government and ourselves, which has existed for over sixty years of national life, under conditions of harassing restrictions to ourselves, but with tremendous financial gain to the government of our country, it be fairly and honestly dissolved."

"The federal government in its exchange for the revenue paid by our industries has specifically legislated in congress and by special rulings of the treasury and internal revenue departments for the maintenance, protection and right conduct of our business."

"The man who obeys the federal laws is protected in the production of distilled liquors so long as he pays the prescribed per gallon tax."

"The man who attempts an evasion or infraction of those laws is punished and his plant and product is confiscated. It is useless for any honest mind to attempt to deny the existence of this co-partnership, and if the people of the United States have determined that they no longer desire to purchase and use our products, we repeat that all we ask is a dissolution of this partnership upon terms evincing integrity on the part of the government and upon terms of justice to ourselves."

What Switzerland Did.

"When the government of Switzerland decreed the abolition of absinthe

within its borders, it prescribed compensation to all manufacturers and dealers for plants, stock on hand and good will."

"It further decreed compensation to all the employees of dealers and manufacturers, and this scheme of compensation extended down even to the women and children who cultivated the fields in producing the herbs used in the manufacture of absinthe."

"A similar policy is observed by the government in England when it extinguishes the licenses of public houses, the British synonym for what we Americans call 'saloons.'"

"No man is robbed of his possessions for an alleged public good. If he is required to retire from business for the alleged good of the public, the public is expected to compensate him for the sacrifice which he is asked to make."

"Not a finger has ever been raised by any man engaged in the production of distilled liquors in this country to create a demand for his products."

"Like all other merchants, he has advertised his wares as possessing special merits, against the products of his competitors, but he has in no way created a demand for these goods."

"If the American people no longer desire to purchase and use distilled liquors, and if the government has found other sources of revenue than that derived from our products and is disposed to decree that we must cease to manufacture and sell those products to fellow citizens who ask for them, then we ask to be honestly compensated for the investments which we have made under the encouraging and fostering care of the federal government in a practical co-partnership which has existed for over sixty years, I repeat with every restriction and disadvantage to ourselves, but with tremendous gain to the revenue of the government."

"No industry has been burdened by federal taxation and regulations as ours has been and none more relentlessly assailed by fanaticism, yet in spite of these restrictive forces the public demand for our goods has steadily increased."

"We have not created this demand. We could not if we would. Therefore, the present controversy is not between ourselves, relatively few in number as we are, and the alleged moral forces of our country. The controversy is between the millions of American citizens who claim the right to obtain and use liquors, properly and soberly, and that particular church organization, which, in its efforts to seize political power, has seen fit to make the liquor issue a stepping-stone to its subversive and censurable designs."

"The attitude of the liquor traders on the subject of the Hobson prohibition resolution is of particular interest just now because the judiciary committee of the house has put that measure on the calendar without amendment or recommendation."

In his report, Mr. Debar points out that as a matter of fact the Hobson resolution is not a referendum proposal as is claimed for it. Mr. Debar says if congress should adopt the Hobson resolution "the question will not be put up to the people of the states, but only up to state legislatures. The proponents of prohibition use this same unfair language whenever they discuss the ratification by the states of a prohibition amendment. They talk about letting the people rule and use the word referendum, when as a matter of fact, the people will not vote on and decide the question. Were this ratification by the states left to a nation-wide referendum by the people, there would be no question of the result. The amendment would be repudiated overwhelmingly."

During the week the delegates to the convention will go further into the subject of prohibition. It is expected that they will issue a statement to the people on this big subject."

The officers of the association are Henry J. Kaltenbach, New York, president; Joseph Debar, Cincinnati, secretary; Geo. F. Dieterle, Cincinnati, chairman executive committee.

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Chas. H. Fletcher

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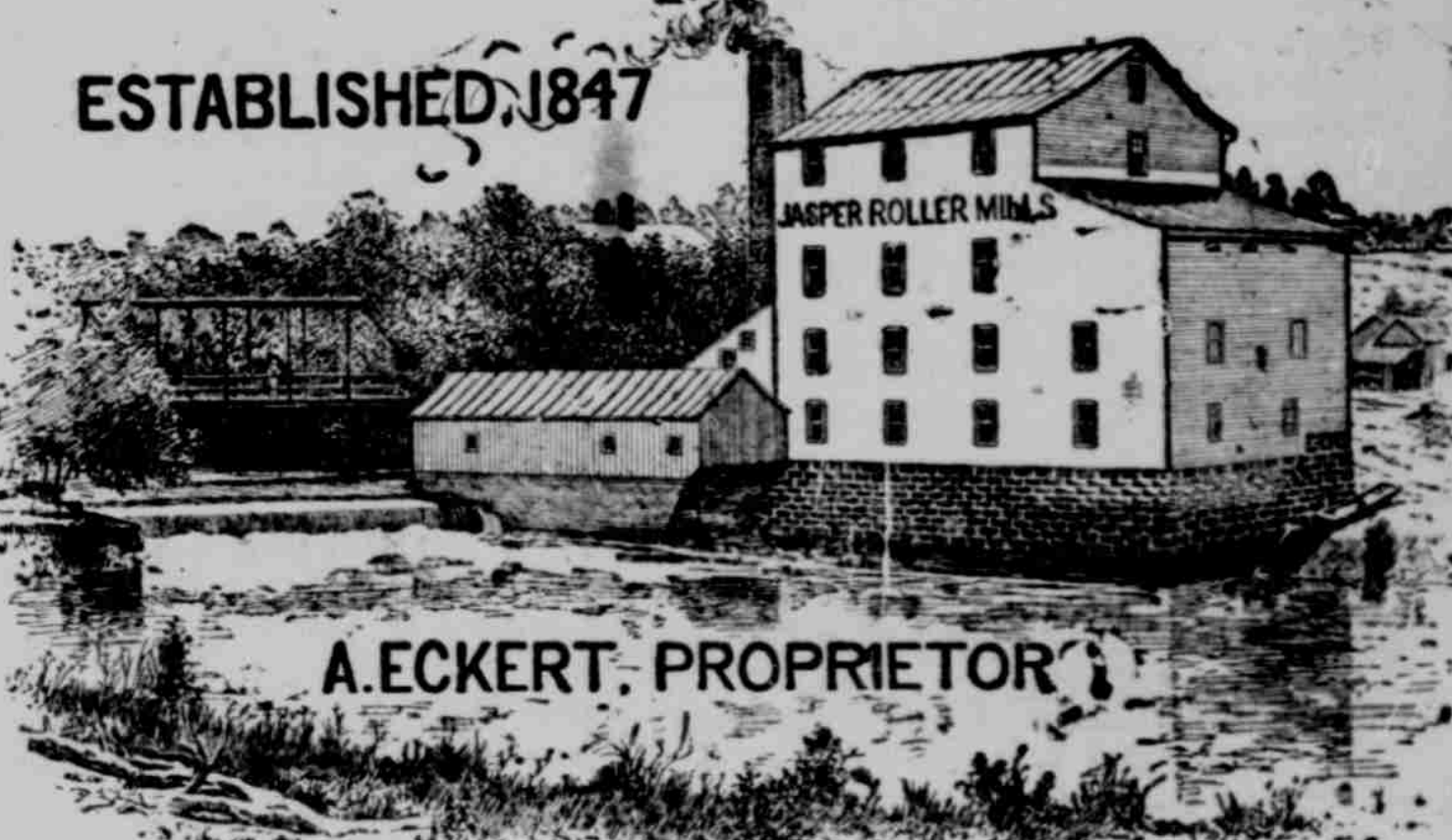
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