

# ROYAL Baking Powder 

## The only Baking Powider made

 from Royal Grape Cream of Tartar, and abtolutely pure.Gives to food that peculiar lightness, sweetness, and delicious flavor noticed in the finest bread, cake, biscuit, rolls, crusts, etc., which expert pastry cooks declare is unobtainable by the use of any other leavening agent.

| MADERO DOWN AND MEXICAN WAR ENDS (Continued from first page) |  |
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How to Reduce Selling Cost
Every merchant is in business for profit-not
gross profit but net profit. Gross profit is the differenne between the purchase price (or producing cost) and the selling price, while net profit is the
difference between the purchase price plus selling and the selling price
oer not exceed the purchase price and selling cost combined at the end of the year there is no real profit coming to him out of the business. To remedy this he must do one of three things-reduce
purchase price, increase selling price or reduce selling cost. A merchant may reduce the purchase price by buying in quantities, or watching the
market and always buying safe--but the purchase price is fixed by others and he must pay their price. luces himself he may reduce the cost of production. The merchant may increase selling price, although the demand and competition have a great
leal to do with fixing the selling price. But the leal to do with fixing the selling price. But the
selling cost is in the hands of each merchant. It is by manipulting selling cost that each business
hecomes asuccess or a failure. Therefore it stands becomes asuccess or a failure. Therefore it stands Every merchant could handle more business
ban he now handles with the same selling force. Py increasing the sales with the same selling force
the selling cost is reduced. The problem for the the selling cost is reduced. The problem for the
merchant is to educate the people to want his oods and buy them.
John D. Rockefeller said: "The great cost in
musiness is waste." To do away with this waste or business is waste." To do away with this waste or
reduce it to the minimum is the purpose of advertisng. Judicious advertising will increase sales reducing selling cost and waste

## Well Informed Salespeople Make Shopping a Pleasure











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