

of his crop, through employment by the united body of the best and most thoroughly trained talent available.

2. Economy in cost of selling, through distribution of necessary expenses over an enormous volume of business, thus reducing to a minimum the cost of marketing per package or per member.
3. Keeping in active touch with all the markets of the United States and Canada through a constant telegraphic communication with every important city.
4. The persistent building up of a reputation for our products, especially Irish and Sweet Potatoes, which will enable them to command a premium in price consistent with their superior worth, through insistence by means of our inspection system upon proper grading and upon the use of a standard and well-filled package, and through judicious advertising of our now famous Red Star Brand.