

LITTLE NIFTY LESSON IN THE ART OF SALESMANSHIP

Lesson VI.—How to Pad an Expense Account So It Won't Lose Its Original Shape

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PRELIMINARY CHUSH.

Some one has said that Prof knows more about the Selling Game than the man who invented it. Prof does not deny the truth of this. In fact, Prof is the one who said it. Now if there is one thing that Prof knows more about than any other connected with the subject of Salesmanship, it is the Traveller's Expense Book, which forms the main topic of chapter in this Lesson. Prof has perhaps put in more time and study on his Expense Book than has any other man on the Road. And that is talking very tall. As a result of this mental and physical exercise Prof evolved a System that was one peach. With a little ploughing and harrowing he could get into his Book anything from a Five Cent Cigar to a Bearskin Overcoat, and you'd never know it was there by any evidence of the senses. Right here in this matter of Skilful Entry lay Prof's genius, and that is why we say without hesitation or fear of punishment in the hereafter that when it comes to handing out Instruction on the subject of Salesmen's Expense Accounts Professor O. U. Bojack (Bus. Doc.) of Hicksville is the snappiest all round little Cheese that ever hopped out of a Cheesery.

Wait till you get a few feet away from the garage. Or better get hung up off in the bushes somewhere (mentally speaking) and get some farmer to help you out for \$5. The larger organizations that are run by the second generation also generally allow entertainment accounts of fairly large girth and pay the club expenses of some of their representatives who dodge the black ball. Such cases of course afford opportunity for magnificent pie, but that is no reason why the in softs should gorge themselves to a coma. They should go easy and think of their less fortunate brother ginks who get called up on the thick carpet every time they try to wiggle in a twenty-seven cent laundry bill. Never kill the goose that lays the buttered popcorn. When you have once entered up anything of an olive complexion and passed the book on to the house don't go getting nervous kneed about it. Stick to it like a bum stock sticks to the shelf. If the house takes up your book and asks you, for example, how it happens that you score up \$10 a day for hotel at Spinach Chinn, where all other travellers draw three squares and a root for \$2 or \$1.50 if they live in the town and have bushy whiskers don't sputter at the book sort of curiously, as if you didn't know how the item happened to get there, or try to scratch it off with your finger nail or blow it away. Half the time he was scared to a pea green to enter up the actual expenses because they looked so big and the other half he was scared to a cabbage blue to stand the actual losses because they looked so big. However, as soon as Prof began to meet other yobfishes travelling out of Hicksville and saw the large fifty dollar rolls they carried he began to slough the worry stuff and when he learned how they laid it across in their expense



SOMETIME somewhere in the long blank Ago a Salesman with a piteous nose stuffed his Expense Book until its nose bled and sent it staggering in to Dear Firm without apology and without shame. Then he went into politics and got his nose red and learned to talk out of the corner of his gasser and became the ruler of a great city. But ever since that day all Expense Books have been looked upon with a large comprehensive Suspicion. It makes no difference whether the entries are as humble as a Two Spot Salesman when the Boss is around or as arrogant as a Two Spot Salesman when the Boss isn't around. All Expense Books are in for a rigid physical Examination when they come under the big bright eye of His Nibs the Kanoop. There is no use, therefore, trying to allay this Suspicion. You couldn't allay it with a club. What you want to do is to enter your daily expenses, both real and imaginary, in such a way that all ratty business is carefully screened from the naked eye. Never make an entry in such a way that the House can put its thick finger on it and say, "What is this Five Cents for 'Midnight Cheese Sandwich' doing here?"

You must sandwich the Five C. in with something else, say "Hotel" for example. If "Hotel" for the day is \$2 make the charge \$2.05 and they'll think you got a bath with the extra five cents, or a couple of large Sample Rooms, and it will go through all right. Most Firms supply their Travellers with Expense Books for which they charge nothing. The Travellers do all the charging that is necessary. Some Firms have these Books specially gotten up for them by some slim gentleman who has never been on the Road, and therefore they are both practical and convenient. All you've got to do is to take a short Course at a Business College in order to understand them. Never let your Incidental Expenses exceed in weight or cubic measurement

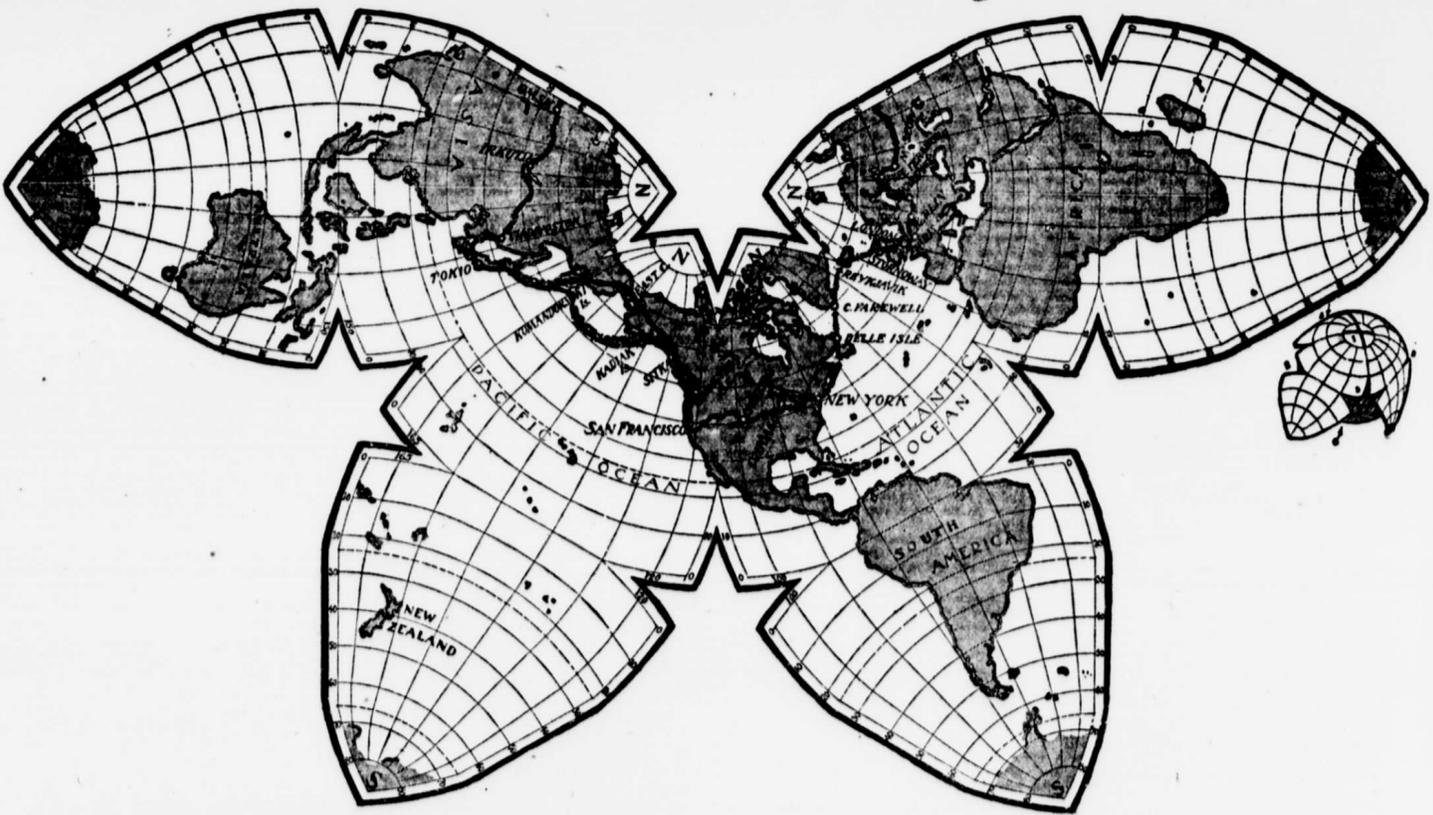
ling on the New York, New Haven and Hartford you just go down to the Station any time you are ready and wait till the train hobbles in. If you are too early for to-day's train you will be in time for day before yesterday's. Now to the point. When you arrive at the Railway Station you must go up to the little ticket window and ask the Grouch for a ticket to Bughouston and an accident policy. If the price is 42 cents take out your Expense Book THEN AND THERE, and enter the 82 cents, no matter how many irritable Isidors are standing in line behind you. Too much emphasis cannot be laid upon this point. Of course you could lay so much upon it that you'd break its back, but what we mean is that you should make a special point of entering every expense the very moment it is contracted, no matter where you happen to be. If you happen to be in bed at the time dream'g off a long and lovely one about being the genial host at a champagne dinner you are giving to some of the trade, just tell the waiter to see that the glasses are kept full all around and then get up and light the gas and slap down the amount of the dinner check in your expense book. Never guess at your expenses unless you have worked on statistics and can guess accurately and consistently all the way through—say about 25 to 50 per cent. advance, according to the condition of the liver of the cruet that checks up the books at the office. In the case we cited up-page the price of the ticket to Bughouston, for example was 42 cents and you schmoosed it in at 82 cents. There was no guesswork about that. You knew there was a neat little profit of exactly 40 cents in it for you, and that is good enough for a ten mile ride on the New Haven. Of course if you had to take a long voyage on it you would naturally put in a much larger claim. Now then, when you arrive at Bughouston, the next thing to do is to hurdle the beefy line of hotel porters



as if it was some foreign substance that happened to alight on the pore. Stand right up and declare that the entry as it stands is correct and that if they don't like it they know what they can do. In all probability they will proceed to do it. Whenever any firm fires a salesman for committing a nuisance in his expense books he gathered up a small bunch of courage and commenced to slip in five cents here and five cents there. He was getting on fairly well and increasing his speed right along until one day he tried to slash in with a thirty-cent Clean Up all in one bundle, and then it was all off to Sheboygan with Prof'sky. The House had had some one covering the County forward and backward and crisscross every week for forty-five years, and they could come within 15 cents of guessing what the legitimate total of any Expense Book should be for any old period of time. There was no chance for Grand Larcany with that outfit and Prof's Thirty

Cents naturally stuck out like a carbuncle on a fair skin. So when the House called upon Prof to explain it, he just girked a couple of times, threw up his arms and keeled over into a pickle barrel. The House considered Prof's defence somewhat weak, and so they just deducted the Thirty C. and the price of the barrel of pickles from what was coming to Prof and then gave him his Seven Dollars and told him to voet-sak. Of course after twenty or thirty little experiences of this kind Prof learned how to decorate his Expense Book artistically. In time he became so proficient that people used to think he had taken a Course at an Art School. We have cited one of Prof's early mistakes merely for the benefit of those Students who are travelling for Two Spot Concerns off in the bushes. If you are working for such a concern you can't reasonably expect to cram a 60 horse-power motor car into your Expense Book without the tall lamp or some other part of it showing. You must be content with a smaller car or get a job that will fit your ambitions. One time one of our Students wrote us that our Course was six glix because we didn't explain why it was that a Salesman could cram his Expense Book until it choked to death and still come out as short as the hair on an apple when it came time to balance up the cash. He said he was a bright young man in other respects and could hear any piece of music once and go home and play it right off on the piano. Now while we concede that no Salesman running at large has ever yet charged up as much as he spent, and all that sort of thing, still we believe that any Salesman of ordinary intelligence, or a Tobacco Salesman, who follows our instructions right up close, and doesn't expect the instructions to follow him and fire with him, can come out on Velvet Avenue every time. Of course if he makes a practice of looping the Cabarets every night in the week and goes in for the Midnight Eats and Drinks on a Pittsburg scale he can't expect to clean up a million dollars a week besides. The only thing he can do is to lie low for a night or so every once in a while until he catches up and then go to it again—or else get a job lobbying for a benevolent Trust. The trouble with most Salesmen is that they do not have the Firm's interests at heart in this sandbagging game. Many a conscientious Salesman, travelling for a little swayed concern where the Boss has to write off his own letters on a ratty little typewriter and carry them to the Post Office every night, calmly sat for sixteen hours in a cushioned Pullman while the Boss clattered behind in a rinky Day Coach because he couldn't afford the price. Of course the Salesman didn't know that the Boss was bringing up the rear and the Boss didn't know that the Salesman was bringing up the Selling Cost. But that isn't the point we want to make. The point we want to make is that every Salesman should first find out if the Boss is there—speaking figuratively. There are cases, on the other hand, where it is a sweet and tender satisfaction to soak the Boss with all he will stand without bursting an inner tube. We refer now to those organizations that have waxed corpulent by hotairing good men into working sixteen hours per diem for \$15 per month on a promise of Large Returns in the Future. Of course the game is to keep the Future far enough ahead so that the poor blobs will sink into Old Age and do the Big Hurdle long before they ever get a fingertip clutch on it. In the final analysis the thing that cuts the ice is the volume of Business at a Profit that any Salesman does for his House. Nine times out of ten you could take the huskiest bunch of Expense Books that ever waddled in to the House, hoist them up on one side of the Scales and then swing up on the other side the volume of Profitable Business done and you'd see the Expense Books shoot up in the air like birdseed. But, as we said early in the Lesson, never kill the goose that lays the Ham Sandwich. Profit! (Copyrighted, 1914, Reed Publishing Company, New York.)

Butterfly Map Shows Route of Airmen in a Flight Around the World



Unusual map showing route of aviators in proposed flight around the world. The proposed circumnavigation of the world under the auspices of the Panama-Pacific Exposition is open to all competitors under the rules of the Federation Internationale Aeronautique. The following shows the control stations and distances in miles. From the exposition grounds in San Francisco to Cheyenne, 1,000; Chicago, 1,000; New York, 1,000; Belle Isle, 1,000; Greenland, 610; Iceland, 670; Stornoway, 570; London, Paris, Berlin, 1,350; Warsaw, St. Petersburg, 1,025; Moscow, 450; Omsk, 900; Irkutsk, 1,200; Vladivostok, 1,800; Tokio, 1,150; Kamschatka, 1,850; East Cape, 800; Sitka, 1,280; Vancouver, B. C., 600; San Francisco, 1,450. Total, 19,705 miles. *Alternate route: Komandorski Island, 200; Kadiak Island, 1,290; Sitka, 1,170; San Francisco, 2,050. Total, 20,285 miles. The new style world map is made by cutting crosses at six equidistant points on the covering of a sphere, which is then laid out flat. The butterfly map shows the world just about as one sees it on a globe without exaggeration or distortion or errors of distance, area or direction. Long distance flights all over the world can be accurately compared.

"The game is to keep the future far enough ahead so that the poor blobs will do the big hurdle long before they ever get a clutch on it." all the other expenses combined. They should be at least a few pennyweight under, unless of course you are deliberately trying to sled your job to a premature grave. In that case you can do anything you please short of breaking open the safe and pinching the cash drawer. Some Firms allow their Travellers to lump the expenses for the month and simply turn in the total. Then again some do NOT. For every one that does there are about ten million that do not. Whenever you hear a County Hopper expelling large gusts of air all about how his Firm lets him toss in merely a lump sum Expense Account, and how he simply dashes it off on a cigarette paper or anything he happens to have around handy, you can bet your little wooden hat that his House makes him get down and itemize every piffling charge, giving full data as to Time, Place and Circumstance, together with a set of blueprints. But let's back up a minute. After equipping your honest little self with a small book in which to keep your expenses, the next step is to equip yourself with expenses to keep in your small book. This part is one obese clinch. Simply start some place in Dear Firm's business. Or go home and hide in the bathtub and pretend you have gone some place on Dear Firm's account. In either case the expenses should begin with the first full step you take after the House hands you your Route List and a bunch of Expense Money and tells you to hike. If you are merely going home to pack your little postcard grip preparatory to the journey, begin by charging street car fare home. This initiates you at once into the Ancient and Honorable Order of Yobfishes. A Yobfish is a Salesman who soaks Dear Firm for everything down to the family wash and father's can of beer. Now then, suppose the first town on your Route List is Bughouston. You first find out what time you can get a train for Bughouston. Or if you are travel-