

## USE TACT WITH CUSTOMERS

College Man, New to the Road, Warned Against "Putting on Dog"—Come Straight to the Point—Smooth Talk of a Salesman of Underwear

By Charles N. Crowdon.

(Author of "Tales of the Road," (Etc.) (Copyright, 1906, by Joseph B. Bowles.)

After returning from New York to Chicago, and helping get up a line of samples, Joannis Carliouan started on the road as a helper for his father's leading salesman, Watkins. The first town they struck was Lincoln, Neb. They reached there late at night. Joannis Carliouan registered at the Lincoln hotel as "J. Charles" Witherspoon. When Watkins saw the name written this way on the register, he winked at the smooth-shaven, wise clerk, and remarked in a low voice: "First trip, Sam. Let the bell boy show us up right away. Joe water, please, and 6:30 calls. Good-night, old man."

J. Charles and Watkins had adjoining rooms, a door between. By the time they were in their pajamas, the bell boy came down the hall, with the ice clinking against the pitcher. Watkins sent out his trousers to be pressed, and also those of "J. Charles." As the bell boy left with the clothes on his arm, Watkins said something to him, quietly, and slipped half a dollar into his palm.

Next morning when the clothes came back J. Charles came into Watkins' room and said: "Why, what do you think that abominable tailor has done? Instead of pressing my trousers properly, he has taken the creases out of them."

Warned Against Too Much "Dog."

"So he did! And I gave the bell boy half a dollar extra to have it done before you went to breakfast. Now, look here, my boy, your father thinks as much of me nearly as he does of his brother. Just before you and I left the store he took me into his office and said to me: 'Now, I am going to turn my boy over to you. He is just out of college, and you know he has a whole lot to learn, and I want you to help him along all you can, and if necessary be very blunt with him.' Now, I tell you, you want to get over this 'J. Charles' business right away—this bumping up your name in the middle like a camel's back. Just make up your mind right from the jump to be 'Johnnie'—just plain Johnnie. It is all right to dress neatly and nicely, but this putting on dog on the road won't do. You walk into a store and you may find that the clerk who has been there for ten years, and is drawing eighteen a week, may have his trousers nicely creased, as you wanted yours to be, but when you get back into the office and find the man who really does the business, you will also find his trousers a little baggy at the knees.

"Now, let's slide right along and get some breakfast. This first time I will go with you to the sample room and show you how to open up."

When the goods were displayed Watkins left J. Charles in the sample room and went down the street to make an engagement with his man. This customer, who was a regular one, and the only one he sold to in that town, was to come up promptly at one o'clock. After a man has been on the road a number of years, he has his trade pat.

Merchant Promptly on Time.

Promptly at one o'clock Brewster, the merchant friend, with his lists all made out, walked into the sample room—yes, promptly at one. Good merchants, the traveling man must know right from the start, are just as anxious to buy goods as he is to sell them. Brewster and Watkins worked the entire afternoon—the dry goods line is a tedious one, anyway. When dinner time arrived they had not quite finished with their business, and Brewster, in order to let Watkins leave on the early morning train, was good enough, as merchants nearly always are, to take dinner with him and finish buying that evening. They did not have a great deal more to do, and did not hurry with dinner. At the table, along with J. Charles, Brewster and Watkins, sat three of the boys on the road, a necktie man, a grocery man and one who sold furnishing goods. Watkins told Brewster, as they washed their hands, about the old man's son; that J. Charles was fresh out of college, and that his father had sent him along so that he could learn a little something about business.

With this in his mind, as they sat at the table, Brewster, between soup and fish, began: "Well, I tell you, gentlemen, I am the only victim here at the table, so I'll confess that the great thing in handling a customer is the right kind of an approach. When a stranger comes up to me, I don't like him to introduce himself, tell me what his name is and hand me out a cigar, but I like for him to tell me what his business is. Of course, the cigars come in all right in their place, but when they are forced in, they don't make a very good entering wedge. The way is to make a square stroke in the center of your log, set your wedge straight and hard. You can chop your splinters all right with a few fancy light strokes after the log is fairly split. You all know Gaylord, selling underwear, do you not?"

"The smoothest ever!" responded one of the boys.

Salesman's Tact.

"Yes, you bet your life," continued Brewster, "and no wonder that fellow's a success. You can't get away from him. He doesn't press matters upon you, but he puts them at you so straight and slick that he can get about any man he wants into his sample room. When I first knew him he was with a jobbing house. I bought goods from him then. After that he went into manufacturing himself and I continued to buy from him. The other day he came around and I bought still another bill.

"When he first came around representing a jobber, he put up the best argument for a jobber that I ever heard. When he went in for himself he told me he would give me business his special attention, and I knew he would. When he came out last time—why, he was here only the other day—he said to me frankly: 'Well, Brewster, I tried it myself, but I am perfectly frank about it, I didn't have capital enough to swing the business, and I thought I'd get out of it before I lost all I had. I am making a good thing of it on the road as it is. I have nothing to risk and my commissions are sure. You know well that, knowing the business as I do, would not bring you out a shabby line. A man nowadays must have merchandise when he goes to approach good trade.' 'I really wasn't exactly in the notion of buying from a new house. I don't like to take on new accounts anyway, and I told him this, and do you know, that fellow agreed with me? He said: 'You are just exactly right, Brewster. Under ordinary circumstances I don't think that a merchant does himself justice by opening new accounts. It is an injury to him, and he should not do so if he can avoid it.'

"He agreed with me, did not rub my fur up the back at all, and I did have the warmest kind of a feeling for him, and then he came around so smoothly that I couldn't feel the jolt. He said: 'Yes, sir; a man shouldn't open a new account unless there is some special reason for it. I believe though (ah! there is where he got in his work) that I have a reason for you, Mr. Brewster.' You know, he never gets too familiar, and most of us like this. 'I have something which will especially interest you. The trade, you know, is going very fast toward union suits. I felt this when I was in business for myself, but I didn't have the money to put my ideas into merchandise. Before going with this firm I am now with, I talked the tendency of the trade over with them, and they quite agreed with me that a good line of unions would be a good thing for their business. While we may be along with the others on two-piece garments, they have made for me what I believe you will find to be the best line of union suits on the road.'

"Confound that fellow! He knew exactly, without reminding me of it, that the union suit was my weak spot, and when he said: 'Maybe you can find a little time to run up with me to-day,' I made an engagement with him in a second. And then he walked right out."

When to Break Away.

"I don't like to be personal," spoke up one of the boys, "but it's a good rule anyway to duck right after you get an engagement."

"Yes, that's true," answered Brewster. "We merchants always like to be courteous to the boys who come around to see us—most of us are, I believe—yet at the same time there are a whole lot of men on the road who do not seem to realize that we have a whole lot to do besides visiting. He sold me the union suit right, and when he said: 'Maybe you can find a little time to run up with me to-day,' I made an engagement with him in a second. And then he walked right out."

"Well, by being square with you," remarked Watkins, "he got your business."

"Yes," began the hat man, "and after a good front when you first meet a man, the next important step in salesmanship is to gain his confidence. I shall never forget one time when I was out in San Francisco. A couple of Assyrians, who were in the retail business, came in from town out in the country to meet me. They picked up a certain brand of hat with which all merchants are familiar, and a certain style, and asked me how much it was worth. My samples were all marked in plain figures, and I merely showed him the tag on which the price was marked, \$31.50. When I showed them the price they talked for a minute or two with each other. At the start of their conversation I heard them mention the name of a firm that had been dealing with, and I also caught the words, 'sit-ta-we-tel-tin' (thirty-six). I didn't know very much about their language, but when I used to be a clerk in Chicago I had dealt with a good many of these people, and you know it's always a mighty good thing for a clerk or a man on the road either, to know a little something of the language of any customer with whom he has to deal. While I did not understand all that they said, it was clear to me one had told the other that he had paid the old house he had been dealing with \$26 a dozen for the same thing for which I asked only \$31.50.

"They tried to get me down, or rather, to find out that I would not come down, and then each of them gave me a good order, and I've held their trade right along ever since. They had confidence in my prices because they could see very plainly that my goods were lower than the other fellow's, and I had their confidence because I would not come down."

The Bible's Description.

The Bible describes heaven as another paradise or Eden; a city of God, without sin, graves, or griefs; a better country or fatherland; a temple filled with a divine presence; an everlasting kingdom; a rest for the people of God; God's throne; God's dwelling place; a house of many mansions; a city with gold paved streets, jasper walls, a sea of glass, and gates of pearl.—The Sunday Magazine.

## SKIN ERUPTIONS 35 YEARS.

Suffered Severely with Eczema All Over Body—A Thousand Thanks to Cuticura Remedies.

"For over thirty-five years I was a severe sufferer from eczema. The eruption was not confined to any one place. It was all over my body, limbs, and even on my head. I am sixty years old and an old soldier, and have been examined by the Government Board over fifteen times, and they said there was no cure for me. I have taken all kinds of medicine and have spent large sums of money for doctors, without avail. A short time ago I decided to try the Cuticura Remedies, and after using two boxes of Cuticura Soap, and two bottles of Cuticura Ointment, and two bottles of Cuticura Resolvent, two treatments in all, I am now well and completely cured. A thousand thanks to Cuticura. I cannot speak too highly of the Cuticura Remedies. JOHN T. ROACH, Richmond, Ross Co., Ohio, July 17, 1905."

## WHERE THE TROUBLE LAY.

Disappointed Man's Explanation for His Lateness.

The other afternoon a man rushed into the Reading terminal, galloped up the stairs and dashed for the train shed just as the gates were closed against him, says the Philadelphia Telegraph.

He looked as if he wanted to swear most vociferously, but he was out of wind, and all that he could do was to lean against the fence and soufully sigh. It was then that the grateful idiot, who is always on hand, paced over and butted in.

"Did you miss your train, old boy?" he queried, with a smiling glance at the pouting one.

"No," was the grumpy rejoinder, "I chase myself up here that way every five minutes to see them shut the gates."

"What made you so late?" queried the other, not at all abashed, "Is your watch out of order?"

"No, my watch is all to the good," replied the man who missed the train, "but I think that my feet are about two minutes slow."

## The Ideal Family Laxative.

Is one that can be used by the entire family, young and old, weak and strong, without any danger of harmful effects. It should have properties which assure the same dose always having the same effect, otherwise the quantity will have to be increased and finally lose its effect altogether. These properties can be found in that old family remedy, Brandreth's Pills, because its ingredients are of the purest herbal extracts, and every pill is kept for three years before being sold, which allows them to mellow. We do not believe there is a laxative on the market that is so carefully made.

Brandreth's Pills are the same fine laxative tonic pills your grandparents used. They have been in use for over a century and are for sale everywhere, either plain or sugar-coated.

## TEST OF AN AMERICAN.

Habit of Neatness Established Nationally to Observant Boy.

A young American who recently completed a course of study in an English university brought home as a souvenir of his residence in that classic place a decided English accent, says the New York Press. He stopped the other day at a downtown bootblack's stand to get his shoes shined. The boy who attended to the cleansing process smiled upon him familiarly.

"When you first began to come here," he said, "I took you for an Englishman. You talked like one, but I know now you ain't."

"How did you find that out?" asked the American, obviously somewhat disappointed.

"Because you got your shoes shined so often," was the startling reply. "If you were an Englishman you wouldn't do that. Nobody takes such good care of their shoes as Americans. If it were not for their daily shine a lot of us fellows would have to go out of business and the sale of blacking and polish would fall off one-half. Next to Americans, Russians get a shine most frequently. The English are the worst of all. They get a shine only once a week. Even when otherwise well dressed their shoes are gray and out of shape. If ever you want to pass yourself off for an Englishman you'll have to cut out all this polishing. With such sleek and span shoes even an accent that you can cut with a knife won't carry you through."

A lame excuse is sometimes the result of having one's leg pulled.

## HARD TO SEE.

Even When the Facts About Coffee Are Plain.

It is curious how people will refuse to believe what one can clearly see. Tell the average man or woman that the slow but cumulative poison effect of caffeine—the alkaloid in tea and coffee—tends to weaken the heart, upset the nervous system and cause indigestion, and they may laugh at you if they don't know the facts. Prove it by science or by practical demonstration in the recovery of coffee drinkers from the above conditions, and a large per cent. of the human family will shrug their shoulders, take the drugs and keep on drinking coffee or tea.

"Coffee never agreed with me nor with several members of our household," writes a lady. It enervates, depresses and creates a feeling of languor and heaviness. It was only by leaving off coffee and using Postum that we discovered the cause and cure of these ills.

The only reason, I am sure, why Postum is not used altogether to the exclusion of ordinary coffee is, many persons do not know and do not seem willing to learn the facts and how to prepare this nutritious beverage. There's only one way—according to directions—boil it fully 15 minutes. Then it is delicious." Name given by Postum Co., Battle Creek, Mich. Read the little book, "The Road to Wellville, in pkgs. 'There's a reason.'

## FROM GIRLHOOD TO WOMANHOOD

Mothers Should Watch the Development of Their Daughters—Interesting Experiences of Misses Berman and Mills.



Every mother possesses information which is of vital interest to her young daughter.

Too often this is never imparted or is withheld until serious harm has resulted to the growing girl through her ignorance of nature's mysterious and wonderful laws and penalties.

Girls' over-sensitiveness and modesty often puzzle their mothers and baffle physicians, as they so often withhold their confidence from their mothers and conceal the symptoms which ought to be told to their physician at this critical period.

When a girl's thoughts become sluggish, with headache, dizziness or a disposition to sleep, pains in back or lower limbs, eyes dim, desire for solitude; when she is a mystery to herself and friends, her mother should come to her aid, and remember that Lydia E. Pinkham's Vegetable Compound will at this time prepare the system for the coming change, and start this trying period in a young girl's life without pain or irregularities.

Hundreds of letters from young girls and their mothers, expressing their gratitude for what Lydia E. Pinkham's Vegetable Compound has accomplished for them, have been received by the Lydia E. Pinkham Medicine Co., at Lynn, Mass.

Miss Mills has written the two following letters to Mrs. Pinkham, which will be read with interest:

Dear Mrs. Pinkham: (First Letter.)

"I am but fifteen years of age, am depressed, have dizzy spells, chills, headache and back-

ache, and as I have heard that you can give helpful advice to girls in my condition, I am writing you.—Myrtle Mills, Oquawka, Ill.

Dear Mrs. Pinkham: (Second Letter.)

"It is with the feeling of utmost gratitude that I write to you to tell you what your valuable medicine has done for me. When I wrote you in regard to my condition I had consulted several doctors, but they failed to understand my case and I did not receive any benefit from their treatment. I followed your advice, and took Lydia E. Pinkham's Vegetable Compound and am now healthy and well, and all the distressing symptoms which I had at that time have disappeared.—Myrtle Mills, Oquawka, Ill.

Miss Matilda Borman writes Mrs. Pinkham as follows:

Dear Mrs. Pinkham:—

"Before taking Lydia E. Pinkham's Vegetable Compound my periods were irregular and painful, and I always had such dreadful headaches.

"But since taking the Compound my headaches have entirely left me, my periods are regular, and I am getting strong and well. I am telling all my girl friends what Lydia E. Pinkham's Vegetable Compound has done for me.—Matilda Borman, Farmington, Iowa.

If you know of any young girl who is sick and needs motherly advice, ask her to address Mrs. Pinkham at Lynn, Mass., and tell her every detail of her symptoms, and to keep nothing back. She will receive advice absolutely free, from a source that has no rival in the experience of woman's ills, and it will, if followed, put her on the right road to a strong, healthy and happy womanhood.

Lydia E. Pinkham's Vegetable Compound holds the record for the greatest number of cures of female ills of any medicine that the world has ever known. Why don't you try it?

Lydia E. Pinkham's Vegetable Compound Makes Sick Women Well.

Walter's Modest Request.

Melba admires the independence of her fellow Australians, but on one occasion she had rather a pronounced experience with what she calls their "delightful impudence." She had waited a long time for dinner at her hotel in a large mining town and finally made a sharp complaint to the waiter.

"Well, ma'am," said he, coolly, "you might sing us a song to pass the time." This to a vocalist who one evening received \$5,000 from William Waldorf Astor for singing four songs in his London mansion.

W. L. DOUGLAS

\$3.50 & \$3.00 Shoes

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W.L. Douglas's \$4 Gilt Edge line cannot be equaled at any price

To Shoe Dealers: W. L. Douglas's Jobbers' Circulars in this country. Send for Catalog

W. L. DOUGLAS

MADE IN U.S.A.

## WHY do I take Cardui?

Jelenna Mullins of Odessa, W. Va. "Because, after suffering for several years with female trouble, and trying different doctors and medicines without obtaining relief, I at last found, in Wine of Cardui, a golden medicine for all my ills, and can recommend it above all others for female complaints."

Cardui furnishes safe relief for backache, headache, periodical pains, irregular, painful or unhealthy catamenial flow, and all ailments from which sick women suffer. A perfect tonic for delicate women. A pure vegetable medicine for girls and women who are subject to the complaints peculiar to their sex. Has benefited over a million who used to suffer as you do.

At every drug store, in \$1.00 bottles.

WRITE US A LETTER describing fully all your symptoms and we will send you Free Advice in plain sealed envelope. Ladies' Advisory Dept., The Chattanooga Medicine Co., Chattanooga, Tenn.

WINE OF CARDUI

NO MORE MUSTARD PLASTERS TO BLISTER.

THE SCIENTIFIC AND MODERN EXTERNAL COUNTER-IRRITANT.

CAPISICUM VASELINE

EXTRACT OF THE CAYENNE PEPPER PLANT

A QUICK, SURE, SAFE AND ALWAYS READY CURE FOR PAIN—PRICE 15c.—IN COLLAPSIBLE TUBES—AT ALL DRUGGISTS AND DEALERS, OR BY MAIL ON RECEIPT OF 15c. IN POSTAGE STAMPS. DON'T WAIT UNTIL IT'S TOO LATE!—KEEP IT HANDY.

A substitute for and superior to mustard or any other plaster, and will not blister the most delicate skin. The pain-allaying and curative qualities of the article are wonderful. It will stop the toothache at once, and relieve Headache and Sciatica. We recommend it as the best and safest external counter-irritant known, also as an external remedy for pains in the chest and stomach and all Rheumatic, Neuralgic and Gouty complaints. A trial will prove what we claim for it, and it will be found to be invaluable in the household and for children. Once used no family will be without it. Many people say "it is the best of all your preparations." Accept no preparation of Vaseline unless the same carries our label, as otherwise it is not genuine. SEND YOUR ADDRESS AND WE WILL MAIL OUR VASELINE PAMPHLET WHICH WILL INTEREST YOU.

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Enameline NO DUST NO SMOKE

STOVE POLISH NO DIRTY SLOP NO SMELL

NO SPILL NO MUSS OR SPATTER