

Talks to Salespeople

By MISS DIANA HIRSCHLER, LL. B.
(Expert Trainer in Salesmanship)

Generating Selling Optimism

Mr. Salesman has the dyspepsia. Certainly a man has a right to have his own dyspepsia if he wants to—he pays the price for it, and a heavy one, at that.

Well no, not exactly; a salesman belongs to the public. If he can get the dyspepsia and not make the public help him pay for it has the argument on his side. The trouble is, in spite of dictionaries, dyspepsia belongs not to the digestion alone, but also to the temper. It colors the mental outlook blue.

When the mind has been thoroughly steeped in blueing it is not well to air it in public.

The mind must be present in selling if the salesperson really wishes to make a record. Of course, a record is sometimes forced upon a salesperson in spite of himself, but such luck does not become epidemic.

In brief, dyspepsia pinches the temper of the seller—and what is more disastrous to good selling than a nipped temper?

Occasionally the customer thinks he has a right to have the dyspepsia, too; and I don't know but that he has this right in so far as the store is concerned. He does not belong to the store, but the store belongs to him. When dyspepsia meets dyspepsia look out for that sales-record. Then does the thing that is crying to be sold hold its breath to see who comes out on top.

Did you, Mr. Salesman, ever realize how it concerns your duty to the public to chew your food so that chunks of it do not make your digestive apparatus go on a strike? Nature has given you wonderful machines to prepare the food so that it will feed the various parts of the body with good red blood. She asks you not to make it too hard for these machines by neglecting to use the mill in your mouth that is there for grinding the food.

The teeth are the hardest materials in the body and are meant to do good service before the food reaches those organs which you do not have to

bother about directing: the stomach, the liver, the pancreas, the spleen, all take care of themselves if you only do not impede them.

The one thing that does impede them is to throw down a lot of food without tearing it up and mixing it into a pulp in the mouth. They make it mighty uncomfortable for you in consequence if you don't.

Again, do you realize that you are surrounded with air—that this air is a good thing for you to breathe both day and night? One would think it was poison from the way people cramp their chests to avoid it—they take such little stinky gasps of it.

Air is needed in the body, else we would not have been born with a magnificent pair of bellows—the lungs—with which to take it in. Do you imagine any part of us was made for fun? Both the inside of the body and the outside were meant to be well aired, and unless they are well aired beware of good-nature and continuous optimism, so necessary to selling goods week in and week out.

A big, generous breath, besides supplying air to purify, sets muscles in motion that give natural exercise to those digestive organs which cause us so much trouble. This exercise helps them in their own strenuous activity of digesting an underdone potato and an overdone beefsteak.

Do be generous with yourself in breathing. Air costs nothing but effort, and that only at first, for after a time you would no more do without splendid deep breathing than you would do without washing your face.

Out of doors and in street cars count seven, the magic number, while you are inhaling, and feel your trunk and chest expand as if it were a balloon. Then hold your breath to the count of three, and count seven while you breathe out. You know you are not breathing out the same air you have breathed in. That air has been eagerly absorbed by yourself to help in the making of rich, red blood. You are breathing out impurities such as,

If retained, give you a headache that is often converted into a lost sale.

You excuse yourself to yourself by saying that you have a headache, when what you really have is poison because of your laziness in not inhaling fresh air and breathing out un-fresh air.

Breathe the same way behind the counter. Don't make excuse that the air is not fresh. It is better to keep your breathing machine active with half-pure air than to shut it off with only a miserly bit of exercise.

Remember also that the chest is the box in which the lungs are kept. If you squeeze it in through a bad standing position, rounding the shoulders, the air cannot get into the body.

When you inhale, lift your head up as if you were not ashamed of living. Hold it well up at the crown. Then it does not drag down on the lung-box. And, by the way, when you are through exhaling, keep it that way. Look the whole world in the face with a direct look. This pulls up the muscles of the chest.

Always hold the chest well up and forward, as if you were ready to move instantly. This lifts it so the air can get into the space beneath. Now you are ready to breathe.

If your breathing stopped suddenly you would lose your job, wouldn't you? Then it is equally true that if you breathe the little you are less capable of holding your job. If you breathe much, you are capable of holding it; for the body is necessary in selling goods. You can't bring your mind into your department without it. And for the best selling, your body must be all there and not in part.

You are born in air, you live in air, you move about in it and would step down and out without it.

Then, all together, one, two, three, breathe.

(Copyright, 1908, by Joseph B. Bowles.)

But Soon. "Come, don't be foolish," said the pretty young wife, "he's merely an old flame of mine."

"Indeed!" cried her aged but rich husband. "I'll warrant you dream of his tender advances yet."

"No," she replied, with a faraway look, "not yet."—The Catholic Standard and Times.

Well, Do They?

"Yes, Willie."

"Papa, when the cannibals eat a man do they save his Adam's apple for dessert?"

TRIES PATIENCE OF CURATOR.

Too Many People Are Interested in Mistake of Potter.

A curator up at the Metropolitan museum is threatened with insanity, the cause being a small misnamed exhibit in the gallery outside his office door.

"Twenty times a day," declared the harassed man, "people discover that that china statuette out in the Franklin collection is named Gen. Washington instead of Benjamin Franklin. Then they burst in here and announce their discovery and wonder that no one ever noticed it before. Half my time is spent in explaining that we know it well; that it was simply a mistake of the potter who labeled it in France over a century ago, and that we cannot change it, nor wouldn't if we could."

"Of course I tell them this courteously and patiently, and you know what a strain that is when you are going over the same thing for the thousandth time! I'd latch the door only there are too many employees seeking me all day long; so here I must sit and listen to the names of George Washington and Benjamin Franklin repeated a million times, till I wish that neither of those glorious patriots had ever lived. And it's driving me insane, I tell you, it's driving me insane!"

Just then the door opened and a lady popped in with:

"There's a statue out here named Gen. Washington, but I'm sure—" And the weary curator, being a southerner, rose smilingly to his task.—New York Times.

The Tactful Suitor.

A youth in Trenton, whose devotion to the young woman of his choice has encountered many obstacles during his long courtship, recently sought her out with this apparently encouraging statement:

"I think it's all right now, Alice. I managed to get access to your father the other day, and while he wouldn't exactly give his consent I rather imagine I've made some headway. He borrowed \$40 of me. Surely he can't stand me off much longer after that!"

The young woman sighed. "Yes, I've heard about it," she said, "and I think you've made an awful mess of it. Father mentioned the \$40 and remarked that I'd better give you up—you were too easy."—Harper's Weekly.

The first time a girl is engaged she imagines that she is as important as the heroine in a novel.

The Place to Buy Cheap
—IS AT—
J. F. PARSONS'

If you are a business man, did you ever think of the field of opportunity that advertising opens to you? There is almost no limit to the possibilities of your business if you study how to turn trade into your store. If you are not getting your share of the business of your community there's a reason. People go where they are attracted—where they know what they can get and how much it is sold for. If you make direct statements in your advertising see to it that you are able to fulfill every promise you make. You will add to your business reputation and hold your customers. It will not cost as much to run your ad in this paper as you think. It is the persistent advertiser who gets there. Have something in the paper every issue, no matter how small. We will be pleased to quote you our advertising rates, particularly on the year's business.

DR. S. D. BLAND
Of Brown, Ga., writes:
"I had been a sufferer for a number of years with Lumbago and Rheumatism in my arms and legs, and tried all the remedies that I could gather from medical works, and also consulted with a number of the best physicians, but found nothing that gave the relief obtained from 'S-DROPS'. I shall prescribe it in my practice for rheumatism and kindred diseases."

FREE
If you are suffering with Rheumatism, Neuralgia, Kidney Trouble or any kindred disease, write to us for a trial bottle of 'S-DROPS,' and test it yourself.

MAKE YOUR APPEAL
to the public through the columns of this paper. With every issue it carries its message into the homes and lives of the people. Your competitor has his store news in this issue. Why don't you have yours? Don't blame the people for flocking to his store. They know what he has.

Round Trip Cincinnati to Florida Free

I will pay your railroad fare to Hilliard, Florida, from Cincinnati, or any point south or east of Cincinnati, any day during February or March, if you buy just one of the 240-10-acre truck farms in the 3 MILE LIMIT, now offered at the bed-rock price of \$21 an acre—\$210 for ten acres

34 Cts. a Day Buys a 10-Acre Farm

in the North Florida Fruit and Truck Farm district, which will pay \$3,000 to \$5,000 a year, located within 1-2 to 3 miles of Hilliard, a live town on the Atlantic Coast Line Railroad—30 miles from Jacksonville, Florida.

Winter tourist rates in effect daily from Cincinnati. More than 300 Illinois, Indiana and Ohio men have taken advantage of our free round trip to Florida and bought over 500 farms, and these 240 FARMS WITHIN THE 3 MILE LIMIT will be grabbed up in 10 days. Read this advertisement carefully. Send reservation coupon to-day.

North Florida is the land of fruits and vegetables—North Florida produces the finest celery in the world—North Florida attracts every visitor by its sunny, balmy winter days and its ideal summer weather—North Florida has all the money making, vegetable and fruit growing possibilities of the warmer central and southern parts of Florida with the exception of pineapple and banana growing—North Florida has 365 growing days and nights a year for fruits and vegetables—North Florida is recognized as "America's greatest fruit and vegetable garden"—North Florida offers a better all the year climate and more healthful sea-breeze air and a more ideal place for home life the year around for men, women and children than any other place in America—North Florida holds rare opportunities for a man of limited means.

I will send you full details of this offer the moment I receive the coupon cut from the lower corner of this advertisement, and plot of the truck farms showing the location of the 240 farms all of which are within 1/2 to 3 miles of Hilliard.

When these 240 farms within the 3 MILE LIMIT are sold there will not be another farm available as near Hilliard in the North Florida Fruit and Truck Farm district for less than \$20 an acre as the price will immediately advance on every farm to that figure.

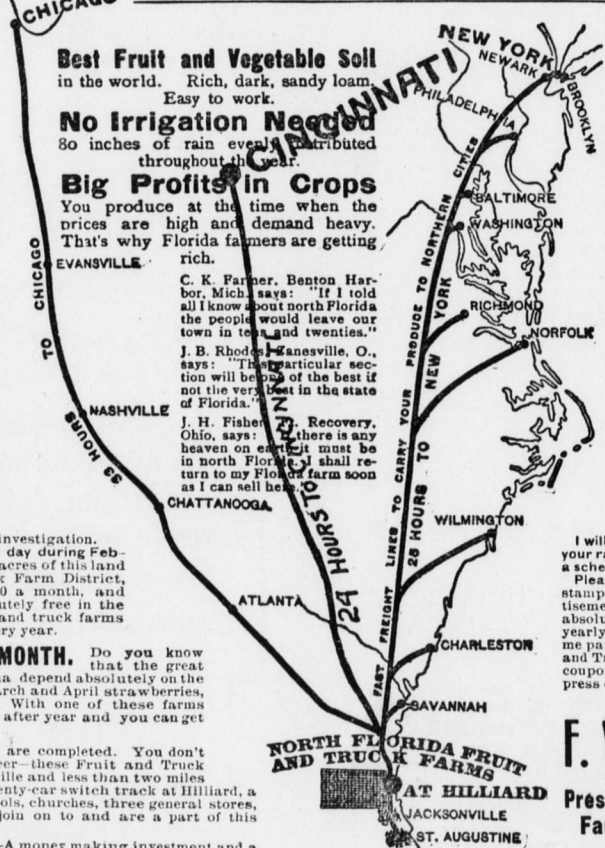
We will not resell any farm for less than \$20 an acre and no farms will be reserved for anyone unless we receive the coupon with \$5.00. The first coupons, each accompanied by \$5.00, received in this office will get farms within 1/2 mile of Hilliard, and as each coupon with \$5.00 is received it will be treated in like manner.

Ten days from the time this advertisement is published in the newspapers of Ohio, Indiana and Kentucky will not be one of these 240 farms remaining unsold. We know this because the demand for these farms in our North Florida Fruit and Truck Farm district is increasing daily and we have only 240 remaining farms unsold within the 3 MILE LIMIT. I will send you a portfolio of pictures of the farms, the new improvements, the town of Hilliard, and a book about the wonderful development of truck farming in Northern Florida. I will set aside for you the nearest town lot to the Post Office and Public Square available at the time your coupon and \$5.00 for reservation is received. The \$5.00 will be applied on the purchase price of a farm and according to our contract you have 90 days in which to investigate and if every statement made by us is not exactly as represented you can have your money back in accordance with our contract.

My offer to refund to you the full amount of the round trip ticket, Cincinnati to Hilliard, any day during February and March, on the purchase of one or more farms, is made so you can fully investigate this and to your entire satisfaction.

The winter tourist rates are in effect daily during February and March and you should take advantage of these rates any day to suit your convenience and arrangements will be made for your accommodation at our headquarters at Hilliard free of expense to you until you have seen the land and made a satisfactory investigation.

My proposition to pay your railroad fare is good any day during February and March, on the purchase of one or more farms in the heart of the North Florida Fruit and Truck Farm District, within the 3 MILE LIMIT, near Jacksonville, at \$10 a month, and besides I will give you a building lot absolutely free in the town of Hilliard adjoining these farms. Many fruit and truck farms in the Jacksonville district net \$250 to \$500 per acre every year.



ASK YOUR BANKER or lawyer about the safety of this title to land issued under its guarantee by the Chicago Title & Trust Company, and satisfy yourself. The Chicago Title & Trust Company will guarantee title to the 10-acre tract and to the residence lot, which we give you free.

YOU DON'T HAVE TO IRRIGATE, fight crop watch the heavens for rain. There is no chance for failure of crop. The rainfall in Northern Florida averages 80 inches and comes every month in the year. It always has rained 80 inches or more as long as any farmer, now living in Florida, can remember, and always will.

You owe it to yourself to take advantage of this opportunity. There never was a time when a land company would pay the railroad fare of a purchaser from Cincinnati and points east and south, of as small a tract as 10 acres at the bed rock price of \$21 an acre. More than 500 farms have been sold in less than six months and we will sell these 240 farms in the 3 MILE LIMIT at \$21 an acre and then advance the price to \$20 an acre. I am, therefore, willing to apply the amount of your round trip ticket from Cincinnati to Hilliard, Florida, to your monthly payments if you buy one of these 240 farms in the 3 MILE LIMIT, because I know you can help me sell to a half dozen others in your neighborhood after you return from your trip of investigation and purchase. Write a letter or postal card to-day, and I will send the plot of the land and the book with pictures of the land, pictures of the town of Hilliard, and pictures of growing truck farms absolutely free. No obligation on your part to buy; or send me the reservation coupon. I will do everything to give you the fullest assurance that an investigation of the opportunity we offer you is worth while, but space in this advertisement will not permit me to go further into detail.

I will give you full particulars regarding the payment of your railroad fare, how and why we do this, and will send you a schedule of the winter tourist railroad rates. Please write at once—now. It will cost you but a 2c stamp to find out and satisfy yourself that this advertisement is true, every word of it, and that you can absolutely earn on this land from \$5,000 to \$5,000 yearly. Just say in your letter or postal: "Send me particulars about the North Florida Fruit and Truck Farms," or just sign the reservation coupon and enclose with it \$5.00, P. O. or express order. Address me personally.

F. W. Cornwall
President Cornwall Farm Land Co.
1537 First National Bank Bldg.
Chicago, Ill.

TEAR OFF COUPON AND MAIL TODAY

SEND ME PARTICULARS REGARDING THE PAYMENT OF MY RAILROAD FARE, HOW AND WHY WE DO THIS, AND WILL SEND YOU A SCHEDULE OF THE WINTER TOURIST RAILROAD RATES. PLEASE WRITE AT ONCE—NOW. IT WILL COST YOU BUT A 2c STAMP TO FIND OUT AND SATISFY YOURSELF THAT THIS ADVERTISEMENT IS TRUE, EVERY WORD OF IT, AND THAT YOU CAN ABSOLUTELY EARN ON THIS LAND FROM \$5,000 TO \$5,000 YEARLY. JUST SAY IN YOUR LETTER OR POSTAL: "SEND ME PARTICULARS ABOUT THE NORTH FLORIDA FRUIT AND TRUCK FARMS," OR JUST SIGN THE RESERVATION COUPON AND ENCLOSE WITH IT \$5.00, P. O. OR EXPRESS ORDER. ADDRESS ME PERSONALLY.

Name _____ Address _____

THIS IS THE KIND YOU BUY AT \$10 PER MONTH. Do you know Atlantic Coast cities and cities as far west as Omaha depend absolutely on the Florida Fruit and Truck farms for early February, March and April strawberries, celery, Irish potatoes, cabbage, lettuce and radishes? With one of these farms you can have an income that can be depended on year after year and you can get it if you save just \$10 a month.

NO INTEREST AND NO TAXES till payments are completed. You don't have to pioneer—these Fruit and Truck Farms are in the heart of civilization—near Jacksonville and less than two miles from the Atlantic Coast Line Ry., which has a big twenty-car switch track at Hilliard, a city with telegraph, long distance telephone, two schools, churches, three general stores, and these North Florida Fruit and Truck Farms join on to and are a part of this growing town.

WHAT TEN ACRES MEANS TO YOU: FIRST—A money making investment and a home in the finest all year "round climate in the South. Northern Florida is warm in winter and there are no extremes of heat in summer.

SECOND—You can make a good living, eat home vegetables and fruits in January and sell your crops for cash, and earn from \$3,000 to \$5,000 each year.

THIRD—These North Florida Fruit and Truck Farms are all upland, no swamps, rich sand loam and will grow the finest fruits and vegetables sure, better and more to the acre than in any other section of the South. Every acre in every 10-acre farm is tillable land.

FOURTH—You don't have to know farming to make one of these 10-acre farms pay you big money.

FIFTH—You can hold it as an investment and sell at 100% advance by the end of the first year.

HERE IS WHAT MY COMPANY OFFERS YOU: I will have delivered to you immediately these 10-acre North Florida Fruit and Truck farms upon receipt of your application for one of the Chicago Title & Trust Co.; capital \$5,000,000.

The title to the entire tract is held in trust for the benefit of purchasers by the Chicago Title & Trust Company, one of the strongest, safest and best guarantee title and trust companies in the United States.

The Home Paper Gives you the reading matter in which you have the greatest interest—the home news. Its every issue will prove a welcome visitor to every member of the family. It should head your list of newspaper and periodical subscriptions.

C. G. SCHMIDT'S,
HEADQUARTERS FOR
Popular Bakery,
FRESH BREAD, PIES, FANCY CAKES, ICE CREAM, CONFECTIONERY
Daily Delivery. All orders given prompt and skillful attention.

Enlarging Your Business

If you are in business and you want to make more money you will read every word we have to say. Are you spending your money for advertising in haphazard fashion as if intended for charity, or do you advertise for direct results?

Did you ever stop to think how your advertising can be made a source of profit to you, and how its value can be measured in dollars and cents. If you have not, you are throwing money away.

Advertising is a modern business necessity, but must be conducted on business principles. If you are not satisfied with your advertising you should set aside a certain amount of money to be spent annually, and then carefully note the effect it has in increasing your volume of business; whether a 10, 20 or 30 per cent increase. If you watch this gain from year to year you will become intensely interested in your advertising, and how you can make it enlarge your business.

If you try this method we believe you will not want to let a single issue of this paper go to press without something from your store.

We will be pleased to have you call on us, and we will take pleasure in explaining our annual contract for so many inches, and how it can be used in whatever amount that seems necessary to you.

If you can sell goods over the counter we can also show you why this paper will best serve your interests when you want to reach the people of this community.

JOB PRINTING We can do the finest class of printing, and we can do that class just a little cheaper than the other fellow. Wedding invitations, letter heads, bill heads, sale bills, statements, dodgers, cards, etc., all receive the same careful treatment—just a little better than seems necessary. Prompt delivery always.