

## Buying or Sellingwhich counts most?

YOU'VE got to know which, if your business is it, or quit. F. A. Seiberling, president, Goodyear Tire \& Rubber Co., tells in the August issue of System some experiences that may surprise you. What they discovered about buying and selling when their capital was small is largely responsible for their big profits today.
You'll do a lot of thinking about your own business when you read what Mr. Seiberling says about business policies. He outlines three ways to do business; six ways to buy. He tells why you can be too good at selling to be a good business man. Read his article in System for August.

> A quarter million business leaders read
> SYPTEM regularly because it contains inti-
mate s:arements of the way busincss men
> deal with intimate business problems.
A. B. Farquhar tells in August System how the great business men of 1858 answered his youthful question, "How can I make a million dollars?" Merrick found ways to say "Yes," where the average credit man is afraid to say anything but "No."

- The president of the Mercantile Trust Co. of New York gives five rules the banker uses to test you when you ask him for more money. ब Men of
many businesses write for each issue of System. Get August SySTEM at your news-stand today It's selling fast. 25 cents a copy; or by the year, $\$ 3$.


## "Killing sales superstitions"

 John M. Bruce says that "sales superstitions" He tells how the blunders of a typewrite salesman who couldn't get an order, revealed anay to increase sales; how the shibboleth of his competitors kepta tire president from changing losses on many big orders into profits; what made "roll-your-own" tobac-cos sell when people said they wouldn't. In cos sell when people said
Sy stem for August.
"Who pays the wages?"
That's a puzzle that muddles our understanding of labor George M. Verity came ap from water-boy to president of the
American Rolling Mills. In 21 years his mills have never had a strike. Match his ideas in August System with your own
"How we can sell more to India" "India is the greatest market I have yet found," says Elmer R. Murphey, president, James H. Rhodes \& Co. Mr. Murphey's rade-hunting experiences in the bazaars and shops of the Orient were a revelation you'll enjoy this picture of business customs in the land of cross-legged merchants.
"The big profit in small accounts" Two young men, just out of college, landed
in a knitting business and have built it up to large proportions. The big idea, they say August, is giving the small
ind of service he needs. They merchane the kind of service he needs. They
have gained success without the kind of have gained success without the kind
customers most people think essential.

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