
"He wouldn't let me talk to him"

YOUR salesmen report certain prospects as hard-boiled eggs. "Jones will never see me," they say."

And yet Jones is in business. He is buying somehow. It is evident that he must see some salesmen.

The truth is that Jones is ready to discuss the purchase of anything that appears to him worth considering.

If before and between your salesman's visits, Jones received through the mail really good printed matter, he might become more approachable.

There are many concerns who think constant mailings are as much a part of the essence of a salesman's equipment as his price list or sample case. These concerns are not unsuccessful.
S. D. WARREN COMPANY, Boston

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"Making It Easy to Plan Printing."
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