

Uncommon Sense

Straight Talk
BY JOHN BLAKE

THE circuitous talker usually arouses suspicion. The talker who goes straight to the point inspires confidence. Business is organized to save time. There is little chance for the man who wastes it.

In salesmanship it was formerly the custom to begin talking about the weather, continue the conversation with a political discussion, and finally slip in a word or two about the business at hand.

THE old-fashioned salesman appeared to think that he would frighten the prospective customer by asking him to buy anything at the start.

Today, with confidence that he has something to sell the other man needs to buy, he gets down to the subject at hand in the opening sentence.

And if he has the right sort of stuff in him he makes that sentence so interesting that the other man will listen to what he has to say.

Applying for positions nowadays is also a matter where straight talk counts.

Not long ago a young man made repeated visits to an automobile agency, each time finding the head of the establishment busy.

He came back every day for a week. ON THE morning of the eighth day the boss accosted him with: "You've been around here every morning now for a week. You must want something. What is it?"

"A job," said the young man. His persistence, coupled with his directness and brevity, got him the job. Today he is using both persistence and brevity on customers and selling half a dozen cars every week.

It should be borne in mind that every man in business who amounts to anything has traveled the same road that beginners are traveling.

He knows that salesman must sell to live and that applicants will get no jobs for which they do not ask.

If he is approached directly he is more likely to listen than if he is addressed in an apologetic and roundabout fashion.

TIMIDITY is a very poor asset for youth. Being straightforward and fearless when he goes after something is far more likely to get it for him. Particularly will straight, plain speech help him in his start to fortune.

We buy and dismantle
all kinds of plants, large or small, containing iron and steel, fixed prices paid.
Michlovitz & Company
HARRISBURG, PA.

GAS Soldering Furnaces and Appliances
Manufactured by
L. D. Berger Co., 59 N. 2d St.
Bell, Market 211 Keystone, Main 9724

Liberty Bonds
4% Accepted for a Savings Fund Deposit at Par.
Interest on Savings Deposits

National Bank of Commerce
713 Chestnut St.
Nathan T. Powell, President

Delicate fragrance in every leaf.
India Ceylon Old Country Style
Black Mixed

ASCO TEA
1/4-lb pkg 12c
1/2-lb pkg 23c; 1-lb-pkg 45c

In all our Stores
AMERICAN STORES

Come on with a Test!

No truck of similar capacity in the world can touch the new VIM in performance.

This is a big truth for truck users. You will believe us when we prove it. Test a VIM today.

Vim Sales and Service Corp.
Broad and Huntingdon Sts.

The NEW VIM
3/4 TON TRUCK
M. M. M. M.
Lady of

Store Opens 9 A. M. to 5:30 P. M.
For Thursday
This is a wonderful shopping time—at Gimbels.

GIMBEL BROTHERS
MARKET · CHESTNUT · EIGHTH · NINTH

Philadelphia, Wednesday, October 4, 1922
Business greater than ever—with this always before us: A sale that leads to the loss of a friend is a loss, regardless of the money profit.
For Thursday

Two Anniversary Sale Specials in Bedclothing
"Jack Frost" is liable to turn loose chill winds most any minute! Be prepared—
All-Wool Blankets, pair—\$7.95
Plaid. Double-bed size.
All-Wool Comfortables, each—\$5.95
Sateen-covered. We know of no such low price anywhere else for this quality.
—Gimbels, Anniversary Sale, Second floor.

This Series of 80th Anniversary Sales is a Frank Campaign to Extend Our Business and to Express in Exceptional Price Savings, Appreciation to the Public Who Believe This Store Should Grow—and Who Have Kept it Growing.

\$3.50 Drapery Velour
Anniversary Sale-Priced
\$1.98 a yard
Fifty inches wide—most economical width for cutting to advantage.
Extra-heavy—made from two-ply yarn.
Brilliant finish.
And twelve beautiful colors to choose from.
—Gimbels, Anniversary Sale, Upholstery Store, Fifth floor.

Women's Dresses—Perfect Beauties at \$29.75
in the Anniversary Sale
Including the adorable reproduction of a Jenny model pictured—of heavy, rich Canton crepe, with its bands and motifs of velvet ribbon.
Chiffon-velvet afternoon Dresses—in the sale at \$29.75.
Poiret twills in the sale at \$29.75—models for slim mortals; but models of dignity, too, for the woman who wears sizes up to 52.
—Gimbels, Anniversary Sale, Salons of Dress, Third floor.



Women's Coats, Wraps, Capes
—Not copies but reproductions
of the finest Paris models we imported.
Featuring, too, our own importations of Rodier's "Frizelaine," "Baragladine" and "Cloquellier," Rousseau's "French bolivia," And the famous American Fabrics—"Tarquina," "Marvella," "Gerona" and "Panvelaines."
The furs—the trimmings—the colorings—the lines—the treatments—the workmanship—true to the originals, whether Jenny, Lanvin, Molynaux, Patou or Poiret.
Without fur—at \$79.75, \$89.75 and \$125.
With beaver, squirrel, fox, wolf, fitch or skunk—collars—or collars and cuffs—perhaps borders—perhaps panels—Variouly at \$145, \$165, \$195, \$225 and \$295.
—Gimbels, Anniversary Sale, Salons of Dress, Third floor.



Anniversary Sale Specials in Living-Room Bedroom Dining-Room Suites : \$200 Suites : \$200 Suites : \$175
Specially gathered lots of furniture mark this October Anniversary Sale.
Just 36 in the lot.
\$400 to \$450 Black Hair-Filled Living-Room Suites at \$200
Suites are filled with long black hair on pure moss foundation; hand-made on webbed bottoms; webbed backs; all-spring seats, spring cushions, spring backs; coverings of tapstry, outside backs of all pieces covered in the same material. \$200 the suite.
\$200
Fifty \$250 Ten-Piece Dining-Room Suites at \$175
These suites are Italian motif, finely constructed and finished; walnut, with beautiful selected grain walnut veneer fronts and tops. Attractive china closet, closed serving table, artistic dining-room table and set of chairs with leather seats. At \$175 the suite.
\$350 Queen Anne Bedroom Suites, \$200
Only 40 suites in this group.
These suites are of finest construction and finish; 48-inch bureau, large vanity dressing case and chiffonette, full-size bow-end bedstead, finished in American walnut with selected walnut veneer fronts, tops and sides.
\$200
—Gimbels, Anniversary Sale, Sixth floor.

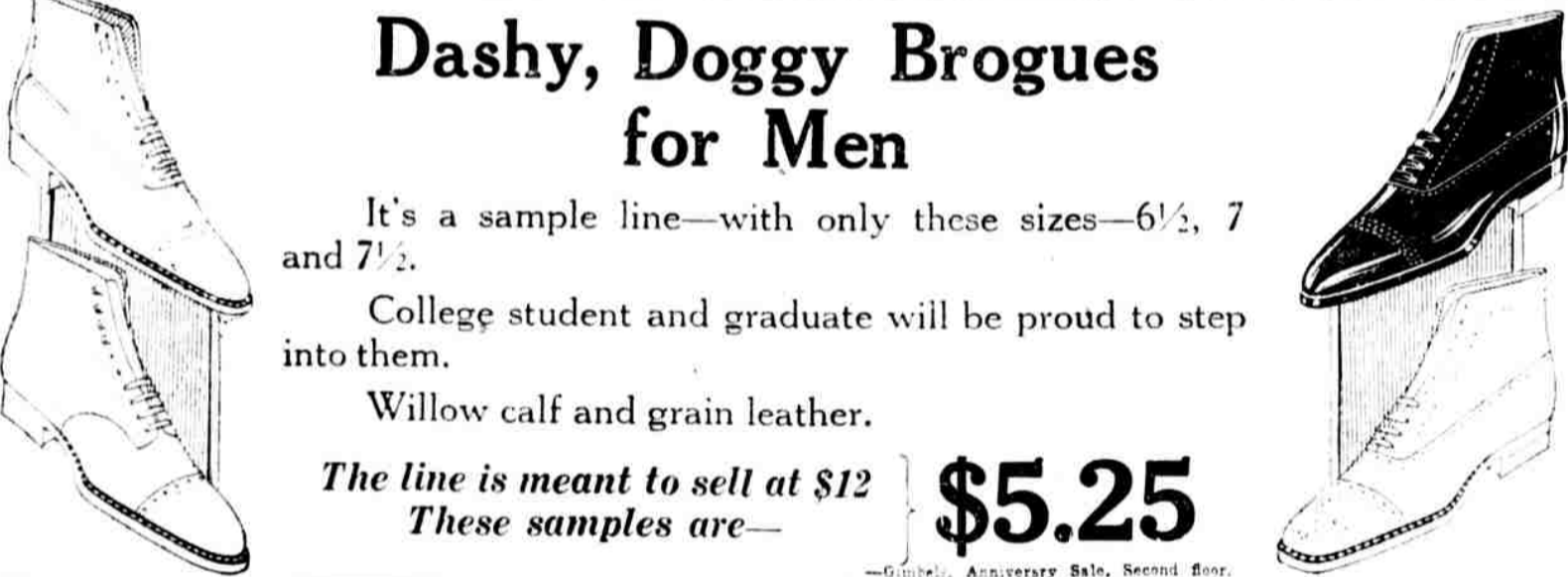




Maker Sold Gimbels This Handsome All-Silk Charmeuse At the Old Lower Prices \$2.68 for Present \$4 Value
A "good-will" lot price-lowered in honor of Gimbels Anniversary.
A rich, smooth-as-cream quality. White, black and about 30 good street and evening shades.
—Gimbels, Anniversary Sale, Silk Salons, Second floor.

Madeira Hand-Embroidered Luncheon Sets 13 Pieces Anniversary Priced \$5.85
Yes, beautiful round-thread linen daintily hand-embroidered in rich solid and eyelet designs, and hand-scalloped. Set consists of centerpiece, 6 plate doilies and 6 tumbler doilies. A gift that will please the bride!
Big Turkish Bath Towels—Heavy spongy quality woven from soft-spun yarns. All-white. Size 22x44. Special, each 38c
—Gimbels, Anniversary Sale, Linen Store, Second floor.

Dashy, Doggy Brogues for Men
It's a sample line—with only these sizes—6 1/2, 7 and 7 1/2.
College student and graduate will be proud to step into them.
Willow calf and grain leather.
The line is meant to sell at \$12
These samples are—**\$5.25**
—Gimbels, Anniversary Sale, Second floor.



Mail and Phone Orders Filled Same Day Received 10,000 cans of 18c new Purity Creamy Corn, at dozen for \$1.30; cases at \$2.58, or half-dozen lots, can at 11c
750 Sugar-Cured Hams, at 25c lb.
St. James Coffee 28c
New Lenox Peas 15c
Tomato Soup 7c
New Mackerel 1.58
Lenox 10-lb. pails, \$2.25 value, at 1.58
White Potatoes 95c
Thin-skin mealy cooking, 50-lb. bushel sacks.
Granulated Sugar Special 6.38
If purchased with \$5 worth or more of groceries, limit 100 lbs. for...
—Gimbels, Pure Food Store, Chestnut Street Annex.

Anniversary Sale Special Women's Silk Stockings \$1.55
Lisle tops and toes—tops tipped in red, lavender or gold.
Black—the best product of a really famous maker.
—Gimbels, Anniversary Sale, First floor.

Subway Store Sale of 1077 Men's Fall and Winter Suits and Overcoats—
Every Suit Has Extra \$15 Regularly \$25
The Famous Gimbel Anniversary Sale brings this Wonderful Opportunity to every Man and Young Man here in Philadelphia. And depend on it—every dollar you spend for clothing in this sale will return big dividends in comfort, appearance and satisfaction!
The Suits—
Include the best desirable and durable materials—cheviots and cassimeres in black, brown, gray and blue. Latest pin stripes and popular herringbones and conservative mixtures.
Your choice of single- or double-breasted models. Complete range of sizes. At \$15.
495 Overcoats—
Single- and double-breasted models. 120 are fall weight coats. 160 are form-fitting and full-back coats in plain and fancy overcoatings. Velvet of self-material collars.
520 are town coats, street ulsters and storm ulsters.
All sizes in each lot. \$25 values at \$15.
Sale of Men's Trousers \$2.95 \$3.95 \$4.95
Value \$4.50 Value \$5.50 Value \$6.50
—Gimbels, Anniversary Sale, Subway Store.



"Thor" Electric Vacuum Cleaner
Regularly \$35
Anniversary Price \$21.95
It is significant of the Anniversary Sale that we can offer such a saving on a dependable standard make cleaner.
Standard in each detail, including a General Electric Motor and a 12-inch suction nozzle. Weighs 9 3/4 lbs.
Guaranteed by the Hurley Machine Co. and Gimbel Brothers
—Gimbels, Anniversary Sale, Fourth floor.

