

Reading for Women and all the Family



HOW TO MAKE YOUR JOB PAY

BY BEATRICE FAIRFAX

"Just what do you mean by that statement, sir?"

Jones stopped and looked in amazement at the customer he was trying to interest in his course on "Salesmanship." He had been halted in the very midst of his sales-talk, the talk he had learned so thoroughly that he could recite it fluently and with oratorical impressiveness even while he was thinking about his coal bill or his need of a new spring suit.

"What do I mean?" asked Jones. "Why, what I said, of course. It is simple, in fact it is quite plain. All life is a game of selling, and the ratio of selling your goods to your prospect is directly as your ability to sell your own personality plus the merit of your goods."

"That is what you said before. What do you mean by it?" persisted the customer.

Again Jones assured him that it was all quite simple and that he meant exactly what he said. And Jones does not suspect that he failed to make a sale because he had never learned how to talk.

Talking is not a matter of reciting glibly a series of interesting statements. Talking is a matter of presenting your statements so they will appeal to the person to whom you are directing them.

When a man asks you to explain and you assure him it is all quite simple, you are inferring that he is not wise enough to comprehend a plain statement of fact. And you are antagonizing by your words instead of making friends through them.

Almost all business is indeed a matter of selling. And the most potent selling force we have is our ability to talk a customer into buying. That means talk just enough to sell him—not enough to bore him! That means talk enough to awaken his interest in your proposition and

Bringing Up Father



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By McManus

not enough to overstate it and make him feel that nothing could be as wonderful as you claim your goods to be. Talk enough to rouse curiosity and provoke investigation—not enough to let your prospect "go stale" on the thing.

To talk well, you must first of all have a pleasant voice that does not rasp or irritate the person to whom it is addressed.

Then you must have something interesting to talk about and a real knowledge of the thing you wish to present.

Furthermore, you must have words in which to dress your subject vividly and vitally. A knowledge of grammar and of that fluent and charming thing, language, is so completely essential that it seems strange everyone does not know how worth while acquiring is a mastery of English.

And, finally, there is a knowledge and understanding of human nature. This means you must study the person to whom you are going to talk and modify your conversation to suit his attitude and interests.

By reading good books, by listening to the conversation of your superiors, and by attending critically to your own talk you will find yourself growing in ability to express yourself.

Never mind how difficult this task

I have set you sounds. You cannot have a job half or even one-tenth as difficult as was that of Demosthenes, the great Athenian orator. Demosthenes stuttered, and yet he became an orator. He betook himself to the seashore. Then he put small pebbles in his mouth and with these to force him to speak slowly and carefully and to work over his enunciation, he talked against the roll and boom of the great waves. When he had learned to bring out his voice so sonorously that it drowned the sea and to speak with such painstaking precision that he could manage his stammering tongue and the pebbles upon it, Demosthenes no longer stuttered. And his fame as an orator has come down the centuries.

Now, why should not you learn to talk!

THE FOUR OF HEARTS

A SERIAL OF YOUTH AND ROMANCE
By VIRGINIA VAN DE WATER

CHAPTER XXIX.
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Mrs. Livingstone was very quiet on the ride from the theater to the Astor. Cynthia—uncertain as to how much of the conversation between herself and Milton had been overheard by her aunt—was vaguely uneasy. Dora chatted on unconsciously of the tense atmosphere.

When the party entered the restaurant Mrs. Livingstone took control of the situation.

"Dora," she ordered, as the waiters drew out the chairs from the table that Gerald had selected, "you sit here. And Mr. Stewart, you sit next to me with Cynthia on the other side of you—between you and her uncle. Milton, you will naturally sit next to Dora."

Mrs. Livingstone shot a reproving glance at her daughter, but had the grace to appear to withdraw from the conversation at that moment.

"Surely," she agreed, with her best society manner. "Where do you wish us to sit, Mr. Stewart?"

"Just as you decide, my dear madam," Gerald said, with a bow. "As you have honored me by putting me by you, it would be ungrateful and ungalant of me to suggest any other arrangement."

Mrs. Livingstone smiled her appreciation of this speech, refusing to see in it anything but a compliment to herself. Again she had carried her point, as her daughter realized when she found herself seated enmeshed between Milton and her mother.

She could not have a word said with Gerald nor with Cynthia. But she would not let this fact spoil her enjoyment of the supper, and she leaned across the table to make a laughing remark to her father.

"You are in luck, father," she commented. "You have next to you the only woman who does not actually belong to you. You might have had either mother or me, and I wish you would throw to an old man like me."

"I predict, nevertheless," her father retorted, teasingly, "that no body will talk to me. Stewart here will monopolize Cynthia, my right-hand neighbor, while Milton will be entirely absorbed in you and will not have a word to throw to an old man like me."

The Mother Speaks Milton assured him, "for I want to consult you about a business proposition made to me to-day."

As he began to converse in a low tone to Mrs. Livingstone, Dora, for the moment left to her mother's mercy. Mrs. Livingstone made the most of her opportunity.

"My dear," she said, in a low tone and with a face so serious that Dora regarded her anxiously, "you really must speak a word of warning to Milton. If this kind of thing goes on there will be very disagreeable gossip."

"What do you mean?" Dora demanded. "Who will gossip?"

"About the fact, for instance, that Milton leaves your side to conduct your cousin to the car," her mother informed her.

"But," Dora giggled at the absurdity of the statement, "how could he help it? Gerald was with me, father, with you—and Cynthia could hardly be expected to come trailing across the sidewalk alone, could she?"

Mrs. Livingstone frowned. "You are as much at fault as Milton," she reproved. "You should not insist upon Gerald's acting as your escort when you are an engaged girl, and he is in love with another woman."

Dora's eyes snapped. "That is a sweeping statement!" she exclaimed. "Your match-making tendencies make you suspect every man you meet of being in love with some girl you know. Gerald is the exception."

"Did I hear my name?" Gerald asked across the table.

His eyes met Dora's, and he saw that something was amiss and tried to change the current of a conversation whose purport he could only suspect.

"I trust you, Mrs. Livingstone," he smiled, "not to say anything against me. Now dear people, let us decide what we are going to eat and drink."

Mrs. Livingstone was so completely a woman of the world that she was able to speak and act as if there had been no passage-at-arms between her daughter and herself, and Dora soon followed her lead.

Gerald turned his attention to Cynthia, hoping in this way to make Dora fancy him ignorant of her perturbation. The others, taking the cut from their temporary host, appeared to ignore any conditions that might threaten to mar the peace and harmony of this so-called pleasure party.

The Group Talks On So the group talked on, as such groups do, each one conscious of an undercurrent of thought, yet each acting as if the topic under

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We took the lead in showing the newest and best style creations—We are maintaining that leadership and an inspection of our offering will amply convince you of this.

For A Shiny Nose And Bad Complexion

Paris—Famous actresses owe their beautiful complexion to the following French Beauty Recipe: Wash your face with buttermilk and rub in a teaspoonful of Creme Tokalon Roseated. Wipe the face dry and apply Poudre Fascination—a very fine complexion powder prepared especially for shiny noses and bad complexion. Roseated cream is different from all others. Complexion blemishes are banished and surprising results produced after a single application in many instances. Success guaranteed or money back. Supplied at any good toilet counter. Others: Gorgas, Kennedy's Croil Keller's Dives, Pomeroy and Stewart's, Bowman & Co.

Cats Whooping-It Up; Post Quarantine Signs

Fremont, O.—Physicians here are investigating the report made by A. W. Haaser, sanitary policeman in charge of tacking up whooping cough signs, that pet family cats have been found "whooping it up" and are suffering from the malady in the same manner that it affects the children.

If this is found to be true, the physicians will investigate the probability of a cat carrying whooping cough from one child to another.

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GROCERS REITERATE CLAIM

The meeting of the committee of twenty grocers opposed to the cash and carry system last night drew forth a repetition of their statement that the cash and carry system is merely a means of unfairly attracting customers. They repeat that they do not object to the cash and carry system as such, but merely to the maltreatment of the practice, wherein they allege some grocers sell certain goods below cost as a bait to attract trade to sell other commodities at an unfair profit.

NO COLLECTION FOR BAD DEBT

Steve Gustovitch, who says he lives in Steelton, was committed to jail last night. Gustovitch escorted a young lady home. On the way he loaned her some money. One of the boarders kicked him out, and Gustovitch went to the police for first-aid to the pocketbook. When the police refused to act as a collection agency he "cussed" until he was locked up for the night.

DandyLine Specials

All Gray Kid Boot Leather Louis Heel Goodyear welt, 9-inch tops; all sizes, \$6.50

Same in Brown except 8 1/2-inch top, \$5.00

These are all Leather Shoe, and are made in Harrisburg.

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Suits at 19.75 to 23.75	Suits at 24.75	Suits at 27.75 to 75.00
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In all-wool mannish serge—and poplin—also tweeds—silk lined, splendid, dressy and sport models—all sizes and colors.

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11.75 to 19.75 to 39.75

Ladies Bazaar Values All.

Splendid New Skirts

Are here in greater variety than we have ever shown before, and greater values too—All Sizes and Colors.

All Wool Poplin	3.49
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Striped Satins	6.75
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Baronette Cloth	16.75
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Silk Poplin	
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Wonderful Easter Blouse Values

Special Blouses Striped Voile and Tub Silks 1.95

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Colors, Flesh and White

Incomparable Values All

Special Blouses Georgette, Satin and Crepe de Chine 4.75

Hand-embroidered and beaded—values, \$5.00 to \$6.50

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Ladies Bazaar

8-10-12 S. FOURTH ST.

Harrisburg's Garment Institution