

Practical Hints on Advertising.

By CHARLES AUSTIN BATES, New York.

A writer in the *Men's Outfitter* publishes an article in which he purports to give the experience of a successful business man. He asks the business man whether a man, being perfectly honest, can get rich in business.

Then he makes the business man say :

"When I first started in business I fixed up a motto like this: 'Justice; I accord it to all men and exact it of them.' Very good. A lot of men came in and bought things, man fashion, and went out, and I said to myself: This is easy—doing business, just like Sunday-School. By and by I noticed a whole lot of other men who wouldn't do business that way, and I found I wanted their trade too—I needed it. So then I began to reflect that there are two sides to a bargain, and perhaps the buyer has as much right as the seller to say how the trade shall be conducted. After that I began to let them dictate. I began to take lessons in the 'art of doing business.' My motto would work all right on the first class, but they were so few you could handle them all yourself—you wouldn't want any clerks hardly. And the other class was so large and had so many ways of wanting to trade that it took me a long time to learn their whims.

"One man has to be petted and flattered, so I call him colonel—because he is a captain in a high-toned organization. Another comes in and he wants to buy everything a little cheaper than anybody else; can't help it, he was born that way and seems to consider it a right of his, a prerogative. Well, I ask him a little more to commence with and give him a chance to haggle. Another has a notion that everything must be made for him; and although I have a silk hat in stock that fits him and suits him in every way, he says, 'No, you must make me one on my block.' So I set that hat aside and made it for him. I try to suit them all. So now, I've got another motto, but I don't hang it up on the wall, and I hope it is a righteous motto too. It reads like this:

"'I'll treat you honest as long as you'll treat me—and a little mite longer. But not much.'"

I guess there's some human nature in this. Just the same, it's painted with a little too broad a brush to "gibe" with the facts. Diplomacy is necessary

in business. But diplomacy doesn't necessarily mean dishonesty. It isn't dishonesty to call the conceited man "Colonel" when he comes into your store any more than it is honesty to call him an infernal scoundrel and refuse to sell him goods because you don't like him and he doesn't belong to the same church. Every business man has to learn to be tolerant of all the little oddities and vanities of human nature. But in this day and age I'm sure more men make a success by marking the prices on their goods in plain figures and sticking to them than do so by following the old plan of haggling with the customer over the price.

Of course, it depends to some extent on where you are doing business. At the county fairs in Ireland a farmer will bring his pig to the fair to sell it. Another farmer will come along and want to buy it. The two will start in and haggle over the price of that pig. They'll start in early Tuesday morning, and with intervals for drinks, they'll still be arguing and haggling at 6 p.m. Tuesday afternoon. To hear them you'd imagine they were fighting instead of driving a bargain.

Now, this way of doing business may be all right for the country districts in Ireland. If J.G.S. had a pig for sale and took it to an Irish fair for the purpose of selling it he would probably make a great mistake by labelling it at the outset with the lowest figure he was willing to take, and then sticking to that figure. It's quite possible that the pig might die of old age before he managed to sell it. However, if other men imitated him and kept coming to the fair and labeling their pigs with the bottom price at the outset, and this was kept up, eventually the country Irishman might see the saving in the matter of time, breath, profanity, drinks and lies, and adopt the one-price plan.

That's exactly what has happened in this country. In backwoods sections there may still be a few people who aren't educated up to the one-price plan of doing business, and who prefer to buy their goods on the country-fair plan, but they are few and far between. Most Americans live in a hurry. To haggle over the price of anything is a waste of time. That is really the biggest question at issue. The one-price-in-plain figures plan, saves time, and time is money, and money is what Americans are after.

"J.G.S." writes a very entertaining

little story that rather tickles one's funny bone. But when you get right down to business, the merchant who does business on the "haggle" plan in America at this time is a chump, pure and simple. He's hopelessly behind the times.

The little anecdote about making the hat is very amusing, but the merchant who takes it for a guide and tries to practice it, has a moral cinch on eventual bankruptcy. It is a mistake to imagine that your customers are chumps. Try to fool them by selling them ready made silk hats on the pretence that they're made to order, and eventually one and then another and then many of these customers will find that you've been fooling them, and they'll take a whole lot of customers, whom you've possibly treated squarely along with them.

"J.G.S." writes a good funny story, but I hope that none of the readers of the *Men's Outfitter* will be sufficiently foolish to try to do business upon the plan that his stories lead to.

Be honest about your goods and your methods of doing business—be just as diplomatic as you please in your treatment of a customer.

Balsams and Resins Used In Perfumery.

By A. M. GARNER.

Specially translated for the *Soapmaker and Perfumer*.

TOLU.—This is attributed to several trees, but some of the names about to be given may belong to the same tree. The following names are quoted by different authorities: *Myrospermum toluiferum*, *Toluiferum balsamum*, *Myroxylon toluiferum*, and *Myroxylon Pareirae*. The tolu tree of northern South America is a large leguminous tree, and is specially cultivated at Tolu, near Carthage. The balsam runs from incisions in the bark and is caught in cups made of the black native wax. It hardens very rapidly. It is of a golden yellow or reddish brown color, and is distinguished from Peru balsam by softening much more easily when heated. The specific gravity of Tolu balsam is about 1.15, and it has an agreeable smell. Water removes a little of its odor and some of its benzoic acid. It is completely soluble in the cold in acetic acid, alcohol, chloroform, or caustic potash and acetone, and imperfectly in ether. In petroleum ether, benzole or bisulphide of carbon it is insoluble.

Brazilian tolu is softer and more sticky than Carthage tolu, which only melts