

their objection to allowing general dealers who carry no stock, to sell watches from list or sample, thus making a vexatious opposition for many persons, but this is fast being remedied by the wholesalers.

Within recent times watchmakers have had four controllable grievances. First, the supplying of city dealers at lower rates than country dealers, thus enabling the city men to flood the country with catalogues and lists, at prices which the country dealer could not afford to sell at, on account of his paying more for his goods. This has been remedied by the Manufacturers' Association. Country and city dealers are now on the same footing so far as the cost of watches is concerned. Second, the selling by jobbers at retail to outside dealers, who sell from list or sample, carrying no stock. This is being remedied by the Jobbers Association. Third, the bringing in of watches by private parties from the U. S., for the use of themselves or their friends, avoiding the duty. And now, Mr. Editor, let me digress so far as to say, that you would be doing the trade generally a great favor if you would fully explain the law on this point. Many citizens and indeed many jewelers themselves believe that this kind of smuggling is within the law. If so, we can only "grin and bear it," but, if, as I believe, it is contrary to the law, the watchmakers have the remedy in their own hands. Let any one interested bring a few cases to justice and the evil will be considerably lessened. Fourth, the spirit of hostility among watchmakers in the same town and section. That spirit which causes one to run down a purchase made elsewhere, and name a sum, as its value, about the wholesale cost, simply because it was bought at the opposition store; that spirit which causes them to cut an article to the cost to take a sale from the other man. Many are not guilty in this respect, but I ask, Mr. Editor, is there a single watchmaker who does not know of such things being done? The remedy for this lies in strangling that spirit. Let the watchmakers and dealers in each district come together and agree on a general price list for all staple articles, and let every one abide by it to the letter. Should any refuse to accept this list, "boycott" him by informing the wholesale trader of the fact. The price list should be a fair one between dealer and consumer, and, I believe, there is not a wholesale firm in the Dominion who

would not willingly back up the district against the individual in such a cause. Should, however, any wholesale firm refuse, "boycott" that firm by all refusing to patronize them. This plan would very soon bring any dissenting dealer into line. For this and all general purposes section associations would be more advantageous than a large general association, but space won't admit of my naming reasons in detail.

My object in this letter, Mr. Editor, is to bring the whole matter under discussion, with the hope that the result will be a broad comprehensive scheme, acceptable to the Manufacturers' Association and conducive to the welfare of the trade. The necessity exists and the watchmakers can formulate such a scheme. Will they?

Yours truly,
EQUITY.

Selected Matter.

THE SCIENTIFIC SALESMAN.

Fine salesmanship requires brains. The mere art of selling goods is simple enough, but the knowledge of moving large quantities, of understanding how to deal with customers, to make them feel well disposed, to retain this feeling and continue their patronage, is as much a science as any taught by scholars or studied by students.

In the first place, true salesmanship requires a keen and ready insight into human nature. There are no two men alike and each one of us has peculiarities. It is necessary to study these peculiarities. One is jovial and hearty, and wants to be treated in the same spirit. Another is quiet and dignified, and must be handled with gloves. A third likes to chat and cannot be hurried, while his neighbor may be short and quick in his manner and anxious to get through. Some need to be treated to lead them into a buying mood, while others would take such an offer as a signal insult. Hence, the salesman must be thoroughly acquainted with all his customers, must know their peculiarities, and treat each in such a way that he will feel well disposed towards the salesman. The personal characteristics of a salesman, of course, constitute an important element. Some men possess the knack of making themselves popular, and popularity is one

of the essentials in the science of selling goods.

One of the most important aids towards the sale of goods is sincerity. Let the buyer be convinced that he is being dealt with in a fair and honest way, and he will not hesitate to buy liberally if he is in a mood to buy; if he can be got to accept the recommendation of the salesman on one article, he will most likely accept it on others; but let there be a suspicion of trickery or underhand work, and he will be strongly influenced to keep aloof.

A conversation with a most successful dry goods salesman in this city brought out some points that are worthy of mention. An evident desire to help the buyer in selecting goods, and pointing out the best patterns, goes a long way. "After two or three well posted men in the trade have looked through my line," remarked the salesman referred to, "I can pretty well see which are going to be the popular styles, and I give subsequent buyers the advantage of the first selections, and truthfully inform them that such and such patterns are taking. The result is that they obtain goods that move more readily; they sell them and re-order, a superstition arises that there is luck in the goods, and they always remember me, and give me a hearty welcome and a good order." Nothing will so disgust a man as to see styles grow old upon his hands, and nothing will so hinder the chances of the man who sold them in subsequent transactions. Hence, sincerity and an honest lookout for the welfare of customers are not only necessary to accomplish sales, but also the best policy in the long run. The dealer who has once been "stuck" and discovers it, as it will not take him long to do, never forgives the one who has sold him the goods, and so the one lucky sale may prove the last.

A wise salesman will never enter into an argument with a customer, be it on religion, politics, or any other subject. If you disagree at the start, you are very sure to disagree just as much at the finish, and usually stir up considerable excitement and some feeling of animosity, with nothing to show for it. The safe plan is to steer clear of all forms of controversy.

A few words of advice once given by an older brother to a young man just about to start out on the road are well worthy of repetition here, and, we fancy, should apply in the main to the young salesman behind the retail counter as