



THE DUEBER HERALD

THE ADVOCATE OF HONEST BUSINESS METHODS.

DEVOTED TO THE RETAIL JEWELRY TRADE.

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TWO QUESTIONS AND A THOUGHT.

Put on your Thinking Cap.

Why do the management of the Dueber-Hampden Works so persistently and so doggedly urge investigation of all their claims?

And why is it that they break the general rule and persistently and doggedly urge a study of the watch situation, instead of scattering broadcast a few high-flown sentences and letting it go at that?

Can you answer the questions?

1

The Dueber-Hampden Works are the largest, best-appointed watch manufacturing plant in the world.

2

The Dueber-Hampden Works have exposed and defeated practically every abuse in the watch industry, and are the successful champions of Honesty in watchmaking.

3

The Dueber-Hampden Works are the only watch manufacturing plant in America producing a complete watch (movement and case).

4

The product of the Dueber-Hampden Works is absolutely peerless.

NEW LIGHT ON AN OLD MAXIM.

"Give the people what they ask for" is, if judiciously applied, an excellent business maxim; but it is bad and unsound business policy if obeyed implicitly and carried to extremes.

The man who asks for cheese, does not want to be sold butter. But there may be two kinds of cheese; and if the customer asks for the inferior brand, it is the dealer's business to suggest that there is a better one, on the chance that the customer may not be aware of it.

The man who walks into your store and asks for a certain article, calling it by name, does so because, in all likelihood, he has somehow become impressed with what he believes to be that particular article's merit. He believes it to be a good article. He buys it on faith.

Then is your time to talk.

If you have reason to think that your customer requests that particular article because he is ignorant of the existence of a better one, inform him. If there is none better, close the sale at once and tell him he's buying the best.

To sell an inferior article, simply because it is called for, without attempting to enlighten your customer, means, that if the purchase proves unsatisfactory, you get all the blame; on the other hand, to sell on the strength of urgent recommendation, what you know to be a superior brand, though an inferior brand was requested, will invariably result in a satisfied customer and win for you the customers complete faith and confidence.

The dealer's duty to himself and to his customers does not begin and end with the operation of making a sale. He must make a profitable sale for himself and a profitable purchase for his customer.

Therefore, let the dealer be posted on all the goods he sells.

"PRETTY GOOD, IS IT NOT?"

Cazenovia, N. Y.

Dueber-Hampden Watch Co., Canton, O.
Gentlemen: Some time ago I wrote you of the good performance of one of your watches. I send you the rate for a week as kept by the owner, who is depot agent of the E. C. & M. R. R. at this place. I asked him to compare it with the telegraphed time each day and note the rate. The variation is scarcely perceptible.

Pretty good, is it not?

Yours,

J. W. HULL.

Horologist and Optician.

"CANNOT BE BEATEN."

Cumberland Valley R. R.

I am engine house foreman at White Hall Station. Have been carrying one of your railway movements in one of your fine gold-filled cases. It has not been further than eight seconds away from the correct time and cannot be beaten by any watch made.

W. H. WISE.

"Would not be without them."

Chicago, Ill.

My "pard" and I carry on our engine Dueber-Hampden 17-jewel watches Nos. 709,346 and 857,004. We are very much pleased with them, and can safely say we are always on the dot. They give the best of satisfaction and we would not be without them.

J. F. JORDAN.

W. H. CRAWFORD.

ANOTHER RECOMMENDATION.

Dayton, O.

I am an engineer on the C., H. & D. R. R. I have used one of your best Hampden watches for the last ten years, and it has given me the best of satisfaction. I would recommend it to any railroad man for keeping good time.

CHRIS. L. SWIFTMAN.

"THE FINEST IN THE WORLD."

Cumberland Md.

I am conductor on the B. & O. R. R. It is a question of seconds with the Dueber-Hampden watches, for the one I have got is one of the finest in the world.

J. R. FISHER.

WILLIAM ALLEN YOUNG, Sole Canadian Wholesale Agent
Dueber-Hampden Watches,
393 Richmond Street, LONDON, Ontario.