

He spent a week going the rounds before placing his little order, and afterwards was sure he could have done better somewhere else. This is not a profitable customer, for he consumes too much time and gives too much trouble, by his vacillating indecision.

Then there is the nervous, impulsive buyer who is "business" all through. He comes in with a bustle and rush, is in a great hurry to get away, must catch a train and conveys the impression that the business of the universe is dependent upon his movements. "Show me something new" is his cry as he rushes from house to house, and he will not waste time looking at things he has seen before. He buys sparingly, but finds out everything so he can send orders as he wants more goods. Wherever he goes, he is lively, brisk, sharp and always in a hurry, so that when he departs he leaves an impression that a small sized cyclone has passed through the store. This buyer is a desirable customer, gives little trouble, pays his paper promptly at maturity and is counted as good for all he will buy. His greatest fault is that he doesn't stop long enough to let any one get acquainted with him.

The pompous, self-sufficient, hypercritical buyer is one that salesmen do not care to be brought in contact with. Indeed, he always asks for the head of the firm and doesn't feel quite satisfied unless he is waited upon by that personage. His principal business seems to be to impress upon every one a due sense of his importance, the buying of goods being a secondary consideration. The fact that he is an alderman in the flourishing village Quohog he conceives to be something worthy of national recognition, and he feels quite flattered if his political influence is alluded to. He knows all about the jewelry business; no one can teach him anything; the goods shown are tolerable but not up to his standard, if he were a manufacturer he would make goods that were attractive—something artistic and elegant; he questions the quality and workmanship of everything, objecting to this ornamentation and to that decoration, finding fault with what ever is shown him, and wondering if he hadn't better look further before ordering. The great "I" and the little "u" figure conspicuously in his conversation, and he wants everybody to understand that he is conferring a great favor on the firm by accepting credit from it. He expects to

be invited out to lunch, to have a bottle of champagne opened in his honor, and to be regaled with a good cigar after it—toothpicks he will provide himself. Such a buyer is a standing subject for bad jokes among salesmen, and if they ever see an opportunity for punneturing his pomposity they are very sure to avail themselves of it. He is, notwithstanding his manners, a very good customer to have on one's books; he buys with a fair degree of liberality, and his self love impels him to take care of his paper with commendable promptitude.

Then there is the hail-fellow-well-met buyer. He is always jolly and good-natured, is well posted on sporting events and news of the day, rejoices in a good joke, laughs appreciatively at bad puns, is a good feeder, enjoys a good cigar, and if you ask him out to lunch will not be happy unless he is permitted to spend as much as you do. He generally has good taste and buys judiciously, making his selections of goods between stories and jokes, takes suggestions kindly, asks advice unhesitatingly, buys what he wants and no more, is up to all the tricks of the trade and can't be caught napping; he is a man of good business principles, abhors meanness, has some fixed prejudices regarding men and things which he expresses vigorously. He buys early in the day so he can go to Coney Island in the afternoon or the theatre in the evening, but his motto is "business before pleasure;" he has come for business but don't object to the pleasure. Fall in with his ways and he is a good customer, but his ways do not savor of the Sunday School in the least, he is of the world worldly, hating cant and hypocrisy, and nothing pleases him better than to spend a jolly evening with half a dozen jolly fellows, not in debauchery, but in having a pleasant social time. Salesmen always like these customers, and the head of the firm seldom has occasion to regret courtesies shown them, for they are usually good business men and take care of their creditors.

The very precise buyer, who knows just what he wants before he leaves home, and has his memoranda all made out, buys promptly and gets through quickly, is a desirable customer. He is all business and does not waste time doing it. He is well posted as to manufacturers and jobbers, and knows just where to go to get what he wants. It is useless to urge him to buy what he doesn't want,

for he will put you aside in an emphatic but not impolite manner. He doesn't know what a joke is, and one would as soon think of fooling with the business end of a wasp as to play a practical joke on him. He wants every courtesy or advantage that other buyers have, but no favors. He will decline the lunch tendered him, preferring to be under obligations to no one, paying his way and being wholly independent. He is proud of the fact that he pays his bills promptly and is respected in his own community. The only objection to him is that he is too intent on getting rich; he is "business" all through day and night, and does not know what it is to have a holiday, and never gives his mind a rest. He is one of the kind that will be old at fifty and either rich or bankrupt before that time.

It takes all kinds of men to make up jewelry trade as well as the world, and the hasty sketch we have given of a few types is only an illustration of the various characters to be met in Maiden Lane daily. We don't know that there is any particular moral to be drawn from this glimpse at the peculiarities of buyers, but will conclude by advising all who desire to purchase goods to first understand their market, learn what they can sell to advantage, then buy it at the best market rates.—*Exchange*.

POLITENESS.

Politeness is one of the cheapest things a man can deal in. It costs nothing to be pleasant and cordial, or to extend agreeable courtesies to our fellow pilgrims in this world of work and worry. It is just as easy to greet a person with a pleasant "good morning" and a smile as with a surly grunt and a scowling countenance, and it is certainly much more agreeable to him who receives it. Politeness and courtesy are twice blessed, like charity, blessing him who receives and him who gives, for no man can be pleasant and cordial with others and surly and cross with himself. Therefore it pays to be good natured, cordial and polite. But there are men in the trade who seem to think the reverse of this is true, and take pleasure in cultivating an abrupt, coarse, cross manner, and displaying it on all possible occasions. Travelers for jewelry houses often meet with great discourtesy at the hands of the dealers whom they are striving to serve. There are several kinds of men who thus cultivate their