

secure their proper names and addresses, so that any one can write them with reference to our machines.

By a plain statement of these facts, you at once interest the farmer and open the way for a sale, when—if not closed at the time—you leave with him a catalogue, secure his promise not to purchase until he has examined your sample machine, and, taking his name and address, leave him until you make your next canvassing trip through his territory.

The Successful Salesman

Is not always the ready and fluent talker, but more frequently the patient and persistent agent who has ready proofs to make good his assertions. He generally closes the season's business with the largest number of sales.

The Successful Way.

When spring fairly opens, and farmers are