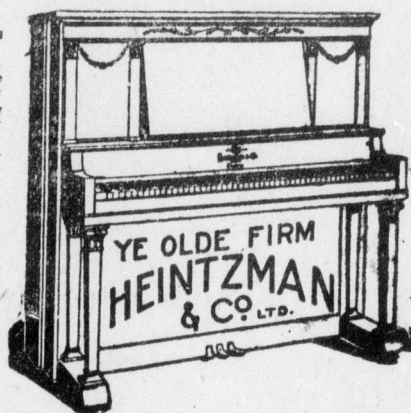


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With what a great amount of pride can one say when your friends are visiting your home. Yes it is a genuine Ye Olde Firm Heintzman.

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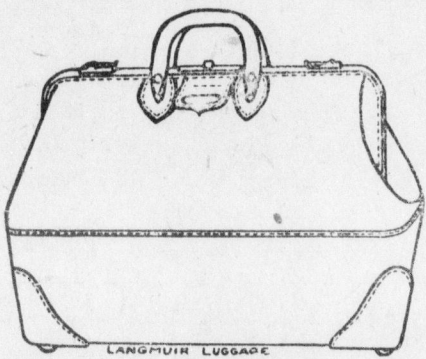
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(Continued from page 1)

also its whims must be taken into consideration. The dealer should know the amount of business that he may reasonably expect in his territory and buy accordingly. The knowledge of the number of people will also be found to be necessary. A careful checking up of all competitors is advisable so that the dealer will know when a new one springs into existence or an old one drops out of the running. As a volume of business which can be expected is governed by the amount of competition and changes in competition whether an increase or a decrease will have its effect upon the amount of merchandise necessary. The whims of the community can only be determined by observation and the dealer should be aware of them.

Knowing your financial condition, do not buy more than you are paying for at a time the bills fall due. Pay cash when possible and so receive the advantage of any discount.

Beware particularly of the salesman who allows 90 days or more to pay, such opportunities often offer temptations to over-buy, if the stock should not turn over as quickly as expected the dealer often finds himself in an embarrassing predicament and often money is spent for other merchandise without a thought of the bill coming due, with the result that the dealer finds himself short when the bill must be paid. Some dealers make a habit not to purchase anything unless it is paid for in cash. Though this may seem drastic and may in many cases retard expansion, this practice may well be followed. Purchase only from reliable jobbing houses because they will stand back of their goods. The fly-by-night salesman states that his low prices are due to the buying out of bankrupt concerns. This should start a train of thought in the minds of prospective purchasers as bankrupts is often due to the lack of capital which is tied up in stock which will not sell and had been gathering dust on other shelves and will do the same on yours. As the profits on any dozen items are generally tied up in the last 4 items and a few dozen dust catchers is a bad buy at any price or on any terms. There is only one kind of merchandise to buy and this is the advertised product.

J. W. STOWE.

A Boston man who was spending his vacation in a small town in Eastern Maine entered the local barber shop for a shave.

As the barber worked he made several slips of the razor, and at each of these occasions he would paste a small piece of paper over the cut to stop the bleeding.

When he finally got through the man passed him a dollar, and as the barber started for the change remarked: "Keep the change. It is worth a dollar to be shaved by so gifted a man. Why man, you are a barber, a butcher, and a paper-hanger."

I know a guy who gets my goat (I'd lick him if I could);
Whenever he sees me eating
He blats out: "That sounds good!"
Ex.

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An orator is a man who can say an undisputed thing with enough enthusiasm to make it seem novel and thrilling.

Dedicated

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