

make certain that theirs will show up different from any other in the papers. If others use light faced type you should use heavy, and *vice-versa*; this will always make your matter stand out from the rest on a large page, and the chances are that on account of its different appearance it will be more attractive and therefore more widely read.

(d). *Change your matter with every issue of the paper.* Some merchants seem to think that one form of advertisement a year is about all that is necessary to make their business ay. They write out a new advertisement in the spring and this goes into the papers week in and week out, until probably the Christmas trade forces them to make a splurge. It is then changed for a holiday advertisement, and this is often allowed to run on till the returning spring stirs their *turgid* blood sufficiently to make them think of something new. We have often seen a special sale of Christmas goods advertised in February or March of the next year, and most absurd it looked. Now this was money thrown away, but it is no worse than many of the advertisements that we see from one year's end to the other, and which might as well be left out for any good that they do. Good, live, successful advertisers always change their matter as often and as thoroughly as possible, their reason simply being that if not changed the people get so used to seeing it that they cease to take any interest in it, and therefore it does them no good. If you want your advertisements to pay you back your money, change them often, and make them as different as you possibly can, both in matter and appearance.

(e). Last, but not least, advertise in a good live paper that has a good circulation amongst the very people you want to reach. It would be folly for any dealer in a small backwoods village to advertise his business in any city papers, simply because the paper would not be seen by his customers, and the money would be thrown away, as far he was concerned. Our advice to every one of our readers is to find out what papers will suit them the best, by circulating amongst the largest number of their customers, and then spend their money in accordance with the rules we have indicated above.

In conclusion we need say but little as to the necessity of advertising. Every-

one now acknowledges it to be one of the greatest helps that a merchant can have in any business, and we think that the writer in the "old book" must have had something like this in his mind's eye when he wrote: "There is that which scattereth and yet increaseth, and there is, that withholdeth more than is meet, and it tendeth to poverty." If not intended for modern advertising, it is at least true of it. If it is worth doing at all, it is worth doing well.

WHAT IS A GOOD SALESMAN ?

In this age of strong competition, every legitimate help to gain and retain customers has to be resorted to. While there are many things in a merchant's business that act as good helps in this direction, we know of none more useful than good salesmen in one's warehouse. The difference between a good and a poor salesman is so marked in the way in which it affects a business, that we wonder that any merchant ever wastes money on poor or incompetent employees. The fact is that a good salesman builds up, while a poor salesman destroys, a business, and though there may be a great difference in the salaries paid to them, we think it will be conceded by all thinking merchants that the real difference in value can hardly be estimated in dollars and cents. A poor or dis-obliging salesman is dear at any price, simply because, although he may perform the duties assigned to him, he does not attract new customers or hold the good will of those already made. The smart, obliging salesman, on the contrary, is invaluable, because he takes a live interest in his employer's business and strives in every way to further its success, well knowing that his employer's success will lead to his own advancement.

A good salesman is always an obliging one; he meets his customers with a good natured smile, and while expressing his pleasure at seeing them, manages to interlard his conversation with business enough to keep his hands busily employed.

A good salesman can invariably call his regular customers by name, a faculty which is always well received and adds much to his popularity. To strangers he is particularly attentive, well-knowing that on the first impressions made very much of their after custom depends. He is always polite, but never offensively so, and generally manages to retain the good

will of his customers without sacrificing the interests of his employer.

A good salesman is always obliging to customers whether rich or poor, and he serves the ten cent customer with as much politeness as he does the fifty dollar one. Rich or poor it apparently makes no difference to him. It is no trouble to him to show goods, in fact he rather seems to like what often seems to be such a disagreeable task to some salesmen. After selling a customer what they ask for, he invariably directs their attention to the new goods that his employer has for sale, well knowing that if not wanted at present, the time may soon come when they will be in demand, and it is well to keep his customer posted in the goods that they have to sell. This easy, imperceptible way of advertising new goods and pressing customers to buy them, although it does not always succeed at the time, is invariably successful in the long run.

A good salesman never loses his temper no matter how difficult a customer is to handle. He has had experience enough about human nature to know that when once a salesman offends a customer he is twice as difficult to sell to, and that the better humor he can keep in the more goods he can sell, and the easier he can sell them. A sullen or bad tempered salesman is a poor help to a good live business.

A good salesman is never idle. If he has any time to spare he devotes it to getting his stock fixed up and ready for coming sales. A good salesman never has any loafing time, he always finds something to turn his hand to, and having found it, he does it with all his might. His employer's interests are his, and he devotes the whole of his energies to further his employer's business. He takes a pride in his employer's prosperity, and guards his employer's honor as if it were his own. When he makes a promise to a customer he does his level best and leaves no stone unturned to see that it is faithfully carried out. He is faithful in small things as in large things, and studies what is best for the business before his own convenience.

A good salesman is always a sober man. If he uses intoxicating liquors at all, it is so moderately as never to interfere with his business. He well knows that liquor drinking is not conducive to good business habits, and that the less he inclines that way the more competent