

The New Era

serious, high-grade standpoint is constantly seeking instruction of a meritorious nature — new ways and methods. He does not want stories of road life veneered in the coarsest slang, all tending to assign to him a serio-comic role.

What the world of salesmanship wants is educated enthusiasm. The purest of king's English will secure an audience and hold attention for the salesman anywhere, while slang and short cuts of speech often excite distrust and offend the ear of the truly refined. The field is ripe for educated salesmen,— the sort that refuse to give their customers credit for knowing more about their business than they know themselves,— salesmen who can go out and put up a selling-talk that is earnest, logical, and clean-cut from the time they strike one to the time the train carries them to the next with their pockets full of orders.

The question of handling a customer in making a sale is naturally a local issue to some extent, as merchants in widely separated localities conduct their business according to the usages of their particular sections.

It is also true that dealers in small towns require different tactics from the large city merchant, but no matter what the condition may be, the old saying, "Business is business," holds true pretty much the world over.