A MACHINERY SALESMAN'S "METHOD."

"Scrutator" tells the readers of the Iron Trade Review something of his shrewd methods of thinking and acting:

"I was in an Ohio town recently, trying to sell machinery (they do the sort of thing about to be described, as well as some others, very neatly in Ohio, anyhow); and one man took a great interest in my story and sent for samples of all his work, to see what could be done with them on my machinery. At least that was the inference; but the conversation was soon switched around to methods of doing the work, in a general way. My machine was mentioned often enough to make matters interesting, and the man kept me there over an hour, getting the benefit of what I happe ed to know about the detail of manu.a...u ing his kind of goods.

He didn't say he wanted any of my machinery, and he didn't say he didn't, either. I suppose he was afraid that if he said he didn't want any, I would go out, and then he wouldn't find out anything more of what I knew about his work; but if he had known, he needn't have been in the least alarmed, as I meant to stay and answer questions as long as he wished.

In the first place I was so struck with the clever way in which he conducted the conversation, that I would have stayed and told him all I knew out of pure admiration for his diplomacy. I knew that he didn't want any of my machinery, and still I enjoyed giving him free information.

Now, why did I give so much of my time, or, more strictly speaking, the time of the concern by which I am employed, to this man, particularly when there were several other concerns that I wanted to call on that afternoon, and get out of town by evening?

I said above that I enjoyed it, which is true; but, being employed by a manufacturing company, I should not have felt justified in squandering any time simply for my own pleasure. But here is the point: A man who is sharp enough to get out of me for nothing what he would need to pay good wages to a man for otherwise, is also sharp enough to know a good thing when he sees it. My machinery is a good thing; and if I can give him some good ideas regarding his work in a general way, he is more apt to believe what I tell him about my machinery. He is also, to a certain extent, under obligations to me for the information given, and no one likes to be under obligations to another (the exceptions to this are not worth considering).

This man will "get even" with me somehow and some time, even if he does it unconsciously. Some time, when he wants some new machinery, he will say to himself (perhaps still unconsciously): "Now, there is 'Scrutator;' he seems to understand this business pretty well. I have never seen any of his machinery, it is true, but I will take my chances on it sooner than on some that is sold by that other fellow, who doesn't seem to know anything about manufacturing, anyhow, or if he does, he won't tell." Or, if some one should chance to ask him what he knows about "Scrutator's" machinery, wouldn't he be likely to say something like this:

"I never saw any of his machinery; but I have seen him, and he seems to know his business, and isn't afraid to tell what he knows. So I guess you will be safe in dealing with him."

This is not mere theory; I have had it work just like this before, and I am not sorry that I gave the man the time and the information.—Scrutator.

—"Sometimes," said Uncle Eben, "er young man dat hab a lot o' push makes de mistake ob applyin' it all ter de bicycle ob pleasure 'stid o' savin' some foh de wheel-barrow ob necessity."—Washington Star.

AN ATTEMPTED WRONG.

Some parties got a deserved rebuke from the bench at Hull, last Saturday, in a case where a man sued an insurance company.

Judgment was rendered in the Superior Court by Judge Gill, dismissing with costs, the action taken by George Johnston against the Imperial Insurance Co. The plaintiff claimed the sum of $1,800 as the amount of a policy upon his stock of boots and shoes, which was destroyed by fire at Maniwaki on the night of the eighth of December last. The company pleaded false representations on the part of the plaintiff as to the quantity and value of the goods insured, and also a fraudulent and exaggerated claim for the loss. The learned judge, in commenting upon the case, was particularly severe in his references to the plaintiff and his brother-in-law and associate, Mark Faulkner. These people, he said, made affidavits that Johnston had purchased stock to the value of $2,400; but when they came to be cross-examined their evidence was most unsatisfactory. Faulkner could not tell how much he had sold to Johnston, and Johnston pretended that the money to make these payments had been furnished to him by his wife from funds which she had had in her possession for an indefinite length of time, and he could not tell where it had been kept. Parties could not deceive the courts of justice with such a manifest fabrication.

Moreover, the evidence showed clearly that the plaintiff, at the time he effected the insurance, had not goods there to the value of $1,000. This was established in a rather peculiar manner, it was true, by the evidence of Mr. Logan, the company's adjuster; but his evidence was corroborated by that of other witnesses. In the absence of any other data, Mr. Logan had obtained the weight of the goods taken to Maniwaki from the shipping bills of the railway, and had shown what was the average value of such a weight of goods fresh from the warehouse. This estimate agreed very closely with that of parties at the store and elsewhere, who had seen and examined plaintiff's stock. The law was clear and the terms of the policy were equally explicit that fraudulent over-estimate of the goods insured, or of the extent of the loss, voided the policy and the action was accordingly dismissed.

RETAILING AT CUT PRICES.

A contrast between the results of the respective methods of credit sales and cash sales is given in a recent issue of an American journal, the Grocery World. It publishes an interview with a Philadelphia cut-rate grocer, who tells very frankly of his methods and experience. Prior to adopting the "new system" this grocer had been doing business on the old style, that is, giving credit, delivering goods, etc. He made a living, but was not satisfied with the results. Now he sells only for cash, at cut-rates and delivers nothing, and is making more money than he ever did in his life. In following up the new system he insists strongly upon the necessity of purchasing also strictly for cash, and taking advantage of all drives and special terms that may be offered. Cash discounts are in some cases as much as 4 per cent., and he finds it more advantageous to buy from jobbers than from manufacturers, as the former often sell goods for less than cost, while the manufacturers, as a rule, do not offer him special terms.

Although this grocer sells several leading articles at or under cost, yet he calculates his average profits to be 20 per cent., which pays well on the increased sales due to his getting a reputation for cheapness, and in consequence of the reduced expenses he is under from not giving credit or delivery. He will advertise, for instance, a whole line of staple goods at a cent a piece, that cost that price or more; first-class creamery butter he sells at 25 cents per pound all the year round and calculates to lose by it; on soap he never makes anything; but it does not worry him to see people buying a lot of these goods and nothing else, as he feels confident he will get it back from them some time soon. He finds that people who bought goods at the "special drive" prices come back and buy just as much of them afterwards at the regular prices, when the cause of the difference is explained to them.

The cutting business he conceives to consist largely in taking advantage of the public ignorance. People want to buy some things at cost, but are willing to pay 100 per cent. profit or more on others. Thus this man keeps one grade of rice, but sells it at two prices, 6 cents, and 9 cents to those that want "the very best." The same with prunes. He keeps but one grade that cost him 4¼ cents, which he charges 5 cents and 8 cents a pound for, as the case may be. Vinegar that cost him 5 cents and 8 cents a gallon he sells uniformly for 20 cents. Teas, coffees and spices, even when sold at cut rates, he makes to yield splendid profits; and so on with other articles on both sides of the game. An important point in this style of trading is to be quite independent with everybody; and he believes that profits are, on the whole, better than under the old style of doing business.

HOW ACCIDENTS MEET US.

Accidents meet us on every hand. Not only do we encounter daily the new perils of an ever advancing civilization, but even the most trivial domestic incident is apt to be attended with danger. Does a man tug at his shoes with extra vigor in an attempt to catch the 7.45 train, he slips and fractures a limb; does an unaccountable noise in the basement or a not-to-be-disregarded cry from the baby's cot necessitate the finding of a match, then, as everybody knows, the furniture has a horrible way of being where it ought not to be and the match of being nowhere at all. Under such circumstances the accident varies from broken shins to a broken neck. A short time since a man lost an eye by the explosion of a bottle of nothing stronger than Apollinaris, and another died through stumbling over a puppy. There are also the perils of the gasoline stove and the folding bed. Even shoveling coal is not unattended with danger, and chopping kindling is to be avoided as risky. Picture hanging is distinctly hazardous. Nevertheless the philosopher will continue to pursue the even tenor of his way undismayed by any of these things, for he is protected by accident insurance with reputable companies.—Investigator.

COST OF CABLEGRAMS.

Sixteen thousand dollars is said to be the record price paid for a cablegram, that price having been paid for a message sent by Mr. Henniker Heaton to Australia, in behalf of the British Parliament. Reuter's account of the murderer Deeming's trial, 4,000 words, cost $8,000. A 1,800-word despatch from London to Argentina cost $7,500. The most expensive private message so far, is that sent by the King of Italy to the Duke of Abruzzi at Rio Janerio, informing him of the death of his father, the late Duke of Aosta, which cost $2,670. The New York Times' cable despatch of the proposed Spanish treaty, some years ago, cost $7,000. One day last week the Chicago Record paid $1,760 for about three columns of cable news about the Spanish-American war.

—Mrs. Bargain-Friend—I wonder how those little one-cent shops ever came to be invented?

Her Husband—I suppose to use up what's left of the dollar after the 99-cent stores get through with it.—Toronto News.