

# MRS. HOUSEWIFE

## Be On Your Guard Against These Sales Arguments

1. "I wish to compliment your city on making an effort to keep the transient peddler out of Roseburg. Agents that sell a questionable line of merchandise should not be permitted to peddle their wares in your community. My company is 100% behind the movement. Now, my product is nationally advertised and I am a special bonded home-office representative. If I misrepresent anything to you, you are protected by my security bond." (Try and find him after he leaves town, and even though he is bonded, which he probably isn't, imagine yourself going to the expense of retaining an attorney to collect the amount of your purchase.)
2. "A friend of yours sent me here to let you take advantage of a very special limited 10-day offer which my company has created. She said that she was certain that you would be interested, and asked me as a special favor to call on you and show you what I have."
3. "I am a permanent representative for a popular line of ladies' foundation garments. I expect to move my family to Roseburg as soon as I can locate a suitable home. I will be established here and will call on you often and back-up my merchandise should there be any dissatisfaction in any manner, shape or form." (He has said the same thing in every other town he was ever in.)
4. "I wish to show you my company's line of merchandise which carries a money-back guarantee. I am also showing you my company's rating, which has been compiled by

Drabstreet and Bunn, and you may ascertain for your own satisfaction the reputability of my firm." Well, and good, but you are doing business with him personally and you are not familiar with his own rating and the company he represents in nine cases out of ten will not assume the responsibility for his misrepresentations or actions.

5. "I am a special authorized representative with many years of employment selling the nationally advertised..... brand of drugs. In lieu of my record I am authorized to collect cash in advance as you can determine from my credentials." Shows you credentials from some company you have never heard of.
6. "I would appreciate the favor if you'd write down the names of some of your friends that I might call on." You write down their names and never know that you are filling out a recommendation card that tells your friends that you are personally acquainted with this particular salesperson and his line of merchandise, and recommend he be given some patronage.
7. "Mrs. Housewife, I just stopped this morning to tell you that I will be back tomorrow with a special gift for you. It won't cost you a penny and you will not be obligated in any manner." Yes and no—he is back the next day with a small, inexpensive, insignificant little token, but you don't receive it until he comes into your home, opens his kit and glutters up your front room with merchandise that he scatters all over the floor. The gift that he had for

you, it just so happened, was in the bottom of his grip and he had to take everything out to get to it. Realize also that peddlers are not giving you something because they like you. And furthermore, realize that the customer has to pay for these free-good-will offerings in the long run.

8. "You have shown mighty good judgment in purchasing these items from my line. If you will let me have a cash deposit for 25% of the purchase you will receive your merchandise as soon as I can order it out of the company's office and you can pay the balance after receiving it." It is surprising how fast talking salesmen can secure a deposit from people and in many instances the merchandise just never comes, and consequently your 25% deposit is gone and you have no recourse, for where is the peddler? Only the peddler himself knows where he is, and the victim that he happens to be working the same gag on in some other city.

### Spend and Save in Roseburg

Government Statistics show that millions of dollars of transient peddlers' merchandise is sold each year by highly developed sales arguments similar to those listed above. Naturally, these sales talks are convincing. They have been concocted, analyzed and developed by high-pressure sales executives who are successful students of human nature. If you are human, the transient peddlers will convince you. Play safe and keep them out of your home. By so doing, you are protecting your best interests.

## SPEND AND SAVE IN ROSEBURG

### Let's Go Forward Together Through Cooperation

This page is number eight in a series of important messages to Douglas County people sponsored by the Roseburg Chamber of Commerce and the following Roseburg businesses:

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Real Estate  
GOETTEL'S VARIETY STORE

## Use Your Roseburg Merchant But Don't Abuse Him

