

Among Men who work with Hand or Brain

WONDERS OF THE FIVE SENSES How They May Be Successfully Trained By Ruby Silver

THE secret of success is in the senses. They are the gateways of our knowledge of the outer world, and whether we have five, or the added sixth, or the promised seventh, these it is that lead us to our knowledge.

If our senses are defective all our knowledge, all our work is defective. And if they are not only defective but more skillful, but we also are better.

Business, the celebrated French philosopher and educator, asked eloquently whether we have "naught but arms and legs? Have we not also eyes and ears, and these latter organs necessary to the use of the former? Exercise them not the muscles only but the senses that control them."

The senses operate in great neglect. A Frenchman, another fine Frenchman, has found that when we measure ourselves we find that the physical strength and vigor so that the general term "physical education," finally has a more restricted meaning of muscular education.

Deaf Expert in Civil Service.

For many years a totally deaf man has occupied a place in the United States civil service. He received his first appointment on the strength of admirable papers in the civil service examination. Despite his infirmity, he took the regular course at a large university, recited with his classmates, attended lectures, and took his degree. President and professors may not have known that he was a deaf man. Certainly some of his classmates did not know it. For business reasons his deafness has been kept secret, so secret that when a keen newspaper man went through the office in which he was employed in search of a deaf clerk, he failed to find such a man or any one who knew of the existence of such a man in the department.

Ready for Any Emergency.

The length and exactness of the sight, the skill and sureness of the hand, the delicacy of the hearing, Mrs. Pope-Carpenter said, are of value alike to artist and artisan by the rapidity and perfection of work they insure. Nothing embarrasses a man so trained; he is ready for anything. His cultivated senses have become tools for universal use. The more perfect his sensations the more justness and clearness do his ideas acquire. The education of the senses is the primary form of intellectual education.

Mind Leads the Perceptions.

The impressions made by exterior objects on the sense organs, the nerves and the brain, are followed by certain mental operations. These two things often are confounded. We are in the habit of saying that our senses often deceive us; it would be more just to say that we do not always interpret correctly the data that they furnish us. The act of interpretation may be learned, and this is the cultivation of the senses.

Horses Hear Better Than Men.

Horses are known to hear what is inaudible to people. At the time of an earthquake along the shores of the Mediterranean the horses for several days before exhibited every symptom of abject fear. Some could not be made to stir from their stables. Some were unmanageable in harness, would stop on the road and shake with terror. When the deep rumbling noise and awful roaring was first heard by people, which was only a few seconds before the earthquake, their fright feebled a climax. They may have heard subterranean sounds which made them sweat and tremble, and which their masters did not catch.

Be Honest and Fail.

Meanwhile, what happens to the other eight? They have the choice of joining the bandit crew and making money or of persisting in retaining that scarce article, business integrity, and paying tribute to the other two. If they are honest, their sales drop off; the dishonest concerns pass them in the race for success; they lose constantly while the others gain.

MAN MUST STUDY MACHINE

There is no other way to advance
By Winfield W. Dudley

EDUCATION for the mechanical worker has become a necessity if he desires to advance. An uneducated mechanic cannot go beyond the grade of piece wage worker or day laborer unless he is above the average. He will not climb high unless he is brilliantly efficient in his work. It is not meant that a mechanic should have graduated from high school and a technical college, although a high school education is in the grasp of every American boy and should be taken. On the contrary, the boss foreman on a job of plumbing or in a shop will not hire a man who can show no other preparation for his trade than a jumbled assortment of book ideas.

Needs to Understand Machinery.

It is the day of "specializing" that has made it necessary for a mechanic to have an education. Every machine shop, and in fact nearly every manufacturing plant run by machinery, now is so extensive that there are few men in any establishment who know anything about any other machine than the one upon which they are employed. A man who breaks down a machine usually is unable to repair it himself and usually is unable to tell the mechanic what the trouble is.

Should Study the Whole Shop.

"That's all right," replied the mechanic who answered this question, "but the average shop worker doesn't think of such things. He wants to earn his money, and that's all. He thinks if he does more than the foreman expects of him he will be giving more labor to the firm than the firm pays for."

Let Customer Make His Choice.

You do not know whether you have what the man wants or not. Let him look around. Make trifling suggestions without forcing yourself upon him until he unburies himself. Treat him as he should be treated and you will "sell" him. He knows what he wants and wants you to let him find it. Try to force something on a man who probably knows more about the article he seeks than all the clerks in the department, and he will go somewhere else and get it elsewhere.

His Title of Judge.

From the Washington Star.

Judge George Grey of Delaware at the recent dinner of the Farmers' club at Senator Cameron's farm near Lancaster, Pennsylvania, talked of the former American fondness for titles.

NOVICE LANDS BIG ORDER "Star" Salesman Loses by Meddling By Horace Zollers

CARTER was a young man with ambition. He had learned bookkeeping in a night class at a business college. After graduating he had secured a position as bookkeeper with a small firm. Although he was getting fair pay, he was not satisfied with the place, for he saw no chance to get ahead in that firm. Therefore, while still doing his work he was on the lookout for another job.

Grafter Wins by Tricks
How Can You Compete With Him?
By Joseph Howells

WHEN you get a man down, kick him. That's what we are doing to the grafter. For many years he rode on our necks like an old man of the sea. Then we arose and did smite him—yes, we did smite him mightily—that is, with words. Whereat the grafter smiled and kept on grafting. Then we did pursue and persecute him with subpoenas, indictments, and other deadly weapons. He began to think that maybe the public could do something after all; that perhaps one could graft from the public some of the time, and not from all of the public all the time.

Law Waits, Auctioneer Here.

To have the decision of the court of last resort benefit them they must be able to keep above water until the rendering of the final verdict. But what is this final verdict? The penalty may be a fine or imprisonment. A fine would do no good to the honest eight, and the imprisonment of the two enterprising men would mean the resignation of their firms with new and perhaps honest officers in charge. Granting that all of the 10 firms remain on an honest competitive basis, the two dishonest firms will have the capital that they have amassed; they will have the business that they have built up, and they will not lose their large business because of the revelations that have been made. For they are not reorganized, haven't they new and honest officers? Thus even in the event of a conviction competition is not equal.

Dividends Must Be Made.

Of course, the mere fact that some one else does wrong does not excuse the lapse from grace on your part. But if you are the owner of a business you feel that it is your duty to yourself and your family not to fail utterly, and sometimes business problems come up that seem to necessitate an excursion beyond the boundary line of business integrity. If you are an officer of a corporation you recognize that you give the greatest possible dividends to your stockholders. You are their servant, and they have a right to expect the best service that you can give, which consists of giving them the greatest possible dividends. If a widow owns a share of stock in your corporation the difference between 6 per cent and 10 per cent may mean a great deal to her.

Secret of Selling Goods
Must Learn to Size Up Your Customers
By Warren Ware

STUDY your customer. You cannot pose him in an armchair and use a microscope; he's there to buy goods; but as soon as he comes in the door you can size him up and learn how to approach him to make a pleasing impression. If the customer's first impression of the salesman is not good, Mr. Customer is going to another man's store to make his final selection unless he finds such a great bargain that he knows he cannot afford to pass it by. Not many salesmen have any such bargains. There is nothing for sale that a shrewd competitor cannot almost duplicate. The buyer knows this.

Woman Makes Office Better
Even the Boss Quits Swearing
By George S. Street

IT cannot be denied that the presence of a woman in an office raises the moral tone. The fact that there is a woman present also helps the work to a certain extent. The woman herself can do much to assist in this betterment.

Handsome Indian Girl of Southwest
From the Kansas City Star.

Miss Sophia Fisher, a half breed Comanche girl whose father was taken captive by the Indians when a lad of 9 years near Fort Belknap, Texas, will be a guest of Spybuck, chief of the Shawnee tribe, during the last Indian powwow and celebration at Collinsville, Indian Territory.

Stenographer Was Not a Beauty.

The woman his friend recommended to him, contrary to his expectation, was not a howling beauty entirely engrossed in the fit of her shirt waist or the smoothness of her hair, but a plain, almost homely, woman dressed in a neat and businesslike way. She soon proved herself competent in her own line and willing to learn the work of the others.

Egyptian Cigarettes.

In spite of the fact that the United States is the world's great producer of cigarettes, it imports \$2,000,000 worth of foreign-made cigarettes every year. Most of these are Turkish or Egyptian.

Woman Clears Blue Air.

A woman went to work in an office, the head of which was a man of fiery temper. He had been in the habit of interspersing his speech with a liberal supply of swear words. The employees good naturedly put up with the cursing until the woman's arrival. After that time the old and trusted employees one by one sought other jobs. When at last the old bookkeeper told the boss that he was about to quit the boss in dismay asked the reason for the desertion.

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They airily remarked that they would come back later and went out. After waiting until his patience almost was exhausted, Carter was admitted to see the president, who probably admired his grim persistence. The young salesman briefly and forcibly stated wherein his article excelled that of other firms—and he did have a good line.

"Star" Lets Order Slide.

Grover arrived early the next morning and explained things. He said that the firm was afraid to leave such a large order in the hands of an inexperienced salesman, especially as he was competing with all the "star" drummers from the rival firms. Being afraid that some of the order might get away from him, it sent Grover to take charge. Carter was ordered to go on to the next town he was to make, leaving Grover to close the deal in Toledo. Carter did not hear the result of Grover's work until he returned to the home office at the end of the month. Then he learned that, although the president of the company that was to give the order practically had agreed to give him all of it, and although the firm was willing to land only \$4,000 of the total, the rest being divided among several firms, as the president still the original offer, Carter not only refused this, but said that as long as Grover had closed up the deal he, not Carter, ought to have the commission on the \$10,000 actual sale. And that is why Carter went back to bookkeeping.

Carter Gets Big Fish.

Early the next morning he hurried to the firm that was to give the order and asked for the president. He was told that the president was too busy to see any one. Carter said that he would wait until the president had time to see him. And wait he did. In fact, he waited most of the day. The high-priced salesmen of the rival firms coming in and learning that the president was being dangled sarcastically at Carter doggedly waiting in the outer office.

SNOB MAKES GOOD SALESMAN
Draws Trade to Retail Store
By Joseph Howells

DOES the snob succeed or fail in business? Most people would say offhand that a snob would fail, or at least that snobbishness would be a detriment to the worker.

Claims to Have Social Prestige.

The dyed in the wool snob is one because of some social position that he has or because he wants to associate with those that have some social prestige. If he carries this affectation into business life it does not mean that failure follows inevitably.

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