

C. T. Column



OUT AND DOWN.

It is easy enough to say... You can recall many instances where an unfortunate remark made by you or some bystander has thrown a prospective deal over. If you know what the connection between your suggestion and the signed order is and how it is made, you are entitled to the distinction of being called a Scientific Salesman.

While many natural salesmen have such a keen intuition and judgment of human nature that they unconsciously select the right arguments in the majority of cases, better results could doubtless be secured through a study of the influences which are most potent in getting orders signed.

It is said that most of us are so susceptible to suggestion from others that if we should meet half a dozen friends in succession on the street, each of whom should appear sympathetic and comment upon our sickly appearance, we would be ready to go home and call the doctor.

A powerful illustration of the effect of suggestion was given in the scientific papers a few years ago. Certain physicians had secured permission to experiment upon a criminal who was condemned to die. They prepared the operating table in a hospital, had it darkened and placed the subject on the table.

Most of us know of cases of death through fright, hair being made white in a single night, etc., all through the power of suggestion. It is not strange that we do not recognize this power and do not make practical use of it in an intelligent, systematic manner?

There is suggestion in your very appearance, your manner, your dress, your method of approach, etc., all of which go to give your customer an unfavorable impression which might just as well have been avoided.

After you have secured a hearing, the principal work is yet to be done. Your line must be presented in such a way as to lead your man through successive stages from indifference or active opposition to interest, then desire, and finally to decisive action in signing your order.

Your suggestions and statements will be all important. Do not overstate or exaggerate, as that will arouse an aggressive feeling on the part of some merchants and they will discount all you say if they feel that you are making some claims too strong for your goods.

Brother, you have made a few mistakes in your life. You would not be human if you have none. You will certainly make a few more before you die, that is human. But do not be discouraged so long as you can profit by your errors. The perfect man has not yet appeared.

There will be a special meeting for the initiation of candidates in the afternoon at 4 o'clock, at the conclusion of which a supper will be served at the Selwyn at 8:30 p. m., sharp.

March 21st is the "annual" meeting when you are to elect your officers for the ensuing year. Do not come and vote for the right man whose fault will it be?

Dear Sir and Brother: The next meeting of Charlotte Council, No. 297, U. C. T., will be held in Odd Fellows' Hall, over Helk Bros' store, Saturday afternoon, March 7th, at 4 o'clock.

No. 1. Say, brother, you have been elected a member in the "get two" club. Now don't get scared, there are no dues and no assessments, the only requirement is that you get two candidates for our big March meeting that will be held at 4 p. m. on the 7th, followed by an oyster supper and smoker at the Selwyn Hotel at 8:30.

No. 2. We want to land 25 new members for this meeting, so get busy and help make the meeting a big success. We now have 214 members to the good. Get your two candidates and have them ready for this meeting.

No. 3. Say, brother, if you have been a knocker in the past, lay away your hammer and let's all pull together for the upbuilding of old 297, and make her the banner council in this section of the country, with 300 members by April 1st.

AN AID TO SELLING GOODS. Suggestion as a Means of Effecting a Sale—Practical Use Might Be Made of a Potent Power.

and his act in signing your order? As a matter of fact there is a direct connection in every such case. You can recall many instances where an unfortunate remark made by you or some bystander has thrown a prospective deal over. If you know what the connection between your suggestion and the signed order is and how it is made, you are entitled to the distinction of being called a Scientific Salesman.

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illustration as to the benefits to be derived by the merchant, will give the best results. While there may not be any strong line of division between the various stages in the merchant's mind before he reaches the point of decision, such a division as that suggested above will be helpful to the salesman who wants to study his work with a view to getting the best possible results, and a judicious use of "suggestion" will be found of material assistance in achieving such results.

Too Fat For Cell, Serves Time in Corridor. Hartford, Conn., Dispatch to New York World: His cells do not fit him any more than Willie's knickerbockers fit father. The jailers have one extra large cell, built for two, and "Dan" felt crowded in it.

"I am a great eater," he said, surveying the cell. "You know what happened to the small boy who ate the dried apples. He just swelled up and busted. When I get to eating something will happen to your gut turned jail. There'll be a jail delivery."

The possibilities appealed to the jailers. They decided that "Dan" was not for the cell, and they have given him permission to sleep in the corridor. It is roomy for anybody who wants to pass him must crowd against the wall.

"My mother, when I was a boy," said "Dan," "always told me I would never be in a cell. She said, 'I will never disappoint my dear mother.'" Wadsworth was sentenced for selling liquor illegally.

It Must Have Been. "Ah, yes," said Senator Smugg, as he entered his chambers in a self-satisfied way in front of his corporation. "I got my start in life by clerking in a humble grocery store at a salary of \$3 per week, and managed to save money on that."

THE WEATHER. Washington, March 1.—Forecast for Monday and Tuesday: Virginia, fair Monday except showers and warmer in north portion; Tuesday fair, slightly colder in west portion; fresh south winds.

North and South Carolina, fair Monday and Tuesday; slightly colder Tuesday in west portion; fresh south winds. East Florida, Georgia and West Florida, fair Monday and Tuesday; light to fresh south winds.

Tennessee, rain and colder Monday; Tuesday fair. Alabama and Mississippi, fair Monday except showers and colder in north portion; Tuesday fair, light to fresh south winds.

Louisiana, fair Monday and Tuesday, slightly colder Monday in north portion; light south winds. East Texas, fair Monday, colder in north portion; fresh south winds on the coast; Tuesday fair.

Arkansas, fair and colder Monday; Tuesday fair. West Texas, fair Monday, colder in north portion; Tuesday fair. Kentucky, fair and colder Monday; Tuesday fair.

West Virginia, showers Monday, colder in west portion; Tuesday fair. LOCAL OFFICE U. S. WEATHER BUREAU. Charlotte, March 1.—Sunrise 6:52 a. m.; sunset 6:19 p. m.

TEMPERATURE (in degrees). Highest temperature 63. Lowest temperature 52. Mean temperature 57. Excess for the day 7. Accumulated excess for the month 120. Accumulated deficiency for year 120.

PRECIPITATION (in inches). Total for 24 hours ending 8 p. m. 0. Total for the month 0. Accumulated deficiency for month 0.25. Total for the year 0.25. Accumulated excess for year 1.03. Prevailing wind direction N. E.

W. J. BENNETT, Observer.

Nay! Nay! Pauline G. W. Elastic Bookcases Don't Stretch

But they do everything else that you would want a bookcase to do. You can use them for window seats (see our south window), build them up any height, under stairways, around posts, back to back, on top of your desk or under table.

You can get them in any finish and practically any size and at prices to suit any pocketbook. We carry them in stock. Call or write for catalogue, or phone for salesman.

Stone & Barringer Co. Exclusive Agents. Globe-Wernicke Co. Products.

WANTS TO BE RENOMINATED. Editor Ridder Says This of President After Leaving the White House. Washington Special, 29th ult., to Baltimore News.

Hermann Ridder, the New York editor and publisher, was at the White House this morning, and after a talk with the President came out and announced it as his opinion that the President wanted to be renominated.

"The opposing candidates for the presidency," said Mr. Ridder, in response to a question, "will be Roosevelt and Bryan."

"What makes you think Mr. Roosevelt will be renominated?" "It is plain enough that he will be named at Chicago," he replied. "Furthermore, Mr. Roosevelt wants to be renominated."

A few weeks ago much amusement was created in New York by the report sent from Washington that the President had referred to Mr. Ridder as the "limburger envoy." Ridder asked if the President had been correctly reported, and got a denial.

"How about that 'limburger-envoy' story?" he was asked to-day. "I can state unofficially," was the cautious reply, "that it is not true."

Old Jones Need Not Despair. Durham Herald. As long as the politicians have to do with making the laws it is going to be possible to get it. They may want to regulate us but they are not going to cut off all sources of supply for themselves.

Water Power For Sale. We offer for sale in Rutherford Co., N. C., on Cove creek, left-hand prong Broad river, water power sufficient to pull ten thousand spindles mill, including 50 acres fine timber land, about six or seven miles west of Gilkey, N. C., on So. Rwy., between Blacksburg and Marion.

The stream has an average width of sixty-five feet and 15 inches deep and makes one natural leap of about thirty-four feet. The hills come down close together on each side, making cost of dam low and an abundance of stone on the ground. The power has been measured by one of the best Hydraulic Engineers in the South. Report on file in our office.

If you contemplate building a mill, believe we have a proposition that will interest you, where you can get cheap power, an abundance of satisfied help, and the cost of construction be reduced to the minimum.

SOUTHERN SECURITIES & TRUST COMPANY. 15 S. College St., Charlotte, N. C.

DO YOU WANT A SPLENDID COUNTRY HOME. We have one about four miles from the square which has a fine seven-room house with hot and cold water and all modern conveniences, large servant house, barn and stable which will accommodate six or eight head of stock; large poultry yard, fenced in, with large poultry house. About forty-one acres of good, first-class land under cultivation. This property is complete in all respects and will be sold at a low figure. Come to see us about it.

J. E. Murphy & Company. 45 N. Tryon. Phone 542.

Wood Fibre Wall Plaster, "Hard Clinch." THE BUILDERS FRIEND. Freezing does not hurt; natural shrinkage will not crack it; water does not make it fall off; hard as stone. Write for booklet. Manufactured by CHARLOTTE PLASTER CO. Write for Booklet. Charlotte, N. C.

E. 9th. ST. RESIDENCE. 5-room cottage, modern conveniences, \$2,350. Can arrange terms. One block graded school.

Brown & Company. Phone 535. 203 N. Tryon St.

THE CHARLOTTE NATIONAL BANK. Capital and Surplus \$300,000.00. Offers liberal accommodations to those who are entitled to them.

OFFICERS: B. D. HEATH, President. J. H. LITTLE, Vice President. JOHN M. SCOTT, Vice President. W. H. TWITTY, Cashier.

DIRECTORS: W. H. Belk, Jno. G. Bryce, W. J. Chambers, J. M. Davis, B. D. Heath, O. P. Heath, H. G. Link, Vinton Liddell, J. B. Little, W. M. Long, W. O. Nisbet, C. M. Patterson, H. N. Pharr, J. F. Robertson, Jno. M. Scott, W. H. Twitty, C. Valer, W. A. Watson, J. W. Zimmerman.

BEST AMERICAN REFINED GRANULATED SUGAR 5c. at Kenny's Coffee and Tea Store. Have you tried Kenny's "Special" blend of Coffee at 25c? It pleases all the people all the time. It is fresh, it is strong, it is pure. That's Kenny's "Special" every time. Just the drink for a connoisseur.

C. D. KENNY CO. 25 S. Tryon. Phone 1539.

A FARM BARGAIN. 458 acres in Guilford county, containing one small dwelling and outbuildings, three-quarters of a million feet of Pine Timber and a large amount of Oak Timber. Good lands. Price \$5,000; easy terms.

NORTH CAROLINA TRUST COMPANY, Greensboro, N. C. A. W. McAllister, Pres. Robt. J. Mebane, Sec.-Treas.

F. D. A. E-Z. Yes, very easy terms, about a dozen years, and an agreeable price on

DILWORTH'S choicest lot (100x200 ft.) For where, why, how, ask

F. D. ALEXANDER. Piedmont Bldg. Phone 557-645.

over our latest statement issued under oath. You will find it interesting reading and the facts therein contained will prove of value to you and give you an idea as to the strength and solidity of this banking institution.

It is a growing, active, progressive and up-to-date bank and all accounts are carefully taken care of.

THE SAVINGS DEPARTMENT is well organized and quite successful. Interest four per cent. per annum, compounded quarterly. Interest period commences 1st March.

CERTIFICATES OF DEPOSIT issued bearing 4 per cent. interest from date. We solicit the accounts of merchants, manufacturers, capitalists, fraternal societies, trustees, administrators, court officers, etc.

COMMERCIAL NATIONAL BANK, Charlotte, N. C.

FINE BUSINESS LOT. Located on East Third street between Tryon and College; 48x120 feet. Will improve for permanent tenant on reasonable rentals. Very desirable for large jobbing house. Or will sell lot for \$7,500.00.

SOUTHERN REAL ESTATE LOAN & TRUST COMPANY. W. S. ALEXANDER, R. A. DUNN, A. M. McDONALD, President, Vice President, Sec. and Treas.

First National Bank. CHARLOTTE, N. C. ORGANIZED 1866. Capital \$300,000.00 Surplus and Profits 240,000.00 Assets 1,900,000.00

Your business respectfully solicited. Every courtesy and accommodation extended consistent with sound banking.

The Merchants & Farmers National Bank. Charlotte, N. C. DEPOSITORY FOR United States Government State of North Carolina County of Mecklenburg and City of Charlotte.

We would also like to be your depository. GEO. E. WILSON, President. JNO. B. ROSS, Vice President. W. C. WILKINSON, Cashier.

EVERY MINUTE COUNTS. when you have money in this bank, and you can have it if you will just make a start and determine to save something each week or month. The result will surprise you. Why not earn 4 per cent. on what you save?

Southern Loan & Savings Bank. JOHN M. SCOTT, President. W. S. ALEXANDER, Vice Pres. W. L. JENKINS, Cashier.

FOR RENT. 8-room house, E. Morehead, modern... \$37.50. 8-room house, Tenth Avenue, modern... \$37.50. 8-room house, North McDowell St... 18.00. 5-room house, 203 E. Oak St., modern... 15.00. 4-room house, 203 E. Hill St... 7.00. 4-room house, 304 E. Hill St... 8.00. 4-room house, Villa Heights... 7.00. 2-room house 605 E. Sixth St. For week... 1.50. 4-room house, 610 E. Twelfth St. Per week... 2.00.

CAROLINA REALTY CO., W. D. WILKINSON, Manager. B. R. LEE, Secretary. J. P. LONG, Sales Agent. 45 North Tryon St. Phone 609.

INSURANCE. YOU NEED PROTECTION. WE CAN FURNISH IT. We write all forms of insurance, viz: FIRE, ACCIDENT, HEALTH, LIABILITY, BANK BURGLARY, and SURETY BONDS. We will appreciate your business and give you the best service and protection.

The Charlotte Trust & Realty Co. Capital \$200,000.00. Phone 377. A. G. Craig, Secretary. 18 E. Trade. W. J. Chambers, Treas.

We Invite the Business. of progressive enterprises on the assurance of granting every accommodation consistent with safe banking.

THE AMERICAN TRUST COMPANY. Trust Building.

The Spring Trade in Building Lots. is now on and we are having numerous inquiries for our choice lots at Piedmont at \$60, \$75, \$85, \$95, \$100. Wilmore at \$40, \$50, \$60, \$70. Hill Crest at \$50, \$60, \$80, \$100. Colonial Heights \$85, \$100.

We also offer a few of the best remaining lots at Elizabeth and Dilworth, as well as city lots in several good locations for home, for investment or for manufacturing. Very easy terms of payment or liberal discount for cash.

F. C. ABBOTT & COMPANY. Everything in Real Estate, High-Grade Investments.