WEDNESDAY MORNING, OCTOBER 21, 1914.

THE NEWS AND OBSERVER



INSURANCE Salesmen You are here to serve. The permanency of your stay, as well as ours, depends on "Although this is the busiest clothing store in the city, remember that we are never too busy to completely satisfy every customer. Remember, the customer is your guest, and treat "We have garments that will please any man. Your customer's satisfaction rests on how readily you find the correct size and style. It's here-train yourself to lay your hands "Answer questions; make suggestions; but give the other fellow credit for knowing what "Let no customer leave the store only half pleased. " Please him absolutely or don't take "Endeavor to give every customer the utmost value for the price he wishes to pay. You will do well to direct each man's attention to those \$18.50, \$22.50, and \$25.00 Suits. They are the finest values you can offer and will bring customers back for 'another C. & L.