

Discourtesy Of Salespeople Ruins Results Advertising

Many New York Merchants Finding Customers Brought Into Their Store by Newspapers are Being Permanently Lost by Tacitless Employees

By J. C. ROYLE
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New York, Aug. 11.—The volume of advertising in New York in July fell off slightly as compared with the corresponding month last year and similar reports have been received from some other large retail centers. That condition is largely a seasonal one and such reports are not taken by expert advertisers as indicative of a precarious or alarming condition in the retail markets. To some extent it is due to a determination of merchants to get the utmost return from the advertising they place at a time when the days are long, the thermometer high and tempers short and fiery.

Merchants are realizing that incompetent and improperly disciplined sales forces are utilizing much of the good obtained from even the cleverest and most planned advertising. Consequently they are concentrating on raising the efficiency and courtesy of their sales people.

They have grasped the fact that it is of small avail to attract prospective customers through advertisements only to have those customers forced away again by inadequate service and discourteous salesmen.

A former customer of one of the largest men's clothing establishments in New York told the writer today that as a result of the lack of politeness on the part of one salesman when he had been attracted to the store by one of its ads, he had not only ceased to deal with the firm himself but in the last year had diverted the trade of 17 of his acquaintances from the store. The annual purchases of these acquaintances, he declared, ran between \$200 and \$400 apiece.

Hence the net result of the advertisement in question, in this particular case was the certain loss of 18 customers, their removal from the field possible to interest in future advertisements of the firm and a possible loss of \$6,800 in gross sales. The clerk who caused this loss still is employed by the company. If other cases of incivility on his part had a similar effect, he probably is the most expensive clothing salesman in New York.

At a luncheon attended last week by a score of men in various businesses in the vicinity of City Hall Park, it developed that five of the 20 had attended a shirt sale held by a firm of haberdashers having stores in that neighborhood. All had been rebuffed by incivility of clerks and had determined to purchase nothing from the firm in question in future.

The sales manager of the firm in question probably does not know this, but advertising men know it and those not fortunate enough to handle this firm's accounts are laughing over it. The agency which does handle it is not laughing.

Merchants here and elsewhere are determined to correct this condition. Many are organizing classes of salesmanship or urging their employes to attend such courses outside their own stores. Many of the retail companies are comparing and making analysis of training plans such as are in use by the Burroughs Adding Machine Company, the Metropolitan Life Insurance Company, the National Cash Register Company and Swift & Company and adopting some of the principles for their own needs.

Few sales managers, in their hearts feel that the customers are always right but no one has the question of courtesy to patrons become so acute as it has in the complaint by a customer is sufficient grounds for immediate discharge in one of the largest New York department stores.

Complaints are receiving more attention than ever before as store managers are more afraid of not receiving them than of adjusting them.

Many disgruntled customers will not take the time and trouble to make a formal complaint but they always have the recourse of staying away from the store in question and such customers are lost without store executives being able to tell why.

The problem is being complicated at present by the vacation season, for the inclination toward discourtesy seems more prevalent at that time among the regular employees. Sales forces and customers alike are less forbearing in the heated season and department store managers are making every effort to avoid the necessity of employing temporary help such as is utilized during holiday and sales rushes.

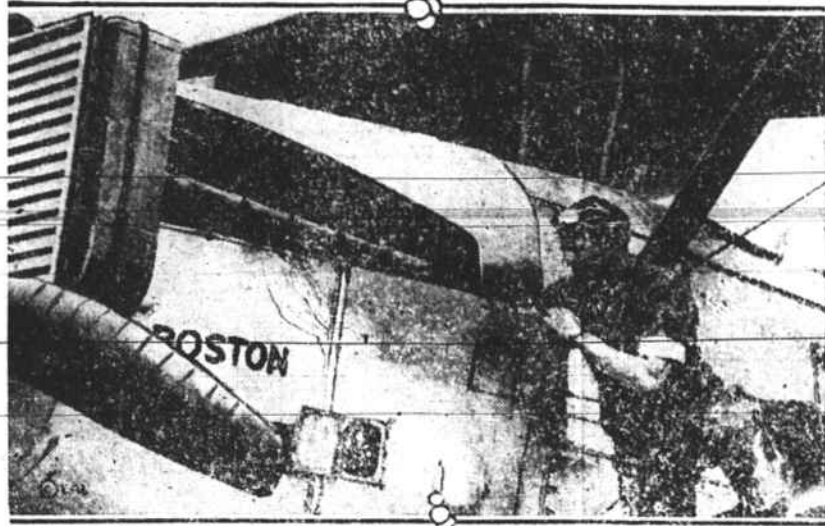
NOMINEE GORED TO DEATH BY BULL

Sioux Falls, S. D., Aug. 11.—Andrew Anderson, Democratic nominee for governor of South Dakota, was gored to death by a bull early today at his farm near Beresford, 30 miles south of Sioux Falls.

BISHOP TO RENT CHEAPER TO DADS

Raleigh, Aug. 11.—Bishop J. B. Cheshire of the Episcopal Diocese of North Carolina announced yesterday that the apartment house built with his savings will be rented to couples with children for \$5 less per month than it is.

Last Picture of Wrecked World Flyer



Here is the last picture taken of the Boston, the ill-fated world flight plane, which was wrecked on the flight from Kilkwill to Iceland. A broken propeller resulted in the ship being forced down into the sea. Lieutenant Wade was picked up by a patrol ship. Sergeant A. M. Ogden is shown working on the plane at Frough, near Hull, England.

Once Broadway Magnate Now Reduced To Penury

Oliver Morosco, After Making His Name a Household Word in America, Brought to Poverty by Wife Whom He Treated Badly and Wall St. Sharks

By HARVEY ANDERSON
(Copyright, 1921, By The Advance)

New York, August 11.—In a modest little apartment on Upper Broadway, Oliver Morosco, once a great Broadway theatrical producer, is turning flip flops by the hour. He is preparing himself for a Broadway "comeback" in a play in which he is to be the acrobatic hero, a play that is reminiscent of the days of his youth, when he tumbled for circus audiences.

Morosco is dead broke. The man who produced "The Bird of Paradise," which grossed \$1,000,000 and brought Lenore Eric to Broadway; who discovered J. Hartley Manners as a playwright, and gave Laurette Taylor her chance in "Peg o' My Heart," at a profit of more than \$3,500,000 is without a nickel he can call his own.

A little more than three years ago, he was known as a Broadway genius—not a business man, but a creative genius whose very creativeness brought him money easily where others struggled to make ends meet. He possessed a fortune of \$5,000,000 and had an income of \$500,000 a year. He owned a small town near Los Angeles that he called Moroscotown. He produced pictures and he owned the rights to a number of successful plays. He first produced "Able's Irish Rose" in Los Angeles, but financial difficulties took it from his hands. It now is on the road to a \$5,000,000 profit for its author, Ann Nichols, who took over its production.

Morosco dreamed of a chain of theaters from coast to coast, with his name above them in electric lights. But as success grew upon him, as money rolled in, he discarded the wife of his younger and harder days and fell in love with an actress in one of his shows. His wife charged that he lavished money on the other woman and divorced him.

She had her revenge. She tied up his money by attachments so that he was unable to operate without outside help. It was the first time in his theatrical career that he had been bothered for money.

Along in April, 1921, he formed the Morosco Holding Company and announced that he was "turning over all his interests to a Wall Street group" and that he might devote himself to working out his national program.

The climax of the move came this week, when seven men were indicted for luring Morosco of \$5,000,000 and the public of \$2,500,000, "sleek talkers" the Government calls them in its arraignment.

They persuaded Morosco to form the company, the Government claims, turning over to them all his assets and all his cash. In return, they gave him crisp new stock certificates of the Morosco Holding Company. He sold these back to the holding company for \$90 a unit, which consisted of one share of common stock and one of preferred. A high powered sales organization was perfected. Into it, the Government claims, were pressed some of the high-toned salesmen who perpetuated "the glass racket"—fraud—that muddled the public of millions.

The units sold to the public for \$150 to \$200. Morosco was given enough money to meet his needs. He did not worry about the bookkeeping. When he asked for payment at \$90 a unit, the Morosco Holding Company replied "We are paying it out to your former wife, under her attachments, to prevent her from throwing you into bankruptcy."

The company paid two dividends of eight per cent. The Government claims this money was paid out of the sale of stocks and not out of earnings. The Government claims, also, that stock was sold on misrepresentation as to profits.

When Morosco heard of these representations, he protested. When protests did not avail, he resigned. Then the company was thrown into receivership. Morosco was left without a penny, without a contract giving him rights in any plays, without even a frayed costume from one of his earlier successes.

So Morosco turns flip flops in the living room of his little apartment and hopes that his coming show may be another "Peg o' My Heart" or "Bird of Paradise."

CRUISER DAMAGED BY ICE HUMMOCK

By The Associated Press
Reykjavik, Iceland, Aug. 11.—The United States cruiser Raleigh, exploring the east coast of Greenland in search of a landing place for the American Army, reported the world flyer, today reported to Rear Admiral Thomas Macruder that she was in a dense fog 30 miles southeast of Angmagssalik and that she had encountered many floating ice hummocks. While the vessel was attempting to gain the sea clear of a hummock, it touched it slightly, damaging the starboard and forward propeller, according to the report to the admiral.

MOTORCYCLISTS IN FATAL ACCIDENT

Raleigh, Aug. 11.—Hubert Drew, 18 year old postoffice messenger, was fatally injured, and Ludlow Moore, aged 19, seriously injured, when the motorcycle which they were riding last night collided with an auto driven from Harvey Underwood 12 miles from the city. Drew suffered a fractured skull and shattered brain while Moore had both legs and his left arm broken.

DAVIS WELCOMES HIS PARTY LEADERS

By The Associated Press
Clarksville, W. Va., Aug. 11.—John W. Davis personally welcomed to Clarksville today leaders of his party who have assembled for his formal notification tonight.

POWDER PLANT IS DESTROYED BY FIRE

Nashville, Aug. 11.—The origin of the fire that destroyed the buildings machinery and 45,000, 600 pounds of smokeless powder at Old Hickory Powder Plant, Jackson, Tennessee, Sunday had not been determined today. Major Oscar Krupp in charge of the government property declared.

BOYS MEET TUESDAY

All members of the Boy's Band are asked to meet at eight o'clock Tuesday night in the Chamber of Commerce rooms.

RECORDER'S DOCKET A LONG ONE MONDAY

One O'clock Before Cases Before Trial Justice Space Were Disposed of

The colored population of Newland township was well represented in the crowd which filled a half section of the courtroom Monday morning when Roosevelt Brothers drew a sentence of six months on the road for assault with deadly weapon upon Holly Griffin, both colored and of Newland township, though Brothers claims at present to be employed in Virginia.

The alleged assault occurred on Sunday several weeks ago when at the home of one Tom Brothers where Newland negroes appear to have been assembled in considerable numbers, Holly stopped the car owned and driven by Charlie Temple to have a little talk with the latter in regard to a debt. Roosevelt, in the car with Temple, was in a hurry to go on to church and twice tried to crank the car and get started. Each time Holly pushed Roosevelt away and when this occurred the second time Roosevelt sought something wherewith to even up on the fact that Holly weighed 190 pounds to his 135, and found it in the shape of a long handled shovel with which he pasted Holly's eye over the back of the head, inflicting the latter to the ground and inflicting a wound that bled copiously and required surgical attention.

There was sharp conflict as to whether Holly was advancing on Roosevelt when the blow was struck or not but all evidence indicated that Holly had come back toward the car after getting the shovel, and the court imposed a road sentence, from which the defendant through counsel, noted an appeal.

The foregoing case was but one of a string involving liquor or the spilling of some blood or both that took up the greater part of a half day session of recorder's court Monday.

Bishop Baker, colored, who tanked up on whiskey and undertook to discipline his wife at a late hour Saturday night, to the alarm of their neighbors on Bell street, drew a sentence of six months on the charge of assault and of 30 days additional on the charge of operating an automobile while under the influence of liquor. Police officers answering an emergency call from the neighborhood, found Baker in the act of striking his wife while he held her by the throat. He was under the influence of liquor at the time, it was testified, and had shortly before driven up near his home in an automobile.

Lemuel and Ernestine Corbett, young colored pair whose seven months of wedded life culminated in an affray with a pocket knife Saturday night, were lectured by the court and the husband required to pay the costs. Prayer for judgment was continued in the hope that they might adjust their differences and restore their home.

Goldie King of lee pick fame, and the same negro whose startling costume or lack of it made members of the police force blush when they undertook to arrest her in this city some months ago, drew a fine of \$5 and costs for drunkenness and an additional fine of \$10 and half costs for an affray with Willie Midgett. Midgett for his part was let off with a fine of \$5 and the other half of the costs.

Ernest Simpson and Belton Duncan, another affray case, were each taxed with half the costs and Simpson drew a fine in addition on the same charge of \$5 and costs. Simpson was also fined \$10 and costs on a drunk and disorderly charge.

This ended the affray and assault cases, but there were a goodly bunch of other offenders, white and colored.

Arthur Padgett, submitting to a charge of speeding on the streets of the city, drew a fine of \$10 and costs. The offense in this case was continued from last

Boys' Band This Week Has The Right Of Way

Interest Is Warming Up With The Weather, Subscriptions are Being Mailed, and Everybody Is Likely to Want to Get in on the Band Wagon

CLIP AND SIGN

Elizabeth City, N. C., AUGUST, 1921.

FRANK KRAMER, Secretary-Treasurer, Kiwanis-Rotary Boys' Band Committee, Elizabeth City, N. C.

Dear Sir:—I think the advantages of having a good band here are great and far-reaching. I think it will help arouse and stimulate our community. Band concerts will attract considerable trade to our town and provide it with much advertising. A band will entertain us and engender pride of citizenship. It will provide a large number of our boys with a good clean hobby. I believe no community can afford to be without a good band. Tell the boys I'm backing them with this \$.

Yours truly,

(Write name plainly on this line as the boys want it for record.)

The movement for organization of a Boys' Band in Elizabeth City is warming up this week. Letters are being mailed out asking for subscriptions. Announcements were made in the Sunday schools and churches of the city Sunday asking the people to consider what such a community band will mean to the boys of the town in addition to the pleasure which the music will contribute to public occasions and the development of musical talent in the various Sunday schools.

On Wednesday the Boys' Band itself will parade on the city's main streets, pulling of some entertaining stunts to call attention to their organization.

The personnel of the Boys' Band is as follows: Roscoe Foreman, Wilson Sanders, Wilburn Smith, Hugh Sawyer, Bradford Sanders, Tom Weeks, Clay Foreman, Walter Cohoon, Selden Mann, J. C. B. Ebrington, Sam Twiford, saxophone; Joe Kramer, William Perry, Allen Bell, Aubrey Gallop, Merrill Griggs, Wesley Sheop, Vernon Chynell, Byron Sawyer, clarinet; Melvin Davis, Ernest Perry, Thomas Williams, Ernest Provo, Raymond Williams, Cyrus Aydtell, Lorimer Midgett, Julian Aydtell, Jack Perry, cornet; Jehu Hickman, Bobby Lewis, James Ferebee, William Gordon, Burrus Tillet, trombone; Robert Williams, Tyler Sawyer, Claude West, Edward Dunstan, Oscar Meggs, William Anderson, alto; Robert Fearing, Aubrey Heath, William Spruill, drums; Charles Hales, Horace Wisco, baritone; Robert Kowitz, Kennedy Host, tuba; Marion Seyffert, flute; William Midgett, cymbals; Richard Job, piccolo.

This is the week of the Boys' Band. Just as in the past the Chamber of Commerce, the Boy Scouts, the Country Club, and other organizations have had the right of way.

Some donations have been sent in without personal solicitation. It is hoped that other public spirited youth loving people will do likewise. The letters mailed contain a card with a dotted line on which the subscriber may sign. This card is duplicated at the beginning of this story, and the clipping from The Advance duly signed will serve the same purpose if mailed to Frank Kramer, secretary-treasurer of the Boys' Band.

EXPERTS REACH FULL AGREEMENT

By The Associated Press
London, Aug. 11.—The Allied and German experts attached to the International Reparations Conference have reached a full agreement on the Dawes program, it was announced today.

They remained in session until 3 o'clock this morning to arrive at an understanding on reparations payment in kind on which the Germans held out until results of Premier Herriot's Paris mission became known.

The French premier's return with his cabinet's approval of his Ruhr evacuation policy in his pocket put new life and hope into the negotiators and British observers believe the conference will end by Thursday.

CORN CROP SHORT

Sixty per cent of a normal yield is the estimate of W. J. Williams, in this year's corn crop in Newland township. "The crop would not average this much were I not taking in consideration the fact that there are farms in the Tadmore section that have a better yield than they did last year," Mr. Williams says.

Local showers this summer which have fallen on one farm while missing the farm next to it have made the Newland corn spotty, it is explained.

DEFENSE PLEA IS NEARING THE END

By The Associated Press
Chicago, Aug. 11.—The defense's plea for mitigation in the Frank's hearing was nearing completion when Judge Caverly began the seventeenth day's session today. Prospects were that the prosecution would begin calling its long list of rebuttal witnesses before the adjournment. Huge crowds swarmed about the criminal courts building again today.

The state today attacked the theory of functional disorders of the endocrine glands set up Saturday by the defense.

The idea of functional disorders of the endocrine glands was built up by direct testimony of Dr. H. S. Hulbert of Chicago who used X-ray pictures to illustrate what he termed various glandular disorders, noting the thyroid, pineal, pituitary, and adrenals.

State's Attorney Crowe upon the cross examination asked Hulbert for information as to the function of the pineal gland and was told that it regulated the balance of the other endocrine glands.

Asked if it were not a fact that medical men as a group know practically nothing of the function of the pineal gland and if there were not some question of it being a gland at all, he received an affirmative reply.

STATE FEDERATION LABOR IN MEETING

Durham, Aug. 11.—The State Federation of Labor convened here today for a three day session.

"Dickie" Loeb, as Child, Played Role of a Bold, Bad Gunman



Childhood pictures, cherished and hidden away for years, have been dragged out by the family of Richard Loeb to be submitted as defense evidence to support the claim of alienists that the child slayer is "emotionally deficient." As a wild west gunman, his conversations with his teddy bear and at playing policeman, Loeb was photographed in his early life. These childhood "phantoms" are now considered of great importance and the above pictures will be made part of the defense record.

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