



# Why buy your Hosiery from Peddlers?

**COMPARE VALUES** before you "pay down that small deposit" to the silver tongued salesman—who knows his stuff. **DO YOU KNOW** that in most instances the price you pay for hosiery bought at your *front or back door* is more by the single pair or by the box—than your own merchant would ask you?

You Are Told In a Very Convincing Manner by these peddlers that you are saving on the purchase price of these hose because they come Direct-from-the-Mills-to-you---thus saving you the wholesalers and the retailers profit---and in some cases you are led to believe there are only two steps from Growers-to-you.

## But these Peddlers **OMIT** telling you.

of These Facts which are NOT shown in the "cleverly prepared chart" but which Are Very Decidedly a part of Direct Selling Organization Expense.

- **THE SALESMAN** is paid his profit from 15 per cent to 50 per cent which as a rule is the initial deposit on your order,—in addition to this deposit if he averages a certain number of sales he is given a bonus on his earnings of 10 per cent to 25 per cent all of which the customer pays.
- **THE BRANCH MANAGER** comes in for 10 per cent to 20 per cent on the orders taken in the territory under his supervision. In many instances the Branch Office Rent is paid by the main office—which goes in to the price of your purchase. Due to the *many changes* of Branch Managers there are unavoidable expenses which must be paid by the main office—and which are added to the price of the hose. Office stationery, printed matter, etc.—are expenses never mentioned to you.
- **THE DIVISION MANAGER** or District Manager is paid his traveling expenses, in addition to receiving a salary or commission on all business in his territory. Some direct-selling organizations maintain Sectional Sales Managers whose traveling expenses, salary or commission must be paid.
- **IN ADDITION** to the above some Direct Sellers pay Recruiting Managers—Sales Investigators—Sales Promoters—Home-Office Representatives—Advertising Specialists. All these men must be paid a salary and their expenses. Are you told about these?
- **THE HUGE AMOUNTS SPENT** for Advertising is NOT mentioned by the well trained Bell Ringer. Tremendous Sums Are Spent in the conducting of Testing Schools—to devise "*decoys*" to better enable the Peddler to secure your attention.
- **SPECIAL PRIZES**—Cash—Watches—Clothing—even Automobiles must be added in to the price on the order blank.
- **CONVENTIONS**—Special Sales Meetings—costing enormous amounts must be figured in the cost of the hosiery. Freight and cartage expense thru different stages of manufacturing is necessary.

### Do Not Be Misled by "THE GUARANTEE"

which is most attractively pictured to you by the Clever Salesman as a Pair Free, etc.

Some of the leading Hosiery Peddlers have gained their momentum of business on this pair free guarantee—but this Guarantee Has Been REDUCED—until now—the dissatisfied customer is obliged to answer a most lengthy and EMBARRASSING QUESTIONNAIRE in order to receive any consideration, which was assured her at the time of her purchase.

It is not impossible that eventually ONLY the toes—heels—and tops will be guaranteed—and as a rule they are of materials other than silk.

HOW MANY TIMES has the salesman called back as he promised, when taking your order to pick up your unsatisfactory hosiery and make an adjustment? How long before you received any consideration?