

798 Vital Business Secrets

— Yours for Six Cents a Day

How to Sell Goods.

- How to ginger up a sales force.
- How to drum business in dull seasons.
- How to route, handle and check salesmen.
- How to train, develop and coach a sales force.
- How to secure and organize salesmen and agents.
- How to win the dealer's co-operation and support.
- How to advertise—concisely and thoroughly treated.
- How to meet objections and how to be a good "Closer."
- How to work the "big stick" plan of selling goods to retailers.
- How to handle wholesalers and retailers to the best advantage.
- How to judge a good salesman—how to hire, and how to be one.
- How to analyze your proposition and pick out its selling points.
- How to make the consumer influence dealers to buy your goods.
- How to get out of the ranks of the "clerks" and become a real salesman.

And hundreds of other vital pointers and plans for clerks, city salesmen, traveling salesmen, retailers, wholesalers, manufacturers, mail order houses and advertising men.

How to Buy at Rock Bottom

- How to trap a lying salesman.
 - How to close big transactions.
 - How to prevent extravagant purchasing.
 - How to handle men and make quick decisions.
 - How to know to a nicety what stock is on hand.
 - How to avoid penny-wise, pound-foolish purchases.
 - How to keep track of promises, agreements, deliveries, etc.
 - How to get up the necessary forms, blanks, etc., for requisitions, orders, receipts, etc.
 - How to keep in touch with your market and take advantage of special opportunities.
 - How to play one salesman against another and take advantage of every opportunity to get a lower price.
 - How to devise a simple system, which will bring to your notice, automatically, all data, prices, etc., about a given article.
 - How to formulate a complete purchasing and record system for a mail order house, a factory, or a retail, wholesale or department store.
- And other priceless pointers on purchasing, beyond description, that every business man, big or little, employer or employe, ought to have constantly at his finger-tips.

How to Collect Money.

- How to judge credits.
 - How to collect by mail.
 - How to handle "touchy" customers.
 - How to be a good collector—and how to hire one.
 - How to organize a credit and collections department.
 - How to weed out dishonest buyers from the safe risks.
 - How to know every day the state of your accounts receivable.
 - How to get quick, accurate, inside information about a customer's ability to pay.
 - How to write smooth, diplomatic letters that bring in the money without giving offense.
 - How to organize your own collection department and force worthless debtors to pay without suing.
 - How to judge of foreign credits, and how to collect money promptly from foreign countries.
 - How to devise a simple and effective system of insuring prompt and periodical collections of all your accounts.
- And valuable information, obtainable in no other way, for credit men, collectors, accountants, and every business man interested in this vital department.

Men have sweat blood and spent fortunes to learn the very business secrets which you may read at your leisure and master at ease. The six-volume, 1,263-page Business Man's Library, described below, places at your instant disposal the crystallized experience of practically the whole world of business. Are you content to plod and blunder along—to spoil opportunities and waste chances through business ignorance, when practical help such as this is yours for only six cents a day?

The Business Man's Library is, in reality, a complete correspondence course under the great Master-Minds of Business. Seventy-eight men—not mere writers, but National Business Men, whose very names inspire respect and admiration and confidence—are its authors, Alexander H. Revell, founder and president of the great firm bearing his name, Sears, Roebuck & Co.'s comptroller; John V. Farwell & Co.'s credit man; Montgomery Ward & Co.'s buyer; Sherwin-Williams Co.'s general manager. These are only a few of the big men who have contributed to the Business Man's Library.

These seventy-eight men give us not only the intimate secrets of their own successes but priceless business information, working plans, methods, statistics, tabulations, systems, hints, pointers from high places in the world of money where few are permitted to enter. In no other way can you get the valuable information which the Business Man's Library will give you, save through the slow and costly school of experience. For what we offer you here is solid business experience, collected, classified, condensed, and crystallized for your benefit at a cost of thousands and thousands of dollars. And who can put a dollar and cents value on working information such as this?

Ten thousand great concerns—the best concerns that Dun and Bradstreet can name—have bought sets of the Business Man's Library for the sole purpose of bettering their methods and increasing their profits. They had no interest in these books as mere entertaining literature. They wanted the cold dollars in them; the practical, usable ideas in them—nothing more. This is solid, tangible proof of the worth of these books—who can refute evidence like this?

The six uniform volumes of the Business Man's Library are published in a handsome deluxe edition, as they deserve to be. Beautiful, clear, large type, fine hand-made book paper; one edge of gold, two edges plain; half English Morocco binding—these are, indeed, a set of books for the library or desk of which to be proud.

And this is your money-laden opportunity—they can be had by any man who can spare six cents a day.

JOHN FARSON "This library is a short cut to more salary and more business, to more knowledge and more power. Worth a decade of experience."

PENN CHOCOLATE CO. "This library is name-void of generalities and practical beyond expectations. Taught us a lot."

ALFRED DOLGE "I wish the work could be brought before every man, young or old, who wants to build a real business career."

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Then add to the help which these books will bring you, the help which you will get from SYSTEM, which stands pre-eminent, the monthly magazine of BUSINESS, 260 to 356 pages in every issue of SYSTEM and you cannot afford to miss a single page of it. It makes no difference whether you own your own business or whether you are working for somebody else; whether you sit in a private office and decide things or whether you stand at a counter and answer questions—SYSTEM will show you new ways of saving time and effort and cutting out drudgery.

Big men in these concerns have bought these books for their desks—and these are only a handful taken at random from thousands and thousands of purchasers.

Marshall Field & Company.
Armour & Company.
N. K. Fairbank Company.
Illinois Steel Company.
National Cash Register Co.
Sears, Roebuck & Company.
Jones Dry Goods Company.
Mandel Brothers.
Nelson Morris & Company.
Columbia Phonograph Company.
National Biscuit Company.
American Can Company.
Goodyear Rubber Company.
Adams Express Company.
Arbuckle Brothers.
Barnhart Bros. & Spindler.
Montgomery Ward & Company.
Morgan & Wright.
Cudahy Packing Company.
Otis Elevator Company.
Bell Telephone Company.
Western Electric Company.

The United States Government has bought three sets, and many leading universities have purchased sets for their libraries, and to be used as text-books.

SYSTEM goes into the inner offices of the biggest, most successful men, and brings forth for your benefit the fruit of their costly experience. SYSTEM will show you how to start a new business, how to win trade for it, establish prestige, create profits, minimize wastes, keep down expenses, stop losses. Better, SYSTEM will show you how to accomplish more, make more, in your present daily work.

Each issue contains special "inside" information on buying, selling, accounting, manufacturing, shipping, collecting, advertising, business letter writing, banking, real estate and insurance methods, business management, handling men, short cuts and worry savers, store systems, retail salesmanship, trade-getting ideas, window dressing, circularizing, and everything in which a man in business, big or little, is interested.

To the man in the private office SYSTEM is welcomed as a guide and constant adviser. To the man in charge of other men, either as employer or superintendent, SYSTEM offers business secrets which he might never have the opportunity to find out for himself. And to the worker—the man who has hopes above his present position—SYSTEM shows the short road to better days, better salary, more power—eventual success. Every man who is playing the Great Game of Business needs SYSTEM, for it will help him turn his day-dreams into actual achievement.

SYSTEM has 300,000 regular readers. It has helped many of them to better salaries, bigger profits, that would have been impossible, undreamed of, without SYSTEM—Won't you let SYSTEM and the Business Man's Library help you?

BARNHART BROS. & SPINDLER "We circulated these books among our employes and sent copies to our branch houses."

TOM MURRAY "I don't care how smart or bright or clever a man is, he can learn a great deal from these books. I will never part with my set."

CHARLES E. HIRES "I regard it as of benefit and assistance to any wide-awake business man, no matter who."

How to Manage a Business.

- How to keep track of stock.
 - How to train and test employes.
 - How to hire and direct employes.
 - How to figure and charge estimates.
 - How to check deliveries and mistakes.
 - How to detect and eliminate needless items of expense.
 - How to get the most out of those under and around you.
 - How to size up the money making possibilities of new ventures.
 - How to get up blanks, forms and records for all kinds of businesses.
 - How to turn a losing business into a profitable one—how to make a profitable business more profitable.
 - How to devise a perpetual inventory system that will tell you every day the value of all material on hand.
 - How to devise a simple timekeeping and pay-roll system that will tell you the exact earning value of every employe.
- And the countless other things, including charts, tabulations, diagrams, plans and forms that every man in an executive position needs in his daily work.

How to Get Money by Mail.

- How to write ads.
 - How to begin a letter.
 - How to turn inquiries into orders.
 - How to formulate a convincing argument.
 - How to get your reader to ACT at once.
 - How to write trade winning business letters.
 - How to cover territory salesmen can't reach.
 - How to keep tab on results of all mail work.
 - How to key ads, circulars and all mail sales.
 - How to secure attention and arouse interest by letter.
 - How to prepare an enclosure for a business getting letter.
 - How to keep complete information about mail customers at your finger tips.
 - How to supplement the efforts of salesmen with live, business getting letters.
 - How to answer, file and follow up inquiries from advertisements and those which come in the regular course of business.
- And page upon page of practical, working detail—not only for mail order firms, but particularly helpful to those not making a specialty of or doing a mail order business.

How to Stop Cost Leaks.

- How to detect waste.
 - How to make an inventory.
 - How to figure "overhead" expense.
 - How to systematize an entire factory or store.
 - How to cut out red tape in a simple cost system.
 - How to keep close watch on material and supplies.
 - How to apportion the right number of men to a specific job.
 - How to decide between piece-work, day wages and bonus systems.
 - How to formulate a simple but effective cost-keeping system of your own.
 - How to keep tab on the productive value of each machine and employe.
 - How to figure depreciation, burden, indirect expense, up-keep, profit, loss, cost.
 - How to know every day all the little details that may turn into leaks and losses of time and money.
- And chapter after chapter of priceless plans for practically every kind of business in which an accurate cost system is essential to money making success.