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How To Lose A Sale

In a Chinese newspaper I once found two sentences that I want to quote:

"If you want to kill a sale, just say or do something that makes your prospect feel inferior. Often it is much smarter to say 'ain't' than 'isn't.'"

Isn't that just as true of human nature in Maryland as in China? If you want to kill a sale, criticize something your prospect has already bought. Show him what bad judgment he has used, what a fool he has been. Tell him about the fine golf score you made last Saturday. Make him realize that he is such a dub he ought to give up the game.

And by all means, brag about the sales contest you won. If he starts to discuss politics—boy, there is your chance! Open up with both barrels. Don't wait for him to finish what he is saying. Bust right in the middle of a sentence. Let him know that he is talking to an economist who knows everything, from how to solve the relief problem to how to balance the budget. In other words, make him feel thoroughly inferior. Do that and you will kill your sales and make your former friends cross the street to avoid meeting you.

One of the most disastrous defeats of the Civil War was caused very largely by a general who made his officers and men feel inferior. General Pope had won a few battles out West and had captured an island in the Mississippi. He felt he was a reincarnation of Julius Caesar, Hannibal and Napoleon all rolled into one. The incompetency of General McClellan had driven Lincoln almost to despair. He relieved McClellan and gave the army over to Pope.

The promotion went to Pope's head like a quart of Vodka. He began by rebuking the soldiers of the army of the Potomac for their inaction and he insinuated that they were a lot of infernal cowards. He bragged about the victories he had won out West and swore that he was used to seeing the backs of his enemies. He declared that his headquarters would be in the saddle. He issued so many proclamations that he was soon called "Proclamation Pope".

What effect do you suppose all this had on the soldiers who were supposed to face death at his command? "Proclamation Pope" had made his men feel inferior; so privates and officers alike despised him. Their hatred of "Proclamation Pope" was one of the reasons for the disastrous defeat of the Union Army at the second battle of Bull Run — a defeat so overwhelming that if Lee had only pursued Pope's demoralized army, he probably could have captured the army of the Potomac, taken Washington and New York, and perhaps have won the Civil War for the South.

Is there a little "Proclamation Pope" in your office or on your sales force? If so, why not cut this out and tack it on the bulletin board. Don't be afraid of hurting his feelings. He probably will never dream that it was intended for him.

—Buy War Savings Bonds—

Divided We Fall

When Harold L. Ickes asks for an armistice in "Controversies"—it means something important. Because if there ever lived a man who loved them, it is our secretary of the interior. In fact, in a recent speech in Boston, in which he appealed for national unity, he described himself as an "experienced controversionalist."

But unlike some of those, who through thoughtlessness or a real desire to cause disunity in our country, are stirring up trouble—Mr. Ickes will fight "at the drop of a hat" at the proper time and place but he has the common sense and patriotism to forego this pleasure when he knows it will affect our united war effort.

Now there are two kinds of criticism which we are being dosed with and which are injurious to the cause of unity. There is the honest explosive variety which has no constructive value and results in constant irritation, and there is the premeditated disunity brand.

Hitler believes (or did he believe) that this nation is so disunited (or can be so disunited) that he can conquer it if he wins in Europe. He is wrong—but his theory is correct, for if he could disunite us he could conquer us. He has used this weapon successfully upon several occasions during this war.

Consider the situation as it is today: the Japanese have taken practically all the strategic positions in the Southern Pacific area of warfare. Almost everything except Australia. They are pressing hard upon China at this moment and no one knows whether that brave nation can hold out or not without adequate supplies from the United States and Britain. We are going to have to start from scratch and whittle away all this vast territory which they are now fortifying. We can do it through united effort only.

Germany is slashing at Russia in what seems, at the time of this writing, to be the overdue "Spring Offensive." No one knows what the outcome will be.

But any way you look at it, we have a job on hand which we can successfully complete only if every man, woman and child; every editor, commentator and politician; every rich man, poor man, beggar man and thief — pulls together as one solid unit and foregoes cutting one another's throat until after the war.

We must—as Mr. Ickes says, and as is obviously of vital importance at this time—put a stop to the everlasting criticism being hurled at Congress for every move that body makes. Congress seems to be the "Fall Guy" at the moment—probably because it is in a difficult position from which to fight back. But if Congress is sufficiently aroused, it will place itself in a position not only to defend itself against destructive abuse, but from which to take the offensive against those who have slandered it. A day of reckoning will come for those—if there be any such—who would maliciously sow discord in our midst in this hour of desperate need for nationwide co-operation. The American people are slow to anger—but terrible in their wrath. And they don't "bite" easily.

—Buy War Savings Bonds—

Freshmen in the U. S. Naval Academy are known as plebes, sophomores as youngsters.

TheBureau of Yards and Docks is charged with all that relates to the design, construction, repair and maintenance of the U. S. Navy's public works.

The U. S. Navy, through its Bureau of Supplies and Accounts, operates coffee roasting plants at Mare Island, Cal. and Brooklyn, New York.

'In Triumph Shall Wave'

This Week in Washington

Washington, D. C. — The most politically minded of the New Dealers—the ones who have never been able to subordinate "party" to the war effort—are worried over the President's decision to make a drastic cut in the appropriation for the WPA, which they always have recognized as a super vote-producing organization. And they are showing even greater alarm over Leon Henderson's unwillingness to appoint the "right people" to jobs in the nation-wide price administration organization which he is building up.

The President has said that war jobs make it possible to reduce the size of WPA from an employment enrollment of around 800,000 to half that number and he has recommended reducing the funds for WPA by $185,000,000. Although the WPA claims to have accomplished a lot of good work, the records have always indicated that the cost was all out of proportion to the work done and the organization has been the leading butt of New Deal critics. Among the claims of WPA are that it has constructed 200 airfields and over 2,000,000 feet of airplane runways, has built or improved over 500,000 miles of roads, has constructed 69,000 highway bridges, and improved thousands of parks.

Although many New Deal Congressmen realized that large expenditures for WPA, when there is a shortage in labor for war production, could not be justified, some hoped that a new organization, tied up with the war effort, might take its place. Realizing that rationing, price control, etc., is the biggest single domestic undertaking, they saw Mr. Henderson's Office of Price Administration as the best political opportunity. But they now complain that Mr. Henderson in many cases, is appointing their political enemies to important posts in his organization which may eventually include as many as 100,000 employees.

It is believed, however, that Mr. Henderson's absence of political considerations in making his appointments is endearing him to the public and that he has strong public support.

There have, of course, been many objectors to his gasoline rationing plan, but in most cases the complaints are against unfair actions of local boards, motorists and gas station owners who "are getting away with murder" and against the proposals to extend gasoline rationing to states where the supply is plentiful.

If rationing is extended, the main purpose will be to conserve tires. But the whole question of the public's continued use of automobiles is still due for considerably more analysis and clarification. Each day some new suggestion is made which revises thinking on the subject.

The most optimisitc authorities here predict that some solution will be worked out on the tire situation, that plans for carrying gasoline to the East by inland waterways will be put through and that we will be able to continue to get both tires and gasoline throughout the war.

Under the sponsorship of the Small Business Committee, Senator Ellender of Louisiana has introduced a bill into Congress calling for legislation to furnish tires throughout the war to keep 20,000,000 automobiles running. The proposal is that these tires be made of reclaimed rubber, part of which will be obtained from the tires and tubes turned in by those seeking the new tires. The committee now claims that not more than two ounces of new rubber is needed to make a tire of reclaimed rubber and states that if 3,500 tons of crude rubber are put aside for this purpose from our 750,000-ton stockpile, they can develop a system to collect all of the reclaimed rubber necessary.

This bill will reopen the whole discussion on the use of automobiles, the rubber situation having been considered a much greater problem than gasoline. But, since we are the only one of the United Nations which has any rubber stockpile and are consequently being called upon to fill the needs of other nations as well as our own, it is expected that war production authorities will show that the reclaimed rubber which could be used to make tires for 20,000,000 cars could be put to more effective use in filling war needs.

The public has been told so many things by so many different "authorities" that it has created utter confusion on this subject.

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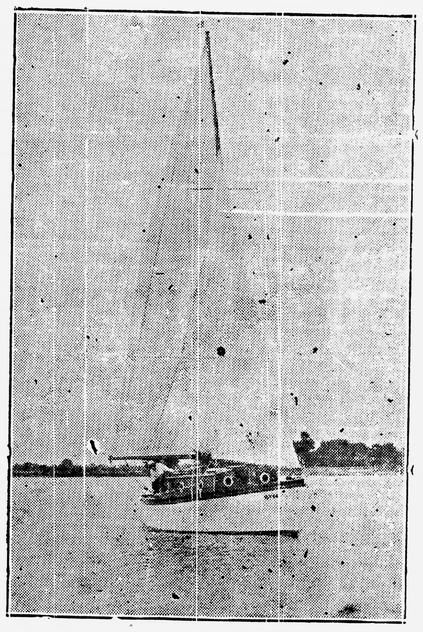

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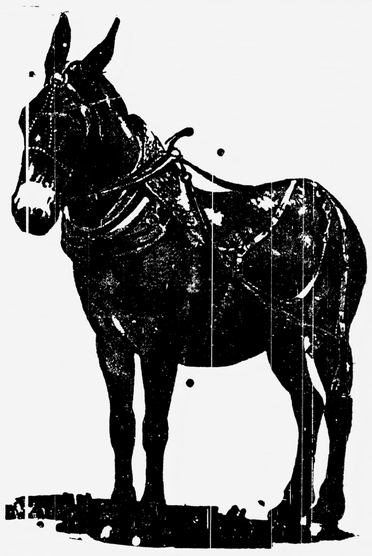

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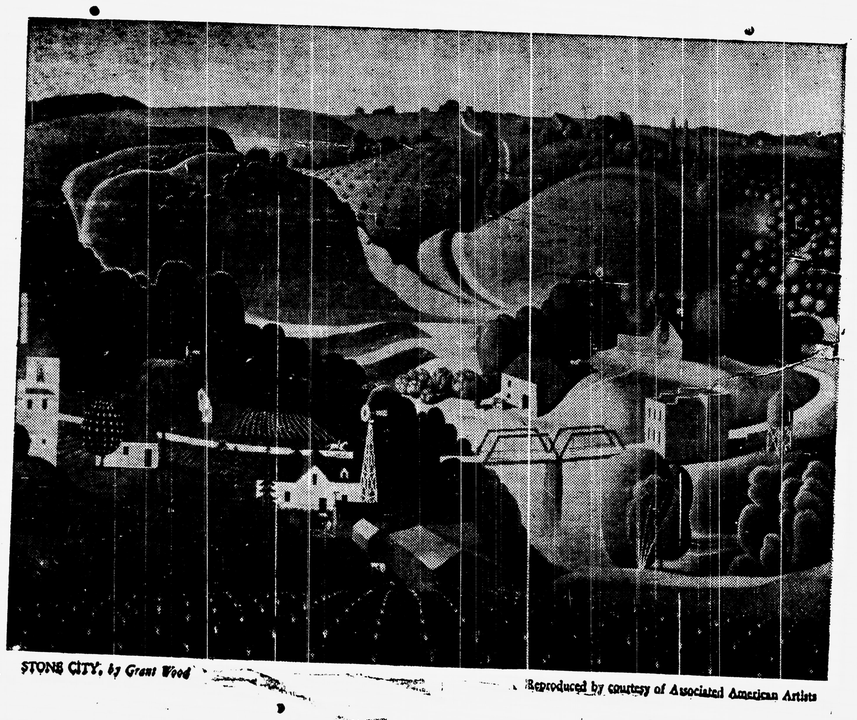

STONE CITY, by Grant Wood — Reproduced by courtesy of Associated American Artists

VICTORY BEGINS RIGHT HERE
What's Up to the U. S. is Up to Us

This war belongs to all of us—to fight, to finance, to finish! As the President has said: "We are all in it—all the way. Every man, woman, and child is a partner in the most tremendous undertaking of our American history." Your part is clear—to put every dime and dollar you can possibly spare into uniform—to buy U. S. Savings Bonds and Stamps regularly—so that our boys will have the guns and planes and tanks they need to put the enemy on the run. Take part of your change in U. S. Savings Stamps every time you shop—your 25-cent Stamp may buy the machine bullet that sends an enemy bomber crashing in flames. Turn Stamps into Bonds as fast as you can, that is the American way—the volunteer way—to preserve our freedom and safeguard *your* home, *your* family, and *your* future. Remember that you can start buying U. S. Savings Bonds for as low as $18.75 (for the $25.00 Bond) and Savings Stamps for as little as 10 cents.

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