DOLLAR MAKERS

Word to Wise: Cultivate Your Acquaintances

By GEORGE T. EAGER

WHEN Presidents of the United States find it valuable to take the trouble to remember details about the thousands of people they meet, it would seem well worth while for business men, salesmen and retail sales clerks to cultivate this simple way of making friends.

John Hays Hammond told me of a reception given in Wyoming to Theodore Roosevelt in 1912. A long line of people were waiting to shake hands and Roosevelt had taken pains to learn some simple fact about each of his local admirers. He was informed that one man had visited the White House and had six children, one recently born. His greeting was: "How are those five-oh no, I believe you have six children now?" The man was politically important and from that day became an ardent Roosevelt booster.

It is said that President Garfield built a reputation for a remarkable memory by a very simple device. When shaking hands with any man or woman, over fifty, he usually asked, "How is the old trouble?" When this was said in just the right confidential tone the voter invariably gave details about some past illness and praised the President's memory and thoughtfulness forever after.

A former bellboy became manager of an important hotel chiefly because he trained himself to remember names and faces of thousands of guests. Retail sales people cannot be expected to remember all customers. But in training themselves to remember even a reasonable percentage of their customers, they will be using a powerful force for turning casual purchasers into regular customers.

ADVENTURE IS NEEDED, TOO

ONE of the officers of an important New York bank has no definite banking duties but is always busy. A friend once asked him to define his position. "As you are a golfer, I will tell you," said the banker; "I am the niblick of this organization. When fine old concerns that have borrowed money from us get in a hole it is my business to get them out."

His friend asked him to discuss the things that cause a business to get into difficulties. "Business is a combination of adventure and caution," he replied. "Sales and progress are the products of the adventurous mind. But a business stays solvent when expenses are kept within bounds by the cautious, accounting type of mind. The right combination of the two minds makes a healthy business.

"But it has been my observation that when the expense, accounting type of mind dominates a business things are headed for trouble. When something happens that is not caused by men, lawyers term it an 'Act of God.' The accounting mind is too liable to look upon sales as an 'Act of God,' which men can do little about. As a matter of fact sales are man-made, created by the adventurous mind that believes in new products, advertising and exploration of the unknown."

(Bell Syndicate—WNU Service.)

Marshal Foch Believed Napoleon Was Superior

LONDON.—Early in 1921, a few weeks before the centenary of Napoleon's death, Wickham Steed, famous journalist and former editor of the London Times, asked Marshal Foch (who knew more about Napoleon than any of the other Allied generals) whether he thought Napoleon would have done better than he had as commander in chief of the Allied and Associated armies in the closing period of the war, or whether modern conditions would have made Napoleon look small.

"Foch answered," says Mr. Steed (in his book, "The Press") "that he had often put this very question to himself when he passed before Napoleon's tomb at the Invalides during the war, and had come to the conclusion that Napoleon's infinite capacity for taking pains would have enabled him to master modern war conditions in about six weeks. Then, said Foch, 'he would have invented some new tricks, found some new dodge, and would have knocked the astonished enemy head over heels.'"

Czar's Shoes

The dusty old slippers of the famous czar, Peter the Great, poke out from beneath his ancient bed for visitors to see when they go to a house he lived in over 200 years ago near Tallinn, Estonia.

Winner Unknown

Because the winning poet signed only his pen name, it was impossible to announce the winner of the principal literary prize at this year's Talybont Eisteddfod near Bangor, Wales.

THE SUNNY SIDE OF LIFE

BIG TOP By ED WHEELAN

LALA PALOOZA —A Woman's Touch By RUBE GOLDBERG

S'MATTER POP— And That's How Come We've Got Mountains By C. M. PAYNE

MESCAL IKE By S. L. HUNTLEY **A-Hunting We Shall Go**

POP— Just a Matter of Diet By J. MILLAR WATT

'KEEPING UP WITH THE JONESES' —Eddie Enjoys a Light Snack By POP MOMAND

Cheerful News

REASON ENOUGH

Skjold—I wonder why my girl always closes her eyes when I kiss her?

Bjones—If you look in your mirror you can see for yourself.

'Tappy Ochre'

Grocer—You want a pound of ochre? Is it the red ochre for painting bricks?

Small Boy—No, it's tappy ochre wot Maw makes puddin' with.

Might Compromise on Nickel

Sister—Bobby won't eat his spinach.

Mother—Spinach has lots of iron.

Sister—He's holding out for silver.

Like Ours

"Have a garden this spring?"

"Yes, one of those Peter Pan gardens—never grew up."

Now It Can Be Told

Willie (reading Monitor article on India)—What's an Untouchable?

Dad—It's a guest towel.

"WHAT'S THAT NUMBER?" By GLUYAS WILLIAMS

OFF BEAT

A theater in a small western town had a burglar alarm fitted in the boxoffice. You just had to press a pedal on the floor, and a bell rang at police headquarters.

Two days after it was installed, a gangster poked his gun through the boxoffice window and demanded the cash. The girl pressed her foot on the pedal, stalled a bit, then began to hand over the money.

At this point the phone rang. The gangster grabbed the receiver.

"What is it?" he asked.

"This is the police station, darn you," said an angry voice. "Say, do you know you've got your foot on the pedal and we can't hear ourselves talk because of that blooming alarm bell!"

THREE WARS

"He's a veteran of three wars."

"Only two, I'm sure."

"No, three — Spanish-American, World and matrimonial."

Able Assistant

The quack was selling an elixir which he declared would make men live to a great age.

"Look at me," he shouted. "Hale and hearty, and I'm over 300 years old."

"Is he really as old as that?" asked a listener of the youthful assistant.

"I can't say," replied the assistant, "I've only worked for him 100 years."

No Real Proof

Dinocan—Pardon me, are you a resident here?

Podsnap—Yep; been here goin' on 50 years. What kin I do for you?

Dinocan—I'm looking for a criminal lawyer. Do you have one here?

Podsnap—Well, we're pretty sure we have, but we can't prove it.

I. W. W. Customers

Gas Station Proprietor — Here comes another of those I. W. W. customers.

Mechanic—I. W. W.?

Proprietor — Yeah. Information, wind, and water.

Magnetic Personality

Customer—Mrs. Jackson has a most magnetic personality, hasn't she?

Grocer—Yes, everything she carries out of here is charged.

Chief Difference

"Henry, what is the chief difference between summer and winter?"

"In winter you ask for more money and in summer you [illegible] it."

AT THE GAME

She—Look at that girl over there. What makes her so extremely blonde?

He — She always sits in the bleachers.

Two Birds

Wifey—I would I were a bird.

Hubby—I would you were, too, dearest. Then you could fly south for the winter without it costing me anything.

Last Appeal

Elwood—Daddy, what's a court of last resort?

Daddy—Courting an old maid, my boy.

Ambition

The teacher was asking the children what they were going to be when they grew up. Some were going to be stenographers, nurses and doctors.

When she came to Patty, she said: "What are you going to be, Patty?"

"A rich widow," Patty answered.

Made a Difference

"Dad, what is inertia?"

"Well, if I have it, it's pure laziness; but if your mother has it, it's nervous prostration."

No Proof Required

"Now, Tommy, how do you know the world is round and hangs on nothing in the air?" asked the geography teacher. "How do you prove it?"

"I don't have to prove it," replied Tommy. "I never said it was."

Ever-Loving Wife

Doctor—Where in the world did you get such a terrible case of indigestion?

Patient—My wife tried to hold my love through my stomach.