

TORRANCE ENTERPRISE

Published Every Friday

C. P. ROBERTS.....Publisher and Owner
DOROTHY ROBERTS.....Local Editor

Subscription Rates In Advance

One Year.....\$2.00
Single Copies.....5c

Entered as second-class matter June 9, 1920, at the post office at Lomita, California, under the Act of March 3, 1879.

A CHAT WITH SALESMEN

By S. MAUS PURPLE, Manager D.M.S.

If there is one thing more than another that will bring you success in your work it is patient, persistent effort. Do not allow yourself to become discouraged when difficulties confront you. Why they exist we do not know, but this we do know—no honorable success was ever gained in any line of work without great discouragement.

If you expect to achieve anything you must reconcile yourself to the fact that success has a price and cannot be purchased for less than its value. All growth, all progress, all triumph over difficulties, is elevating, both in the development of the individual and of the race. Circumstances and difficulties that oppose us and for a time hold the mastery must at last yield to persistency, and, like a converted foe, contribute to the strength of what they once made weak.

The first duty of a salesman is to place his customer at ease. This will give an opportunity to form an estimate of his temperament and he can best please him. The successful salesman are familiar with all the short cuts, and thereby able to come to a conclusion, thus closing the order as soon as the desire is formed. Never talk too much. In describing an article a salesman should be accurate—neither too long nor verbose, but talking sufficiently and with enough explanation to remove any doubts or misgivings that might linger in his customer's mind. He should never allow his eloquence to cause his remarks to become irrelevant.

The matter under discussion. By classifying the people with whom he has to deal, the salesman will save considerable time and add greatly to the strength of his work. Much depends upon the disposition of the customer, his surroundings and the time at his disposal. Of these things the salesman must be judge. Tact and good judgment must in every instance be a guide to the man who essays to become successful in the dual occupation of educator and salesman. He can no more estimate the value of an order of a prospective customer than he can calculate by looking at a handful of seed, which will grow and which will not.

"Any system is better than no system," is an old but true saying. Every salesman should work to some prearranged plan. He should not depend upon chance or inspiration for his arguments, but should prepare them in advance, in order to be able to meet any objection or condition likely to arise in the sale. All our great lawyers and lecturers prepare their addresses and practice them until they are able to give a perfect delivery, thus possessing a freer use and a greater command of their faculties. Colonel Ingersoll did this, and he had no equal as an extemporaneous speaker. Success in any undertaking is usually the result of careful preparation. We must realize in this telegraphic age that people want crystalized facts.

Knowledge is essential at any price. Knowledge is such an advantage in driving a bargain and getting fortunes through the efforts of others, and we need it to protect ourselves. "Can't afford it" is one of the slogans of all

the hosts of opposition that would impede. It has rung the death-knell of many a bright future, and with great propriety could be inscribed on the tombstones of nine-tenths of the people who have failed to realize the hopes and promises of young manhood and the ambition of themselves and friends.

By acquiring one point a day, in a year's time you have added just three hundred and sixty-five points to your general culture, and just as you advance along the plane of intellectuality, just so you improve and advance in everything that makes you a better and more intellectual man, in your own estimation, as well as in the estimation of your friends and neighbors. Consequently, you are better calculated to advance and grow in your social relations, in your business, or in the value of your employer. The cultivation of the mind is an obligation. It is a duty we owe ourselves to become familiar with the lessons and experience of those who have gone before us and prepared the road for individual success. A man may be a fine mathematician, but if he knows little else he can talk effectively only when mathematicians listen. He may be an expert penman, but other penmen, only, will take much interest in his well-shaped letters and figures. However, if a man is a good conversationalist he always commands attention when he speaks. This means fascinating variety, style, pleasing every sentence telling shooting with an aim, fixing facts in the mind as though they were arrows from the bow of an archer who never misses his mark. Good judgment is required, and well-informed minds are safest on such occasions. Life is too serious to neglect such opportunities as are offered for fitting ourselves for the pivotal points on life's battleground.

Education is acquired a little at a time, and as a man acquires he grows, and as he grows his influence is more strongly felt, until by and by he becomes a power in the community in which he lives. You no doubt have noticed men in humble life break forth into unexpected success. Did you ever analyze the cause of their success, or how they came to be lifted above the heads of their former superiors? It is a simple question of knowledge and preparation. Those who have surprised us by sudden success have been preparing themselves quietly at home, and have taken advantage of the opportunities for the acquirement of knowledge and of other people's experiences and avoided their errors.

Nothing is more contagious than energy of character. It has an electrical power and compels imitation. In the presence of its possessor we feel as if we were breathing a spiritual ozone, alike refreshing and invigorating, or inhaling mountain air. On the other hand, what can be more depressing or deadening than the influence of a cynical, indolent or sceptical companion, who has no faith in his fellow beings and conjures up obstacles to every enterprise, which are only the phantoms of imagination. It is said that Napoleon the Third had a peculiar power, which was the exact opposite of that by which some men inspire all with whom they come in contact. His presence seemed to rob them of their ability and intelligence and to destroy their self-possession. What can be more fatal to individuality, to force of character and to moral and intellectual growth than the benumbing, torpedo-like touch of such a man? Live with mean, low-minded persons and your impulses will be mean. Live with persons of lofty character and your character will infallibly be ennobled, for is there anything more certain than that our characters are molded and shaped for good or evil by all the men or women with whom we associate?

The apparel may not always proclaim

OUR FOREIGN DEBTORS

The Senate has given Secretary Mellon a free hand to dicker with our foreign debtors, but with a reservation that every arrangement must be reported to that body. This is probably the wisest course, as those who owe us will have to be treated as separate individuals and settled with personally, as a business man does with his delinquent debtors. The amount owed us across the ocean is summed up as follows:

| | |
|-----------------|-----------------|
| Great Britain | \$4,166,318,358 |
| France | 3,350,762,930 |
| Italy | 1,648,034,050 |
| Belgium | 375,280,147 |
| Russia | 192,601,297 |
| Poland | 135,661,659 |
| Czecho-Slovakia | 91,179,527 |
| Serbia | 51,153,159 |
| Rumania | 36,128,494 |
| Austria | 24,055,708 |
| Greece | 15,000,000 |
| Estonia | 13,999,144 |
| Cuba | 9,025,500 |
| Armenia | 11,959,917 |
| Finland | 8,281,926 |
| Latvia | 5,132,286 |
| Lithuania | 4,981,627 |
| Hungary | 1,685,835 |
| Liberia | 26,000 |

The interest alone on this amounts to about \$1,000,000,000 a year, and if it could be collected would greatly reduce our taxation. Therefore, every man and woman in the country has a lively interest in the management of the indebtedness. There is one objection to funding which is familiar to the Western people of a generation ago. It will be remembered that in those days everybody was crazy to borrow money in the East, and when they were in search of loans the lenders were spoken of as public benefactors disinterested, etc. When the debt was incurred, however, and the lenders wanted to collect principal and interest, they assumed an entirely different appearance to the debtors. Soapbox orators denounced them as Shylocks and vampires sucking the life blood of the community. It was the same way with those who bought bonds during the Civil War. To buy a United States bond was therefore a high patriotic duty and appealed to every loyal man in the country. When after the war the pinch came of paying interest and principal in gold, then the country was filled with the talk of Wall Street goldbugs and Shylocks who wanted gold for the depreciated money which they had lent. A great political party advocated all manner of schemes of repudiation, the favorite one being to print more greenbacks, which would reduce the value of the money. We have seen in Europe how this works out when it takes 1200 Australian kronen to buy an American dollar.

the man, but it has a great deal to do with the way he is received by the public. No matter how well you may present yourself, if your appearance is against you you will necessarily work to a disadvantage. Be a gentleman and look like a gentleman. This is a good rule to follow in every line of business.

Finally, let every young man remember that the surest way of obtaining intellectual, as well as moral, success is by associating with the wise and good.

When you are on the right tract do not let any failure dim your vision or discourage you, for you know not how close you may be to victory. Have patience and stick—stick in spite of every hindrance.

A Chinese student became so discouraged by repeated failures that he threw his books away in despair. While in this despondent mood he saw a poor woman rubbing an iron rod on a stone to make a needle. Struck by the wonderful patience of the woman, he went back to his studies with new determination and became one of China's greatest scholars.

MENTAL VACATIONS

An invalid who has not left her room for many years says she takes the most marvelous daily journeys to all parts of the earth. She crosses the ocean, walks through the Strand in London, visits Parliament House, calls on the king and queen in their palace, goes over to Paris and Switzerland—in fact, wherever she wills, with the greatest ease and comfort. She makes her own itinerary and chooses her own mode of travel. She flies through the air, or skims over the land faster than any airship or automobile could go.

One of the most remarkable things about the vehicle in which she travels is that, no matter where she may happen to be, whether on the sea or in the air, whether in China or Japan, India or Australia, whether on the earth or on the planet Mars, she can transport herself home in an instant. Time and distance are as nothing to this wonderful vehicle of hers, which is—Imagination.

Do you realize that you, too, may fly where you will on the wings of imagination? No matter how hemmed in you may be physically, even though, like this woman, you may be an invalid, or you may be shut in by bolts and bars, yet can fly out of your prison and visit every corner of the earth. You can visit your old home where you have not been since you were a boy. You can sit down by the fireside with father and mother, sister and brother, and listen to the reading of home books and papers as in your childhood. You can fly up among the stars, see the glories of the heavens and feel your kinship with the Creator of the universe.

All of our great inventions, all music, all art, all of our great modern industries, civilization with all its achievements, are the fruits of man's imagination. They are the realities of the dreams or imaginings of countless generations of man.

The men who sees things only as they are, who have not developed their imaginative faculty, plod along in the same old rut from boyhood to manhood; from manhood to old age. It is the one who has cultivated his imagination that improves things. He is the man who advances the stage coach to the palace, the sailing ship to the ocean greyhound.

If the imagination of the child were trained and rightly directed at the start, his future happiness and success would be assured, and his value to the world increased many times. But too often it is discouraged or suppressed as "unpractical," something really harmful.

We little realize what is going on in the child's mind when he is busy with his playthings and his plays of all kinds. He is learning to express himself; he is building a powerful, vivid imagination which in the future will do wonders for himself and for the race.

WATCH YOUR BANK ACCOUNT

Don't overdraw your bank balance. Check up on every payment you make, and see that your funds do not become depleted.

These are truisms to the average business man, but many people who are carrying small checking accounts are very careless about them.

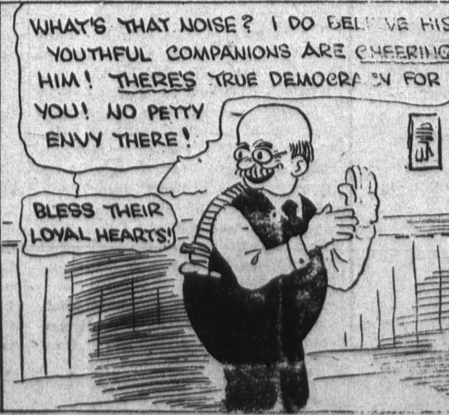
The other day a woman narrowly escaped a jail sentence because a check given in payment of a speeding fine came back to the court marked, "No funds."

"A woman's way of handling her bank account," was the naive explanation given by the drawer of the check, who immediately saw that her account was rehabilitated.

Whether it be a "woman's way" or not, allowing your funds to become depleted is bad business. A little care in this respect will prevent much annoyance to both bank and depositor.

MICKIE, THE INTER'S DEVIL

By Charles Sughroe



Gosh, but the Gang Is Jealous

