

E. Vickers

NEW

DR. CHASE TALK

(Explanation)

Be sure you know your prospectus well. At the beginning this talk should be learned practically word for word. It may need to be varied in the field, but it serves as an excellent foundation for different talks. Learn it so that you can talk it fluently and spontaneously as though you had never heard it before. Always say things with conviction, earnestness and enthusiasm. Success is for those who prepare thoroughly for the work and then stay right with it. Someone has truly remarked, "Victory belongs to the most persevering." It has been said that you never get anywhere unless you get started, so it is well to start learning this description RIGHT NOW. Hold your prospectus squarely in front of the prospect so that he or she can read with you everything to which you point with pencil. DON'T FORGET THIS. (If not already marked - check the items with your pencil, as per this talk).

APPROACH - BE SURE TO GET INTO HOME.

If possible know your prospective customer by name before calling. (Keep a list of names ahead, with particulars, if children, etc.) Walk confidently up to the door. When your call is answered say, "Good morning, (or afternoon), is this Mrs. Brown? Mrs. Brown, my name is _____, Field Secretary of the People's Aid Society. I called for a moment to see you in regard to health matters. Of course, I may come in, (with a smile)." After being seated speak of weather, etc. "The Society has found that there is a great deal of sickness and many deaths each year from preventable diseases. It would be a great thing if many of these lives could be saved. We have had one hundred doctors and nurses contribute to a splendid guide for the home. It tells how to prevent many diseases and alleviate suffering. I'll just show you a few of the sample pages of the new Dr. Chase's Guide. It will only take a few minutes and it is so interesting." (Take out prospectus). "I'll move over close so that you can see better, Mrs. Brown. Just notice the list of doctors. They are from all over this continent and also some good ones from Europe. (Read a few of the places of interest). You know over in the Old Countries they can treat some things better than we can here, so the best physicians and nurses of the whole world have contributed their favorite remedies to this guide.

Now, Department I treats of DISEASES and their CAUSES, SYMPTOMS and TREATMENTS. You will notice that the subjects are arranged alphabetically. For instance, in treating ABSCESS we first describe the disease or tell just what an abscess is. We then give the CAUSES, and the SYMPTOMS and then take up the very best TREATMENTS known to medical science. Now it is not always necessary to get a doctor, Mrs. B. and sometimes it is impossible to get him in a hurry. So here is a unique feature that makes the guide very practical. It tells WHAT TO DO IN ADVANCE OF A DOCTOR. Often you could be doing something, not only to relieve the patient, but perhaps sometimes even save a life.

In this chapter you will find treated all the DISEASES OF THE ANUS, such as Hemorrhoids or PILES. The doctors say that forty percent of the people are troubled at one time or other and we give some splendid home treatments. Next comes APPENDICITIS. On the chart of the various organs you will find (No. 15), the appendix, (point to it), always on the right hand side - and it is generally a little larger than this pencil - two to four inches long. Everyone should read up and know about APPENDICITIS and how to avoid it.

A great many people are troubled with BALDNESS and here is a very thorough treatment. You know they have discovered many new things in medicine the last few years that have greatly changed medical practice. As it states here, the famous remedy PILOCARPINE was discovered accidentally. It is taken internally. Our hair is worth something, isn't it?

Next is a chapter on THE BLADDER AND ITS DISEASE. (Emphasize to old people)

It is very interesting to study about the bones and their diseases. There are about 200 SEPARATE BONES IN THE HUMAN BODY NOT COUNTING THE TEETH. No wonder some of the bones get out of joint now and then.

Here is the location of the UPPER BRAIN, the LOWER and the SPINAL CANAL. Speaking of the brain, why, we have a whole chapter on DISEASES OF THE BRAIN. It is very important to prevent brain trouble, isn't it? ACUTE MENINGITIS is taken up. Do you know the symptoms? They are given here.

Then in CHOLERA MORBUS the patient is usually suffering and we tell you just WHAT TO DO BEFORE CALLING A DOCTOR.

You have probably heard the doctors say that CONSTIPATION is killing the race. It can be prevented and you will find the subject treated thoroughly. It is often the cause of other diseases. For instance sixty per cent of eye trouble. A GLASS OF HOT WATER THE FIRST THING IN THE MORNING is an excellent thing and does not cost anything. It says here a FRESH EGG has cured obstinate cases. Now, Mrs. B., you notice that number 68 after this remedy? Turn right back here to this list of physicians and you will find that No. 68 is a famous French physician; in this way you can always tell just whose remedy you are using. Using this guide is just like calling in any doctor you want and there are a hundred of them here to choose from and they represent the whole of both the new and the old world. When your family physician fails to accomplish all you desire it is just like being able to call in a famous doctor from Europe. (When turning to list of physicians keep finger in prospectus at page _____ so you can find your place quickly again. Make it clear to customer how she can always tell whose remedy she is using.)

Next are chapters on THE EAR AND ITS DISEASES, and THE EYE AND ITS DISEASES. The EAR and EYE are delicate organs and their description is very interesting. If people knew more about the structure and care of the eye there wouldn't be so many people wearing glasses. You know "An ounce of prevention is worth a pound of cure". In compiling these chapters on the EAR and EYE you will note (turn to list of authors No. 48) that we had the aid of the NEW YORK EYE AND EAR INFIRMARY OF NEW YORK, THE LARGEST INSTITUTION OF THE KIND IN THE WORLD. You will see, Mrs. B., that no money has been spared to make this the most up-to-date scientific work ever published for use in the home.

Then we take up FEVERS - TYPHOID FEVER - A noted London doctor has found that LEMON JUICE will destroy typhoid germs in water. You or I would give ten dollars to know this some day if we were not sure of the drinking water, wouldn't we, Mrs. B.? It is well to prevent typhoid fever.

Then we have a chapter on ERUPTIVE FEVERS such as CHICKEN POX and SCARLET FEVER. I want you to see just how fully it treats SCARLET FEVER. It first describes the THREE VARIETIES of Scarlet Fever. Then it gives the SYMPTOMS and describes THE RASH and follows with the TREATMENTS. Under TREATMENTS it first tells "WHAT TO DO TILL THE DOCTOR COMES" and then "HOW TO HELP THE DOCTOR," and gives remedies prescribed by three different physicians, (Nos. 29, 38 and 61). It doesn't stop with that, but goes further and tells "WHAT SCARLET FEVER MAY BE FOLLOWED WITH". If not properly taken care of the child may be left with "MORE OR LESS DEAFNESS" or even "BLINDNESS" and the doctors are now tracing many cases of "BRIGHT'S DISEASE" back to Scarlet Fever. The guide next tells how "TO GUARD AGAINST THE AFTER EFFECTS" such as "CHRONIC INFLAMMATION OF THE KIDNEYS", "CHRONIC INFLAMMATION OF THE THROAT," and "WEAK HEART", and gives all the other features pertaining to this dangerous disease. No matter if we do get a doctor, Mrs. B., we can't know too much about ourselves.

In case of "HEADACHES", do you know Mrs. B. as I make my calls, many people have hot or cold towels on their heads when perhaps the trouble is somewhere else. We treat the original cause in each case, whether it be "NERVOUS HEADACHE," "SICK HEADACHE," "BILIOUS HEADACHE," or one arising from "DYSPEPSIA." You always have the remedy of a specialist right at hand.

Here is a chapter on THE HEART AND ITS DISEASES. We could live but a few minutes if the heart stopped beating and yet how much does the average man know about this vital organ and the work it does. These modern physicians can show you how to detect heart troubles so you can ward off many of them before "IT IS TOO LATE". You will find this chapter very interesting reading. This chart shows the heart with the covering removed. For PALPITATION of the heart Dr. Stranahan, (No. 7) recommends "TINCTURE OF GINGER IN A HALF-TEASPOONFUL DOSE EVERY HOUR.

Here is a chapter on the "JOINTS AND THEIR DISEASES," "THE KIDNEYS AND THEIR DISEASES," and the "LIVER." Next is "THE LUNGS AND THEIR DISEASES," and here is a treatment of "NEURALGIA." On this page (263) there are five kinds of neuralgia described. (Read them). No wonder different people require different treatments. All kinds of SKIN DISEASES are fully treated and here we have DISEASES OF THE STOMACH. You will find it very interesting to read the description of the processes of DIGESTION. It describes the SALIVARY GLANDS, the STOMACH, THE PANCREAS, THE LIVER and THE SMALL BOWEL, and then takes up all the different ACTS OF DIGESTION. And here is the treatment for INDIGESTION OR DYSPEPSIA. As it says here, these remedies "HAVE BEEN FURNISHED BY MANY REPRESENTATIVE PHYSICIANS." And yet in the complete book it says "THE CURE IS LARGELY IN THE HANDS OF THE SUFFERER." In treating these various diseases, Mrs. B., it is very nice to have the advice of physicians who are specialists in their particular line.

Now here is another valuable feature of the book, Mrs. B., that you may not have seen in any other work. Where two diseases look a great deal alike, such as TONSILITIS and DIPHTHERIA, (both starting with sore throat), it compares them side by side so that you can see just the points in which they are alike and the points in which they differ. I couldn't tell them apart at the beginning, could you? (Read first two paragraphs in each column). You know a whole lot depends upon recognizing Diphtheria right at the start and thus getting a physician in time so he can stop it without even resorting to Antitoxin treatment.

Then we take up VENEREAL DISEASES. This chapter should be a warning to boys and ought to be placed in every home in this country.

Department II takes up the DISEASES OF WOMEN AND CHILDREN. One reason these diseases are so hard to overcome is that women don't want to consult a physician until they are suffering a great deal. This department is compiled by HELEN F. WARNER who is both a physician and a mother. No one will hesitate to consult a work so reliable as this. She first takes up "WHAT GIRLS AND MOTHER OUGHT TO KNOW," "CARE OF YOUNG GIRLS," "ADVICE TO YOUNG MOTHERS," "THE FIRST CRISIS," "WHAT A YOUNG WOMAN OUGHT TO KNOW," "WHAT A YOUNG WIFE AND MOTHER SHOULD KNOW," and "HOME REMEDIES FOR FEMALE COMPLAINTS", And here is a chapter on "CARE OF THE BABY." It takes up very fully everything about "NURSING THE BABY?" "TEETHING" "WHEN SHALL YOU WEAN YOUR BABY" and "WHAT TO FEED THE BABY." In fact everything that a mother wants to know about herself and the baby is fully treated in this department by Mrs. Warner who has had a great deal of experience along these lines. And here is a chapter on "WHAT A WOMAN OF FORTY-FIVE OUGHT TO KNOW," - a very critical time in a woman's life.

We next have a chapter on the "DISEASES OF CHILDREN." You know, Mrs. B., that little children can't always stand the strong drugs that older people can and so their ailments are taken up in a special chapter and they are treated by specialists on children's diseases. Here it tells all about "INFANT FEEDING" and over here is a treatment for the dreaded disease INFANTILE PARALYSIS, so you see the work is thoroughly up-to-date.

A whole DEPARTMENT is devoted to "ACCIDENTS AND EMERGENCIES." It tells about BANDAGES and SPLINTS, BURNS and SCALDS, giving simple home remedies such as "COLD MILK," "LIME WATER", and "BAKING SODA." You know you can't always get a doctor just the minute you want him and this department will be found handy for quick reference. If some member of the family should meet with an accident and you had to act quickly, you'd give almost anything to know just what to do.

Another department treats of 70 POISONS and their SYMPTOMS, TREATMENTS and ANTIDOTES. Now, most works just give a list of poisons and opposite a list of antidotes, but if you don't happen to know what the person was poisoned with, you don't know which antidote to give. Now, for this reason, we first give the SYMPTOMS or tell just how each poison acts and then follow with the TREATMENT. Suppose a child got hold of some LIME. It first tells just how the child will act and then it says "DRINK VINEGAR, LEMON JUICE OR ANY VEGETABLE ACID FREELY." Those are things you always have on hand and can use quickly. What would you do in case of CARBOLIC ACID poisoning? One has to act quickly - just a dose of EPSOM SALTS.

Did you ever have a NOSE BLEED, Mrs. B.? (Wait for answer). What do you do for it? Yes, I believe that is fine, I have heard of that before, (with enthusiasm). But did you ever hear of this remedy, Mrs. B.? (Point to artery on the right side running to nose in picture). There's a little niche in the jaw here, (place own finger on upper lip and thumb on niche, illustrate). It will stop the bleeding at once. I always have this remedy along with me (holding out thumb and finger.) (If she answers "never troubled", say "That is fortunate", and pass right on to next page.) (Then show few pages following).

Now, I have shown you just a few pages of Book I. In the complete work there are 504 pages in Book I, alone. You see this is only a very few pages of the complete work, Mrs. B. Book I, contains the favorite remedies of over 100 of the best Physicians and Nurses of this and foreign countries and is thoroughly scientific and up-to-date. (Try for order if customer is sufficiently interested).

BOOK II.

Now, Book II. is the famous DR. CHASE RECEIPT BOOK. DR. Chase had over 50 years of experience as a practising physician and his book is considered standard authority in almost every country in the world. It has been translated into several languages because it is so simple and practical. Now, Mrs. B., I want to show you a few ways in which it will save you money. It actually pays for itself, Notice this remedy for rheumatism is "KEROSENE" (coal oil), $\frac{1}{2}$ pint and CAMPHOR GUM, 1 oz." (Read paragraph). It will cost you about 15¢ to prepare that remedy and it has affected thousands of cures. The Camphor-gum does the work and the Kerosene makes it "strike in." I would never have thought of that, would you?

Notice this one. "THE PAIN OF BOILS, IT IS SAID, CAN BE RELIEVED VERY MUCH BY FREQUENTLY APPLYING CASTOR-OIL ON THE PARTS." Then it is well to take LIME WATER to purify the blood. In speaking of hot milk for diarrhea, it says: "A PINT EVERY 4 HOURS WILL CHECK THE MOST VIOLENT CASE." Many people make the mistake of boiling the milk, but it says here "THE MILK SHOULD NEVER BE BOILED, BUT ONLY HEATED SUFFICIENT TO BE AGREEABLY WARM, NOT TOO HOT TO DRINK."

Were you ever troubled with neuralgia, Mrs. B.? Well, did you ever hear of using this remedy? "TAKE A FLAT-IRON AND VINEGAR, TWO THINGS THAT WILL BE FOUND IN EVERY HOUSE. THE IRON IS HEATED UNTIL SUFFICIENTLY HOT TO VAPORIZE THE VINEGAR." If you are ever troubled with neuralgia, Mrs. B., I want you to try that remedy, for it's a good one. That's something you would seldom call a doctor for, but you'd give almost anything to get relief from the pain.

Here is a chapter on 50 SALVES, PLASTERS, OINTMENTS AND POULTICES.

Did you ever hear of using hot roasted onions for croup? Dr. Chase says: "That PROBABLY 9 CHILDREN OUT OF 10 WHO DIE OF CROUP MIGHT BE SAVED BY THE TIMELY APPLICATION OF ROASTED ONIONS." Now, isn't that simple? Down here it gives a "PREVENTIVE FOR CROUP." You know it's often worth more to know how to prevent a disease than to know how to cure it after you have it. Notice all these different remedies for coughs and colds. Dr. Chase says that "HOT LEMONADE IS ONE OF THE BEST REMEDIES IN THE WORLD FOR A COLD." Many people know of this remedy, but not how to use it, which is very important. These 12 simple receipts for colds will prevent much poor health, by curing up colds before they get bad.

We also show splendid pictures in natural colours of herbs. Here is the INDIAN TURNIP. (Read below what it is used for.)

Have the children ever had WHOOPING COUGH, Mrs. B.? Dr. Chase recommends "BOILING CHESTNUT LEAVES AND SWEETENING WITH BROWN SUGAR." He adds that "WHOOPING COUGH GENERALLY REMAINS EIGHTEEN WEEKS WHILE BY THE USE OF THIS TEA IT CAN BE CURED IN A FEW DAYS." Doctors are now using a scientific remedy for whooping cough that is prepared from nothing but chestnut leaves, so you see these simple remedies are often scientific after all.

For weak eyes: "BATHE YOUR EYES NIGHT AND MORNING IN A TOLERABLY STRONG SOLUTION OF COMMON TABLE SALT AND WATER." We know of some remarkable cures effected by this remedy. A lot of people are wearing glasses nowadays, Mrs. B., because they didn't take care of their eyes right at the start. Instead of using some simple remedy they wait until they get bad enough to see a doctor, and then it is too late.

"TO REMOVE IRON AND STEEL FROM THE EYES."

Now, I hardly ever enter a home but I find somebody who has catarrh and you know if catarrh is not taken care of it often leads to serious ailments. It says here to use "PULVERIZED BORAX, 1 oz.; LOAF-SUGAR PULVERIZED, $\frac{1}{2}$ dr. MIX THOROUGHLY AND TAKE 6 to 10 PINCHES DAILY." It is to be snuffed up the nose and is very healing. You don't have to spend a dollar or two for an atomizer and strong medicine. Five or ten cents will buy all you need. I would never have thought of that, would you Mrs. B.? You see, Dr. Chase saves you money. That's why everybody likes this work.

Now some people may not agree with me Mrs. B., but I believe that almost as much depends upon proper food and good nursing as upon the medicine, so Dr. Chase devotes a whole chapter to this subject. He takes up "THE SICK ROOM - IT'S LOCATION - A GOOD NURSE - FRESH AIR - LIGHT - WARMTH - CLEANLINESS - QUIET - FOOD - DRINK AND DELICACIES." He tells you just what the patient may eat and how it should be prepared so he will like it. A mother or wife who can do those things will gain a host of friends in any community, and will win a place in the hearts of her children and husband they won't forget. The medical department gives the

causes symptoms, and treatments of every known disease, tells what to do till the doctor comes, and how to nurse and care for the sick. We believe that it is the most simple and complete home medical work ever published.

Next is the Domestic Science Department. There are 850 Cooking Recipes in this Department. (If there is a young lady in the home, say she will appreciate this.) There are 40 recipes on BREAD, 70 on PUDDINGS, 39 on PIES and 276 on CAKES including fritters, icing, fillings, etc. Dr. Chase was noted for his strict economy and you will find that he tells how to cook excellent dishes at but little cost. If you can save but a penny or two on a recipe, Mrs. B., you will be surprised to see how it counts up at the end of the year. This work in reality costs you nothing, because it pays for itself in a very short time.

Here is a chapter containing 22 choice recipes on "MEATS". Here is a chapter of 40 recipes on SOUPS, BOILING MEATS, etc., and here are over 300 recipes for making Varicus Dishes of all kinds. You've probably heard your mother tell what handy recipes Dr. Chase's older works had for cooking and canning.

Now, this is not merely a cook book, Mrs. Brown, but it contains many MISCELLANEOUS RECIPES of all kinds. I don't think you could mention a thing, Mrs. B. for which the book doesn't contain from one to a dozen good recipes. It tells how to WASH AND DRY FLANNELS WITHOUT SHRINKING, how to wash all kinds of dress goods, (page 989), how to REMOVE PAINT, PITCH, OIL, GREASE OR FRUIT STAINS FROM CLOTHING, how TO REMOVE INK SPOTS and clean KID GLOVES. It tells how to clean FURS and gives HINTS FOR THE LAUNDRY. It tells how to renovate old silk dresses, how to WASH CARPETS WITHOUT TAKING THEM UP and how to WASH WINDOWS, REMOVE MILDEW FROM CLOTHING and make GLOSSY LINEN. Here are recipes for cleaning FLAT-IRONS, OIL-CLOTH and SILVER-WARE. It tells how to keep BORERS out of fruit trees, how to FORCE PLANTS, KEEP BARK LICE AND SCALE BUGS FROM TREES, SHRUBS, and PLANTS and how to KEEP CURCULIOS FROM PLUM TREES. It next tells how to make delicious FRENCH PICKLES and how FRUIT is dried either in the factories or at home. We take up CANNING, PRESEPVING and JELLY MAKING and here is a table for CANNING FRUIT. You know you are putting up fruit but once a year and are likely to forget these tables unless you can refer to them. It tells how to rid of RATS, ROACHES, ANTS, MOSQUITOS, and ROSE-BUGS and how to drive BUGS and WORMS from SQUASH, CUCUMBER AND MELON VIENS, and CABBAGE. You will find every kind of recipe under the sun given in this department.

In giving the proportions of material used in mixing CONCRETE, it gives the recipe used in making "THE IMMENSE MASSES OF CONCRETE THAT FORM THE FOUNDATIONS OF THE GREAT EAST RIVER BRIDGE BETWEEN NEW YORK AND BROOKLYN." Nothing but the very best recipes are given in this work and they are gathered from all over the world. It tells how to make paste for PAPERING and how to make all kinds of SUMMER DRINKS and here are recipes for BAKING POWDER. Over here we have all kinds of TOILET RECIPES. Here are washes for ROUGH AND CRACKED HANDS. Here are all kinds of MECHANICAL RECIPES, such as TEMPERING STEEL, REMOVING RUST, SOLDERING SILVER OR CAST IRON, making FURNITURE STAIN AND FURNITURE POLISH and how to make CEMENT FOR LEATHER AND RUBBER GOODS. There are scores of recipes given here any one of which a person is likely to need at any time.

Now, I've shown you but a few pages taken from Book II. Dr. Chase's Cooking and Household Receipts have become known all over the world. (Try for order if customer is sufficiently interested.)

BOOK III.

Now, Book III. is entirely different. (Read title page.) This book was compiled by a business man and is thoroughly practical rather than theoretical. "DURING MR. DICKERSON'S ACTIVE BUSINESS CAREER THE COMPANY OF WHICH HE WAS PRESIDENT EMPLOYED AND TRAINED FOR BUSINESS OVER TWENTY THOUSAND YOUNG MEN. MANY OF THESE MEN ARE NOW AMONG THE MOST SUCCESSFUL BUSINESS MEN IN THIS COUNTRY." The publishers further say: "MANY SPECIAL AUTHORITIES.... CAN EASILY BE UNDERSTOOD BY ALL." Now it is not the aim of the work to make you your own lawyer, Mr. B but to keep you out of law and save you money.

We first take up the LEGAL DEPARTMENT and here we tell how to write CONTRACTS and all the points necessary in a contract. In buying property you can't be too careful about the DEED so here you will find all about a good deed and what should be in it. Here is an article on MORTGAGES.

There are "good Deeds", Mr. Brown, but one man said there never was a "good Mortgage". I guess most people agree with him. It tells about a person's rights on the road or highway. I wonder if you would know when you have a right to drive out of the road in a man's field. "RIGHTS OF ADJACENT OWNERS" are taken up. If a person or animal unlawfully goes upon your land it is called "TRESPASS" and this is also fully treated. (Read titles on page 1070, if working in country districts.) You can keep out of trouble and save the lawyer's fees if you know your rights. It gives you the law as to FENCES. You have heard of expensive law-suits over line fences, haven't you Mr. B.? Well, right here you can find what the law is. If people all knew the law they wouldn't have a falling out with their neighbours so often and both parties would save money. I heard of a celebrated case where two neighbours went to law over a small matter. They fought it through several courts and each man lost all that he had. The lawyers got it all. It would have paid these two men to have known something about law before beginning suit. The aim of this work is to keep you out of law and save your money. Here it explains a NUISANCE. Then here is a chapter on EMPLOYING HELP. Many perplexing problems arise that lead to disputes and cost money. Here you can tell just what are the rights of each party in employment contracts or agreements, and can see what should be put in them. It tells about TAXES and about the rights of Landlords and Tenants.

Now, many people die and their property goes to the wrong parties. This would not happen so often if people knew more about the law pertaining to a WILL OR TESTAMENT. Over here it tells just HOW TO WRITE A CONTRACT. If people would write a contract instead of trusting to memory there would not be so many misunderstandings and law-suits and the object of this work is to give people information so as to avoid trouble. Now, it not only tells you how to write a contract, but here it gives you a form so as to make everything clear. Here is a "SHORT FORM OR LEASE FOR RENTING A STORE, HOUSE OR BUILDING OF ANY KIND." How many people would be better off if they only had some knowledge along these lines?

Here is a fine chapter for young men who expect to go into business. It is called COMMON SENSE TALKS ABOUT BUSINESS. It tells about making "THE START IN BUSINESS," and "SECURING A SITUATION." Mr. Dickerson advises young men to "BE CHEERFUL, KEEP OUT OF DEBT, SELECT A GOOD LOCATION, DO A SAFE BUSINESS, DON'T SELL ON CREDIT, and AVOID SPECULATION." If every young man would follow Mr. Dickerson's advice thousands of dollars would be saved every year.

Next is a chapter entitled "THE FOUNDATION OF A SUCCESSFUL BUSINESS CAREER." On the subject "HAVE A PURPOSE IN MIND," we have an article by "The PRESIDENT OF YALE UNIVERSITY."

Right here is a very valuable department on "BUSINESS EFFICIENCY." There are about 50 business subjects treated in this department by over 100 different authors. Among these authors you will find men like Andrew Carnegie, John D. Rockefeller, Marshall Field, Montgomery Ward, Theodore Roosevelt, John Wanamaker and Henry Ford, the automobile manufacturer. What would it be worth to a young man, Mr. B.? to have right at hand for ready reference the best business thoughts of over 100 such men? Here are BUSINESS MAXIMS of men like MARSHALL FIELD and BARON ROTHSCHILD. These are the ideas upon which have been built these immense fortunes. On this page (1146) are thoughts from ANDREW CARNEGIE; WM. C. REDFIELD, SECRETARY OF COMMERCE; WALTER H. COTTINGHAM, PRESIDENT OF THE SHERWIN-WILLIAMS PAINT COMPANY; HENRY B. JOY, PRESIDENT OF THE PACKARD MOTOR CO; E. P. RIFLEY, PRESIDENT OF THE ATCHISON, TOPEKA AND SANTA FEE RAILWAY, and THOS. W. LAWSON, the MILLIONAIRE. Each of these men have some ideas that young men ought to know about. Over here (p.1158) you find JOHN D. ROCKFELLER, JOHN WANAMAKER and THEODORE ROOSEVELT. It has cost a great deal of money to get up this work. You wouldn't have time to read all these men have written, but here you have their choicest thoughts arranged so that you can get at them when you want them. Here are good ideas on the subject "SUCCESS" On the subject "SYSTEM" we have represented such men as MONTGOMERY WARD, LEON MAMO and EDWARD D. EASTON, PRESIDENT OF THE COLUMBIA PHONOGRAPH CO. You will find the subject of "SALESMANSHIP" thoroughly treated by such men as HUGH CHALMERS.

J. S. KNOX is also represented. He is the author of "SALESMANSHIP AND BUSINESS EFFICIENCY" and also President of the Knox School of Salesmanship. In order to take the course in the Knox School of Salesmanship you would have to pay a tuition of over \$40.00. Here are the subjects of COURTESY AND POLITENESS, ADVERTISING, ECONOMY, EXPERIENCE, LOYALTY, MAKING NOTES AND KEEPING RECORDS and PERSISTENCE. Thoughts like those, Mr. B., often set a young man to thinking.

Many great men have said that they have traced their success in life right back to some thought like that which proved to be the turning point in their lives. In this department there are 250 great thoughts from over 100 authors on 50 different subjects. You may know this department is complete and up-to-date, for here are "THE MAXIMS OF HENRY FORD." He commenced as a poor boy and has built up one of the biggest establishments in the country and I'm sure you'll be interested in what he says.

Here it tells all about CHECKS (Cheques) and gives forms for a RECEIPT and follows with LEGAL POINTS CONCERNING NOTES. In the complete work it shows how to make 12 different kinds of notes. A small booklet gotten out, showing nothing but forms of checks, notes, drafts, etc., sells for \$10.00 alone and has saved many dollars to the purchasers. Now you have both the forms and the law here and it is only a small part of the business department. Here is illustrated a COMMON FORM OF CHECK and here is a CORPORATION CHECK. Then follows a chapter on "BUSINESS CORRESPONDENCE." I believe, Mr. B. that it is just as important for the boys to know how to write a good business letter as it is to know Latin and Greek. This letter shows how careless even some educated people are, while this letter here was written by a school boy who was very careful. If they were both applying for a position it would not be hard to tell which would get the position. The Law and Business Guide gives you the simple law on common subjects. It gives you the forms for all kinds of checks, drafts, notes, receipts and contracts. It not only tells you how, but it shows you how. Just think of it, over a hundred different authors are represented in the Business Department alone.

Now here is a department on BOOK-KEEPING and LEDGER ACCOUNTS

CLOSE

Now, the complete work, Mr. B., is really a combination of three complete books,- A Medical Book, a Book on Domestic Science and a Law and Business Guide. There is a separate INDEX for each of the three books. It takes 55 pages to index all the material contained in the different departments. The three books bound together make a large work containing over 1300 pages (the pages in the preface are not numbered) of closely printed matter besides all the illustrations. (Read guarantee). Now, if these three books were bound separately they would cost you at least four dollars apiece or about \$12.00 for the set. But by binding the three books under one cover we are enabled to put them out in this linen cloth binding for only _____ (never say dollars). But there is a great demand for a better cover on this splendid work, so we are putting it out in this cover (just feel it), It's real keratol. It can be washed when soiled, has this linen hinge and should last a lifetime. It is very reasonable, only _____ cents more, only _____. Most people prefer it. You will see from this list of names that the people who know a good work are taking the keratol binding. (Turn to list of names). Now I'll not be delivering till _____, Mr. B., and I'd like to bring you one at that time. (Turn to bindings). Let's see, which of these bindings do you like the better, Mr. B., this cloth binding or the Waterproof Keratol? (If the customer hesitates, point to Keratol binding and say:) "That makes a fine binding. I'll put you down for one of those, Mr. B., What are the initials?"

FIRST AFTER-TALK.

Mrs. B., the illustrations alone are worth the price of this work. (Show some). If they were cut out and bound separately I believe that you would find them the most valuable set of illustrations you ever had in the home. You see these are not mere pen or pencil sketches like you generally find in books, but they are anatomical charts, taken right from photographs of the human body and you know a photograph shows everything just exactly as it is. That is why these anatomical charts have the endorsement of physicians and surgeons. You can't know too much about the human body, Mrs. B. This set of illustrations of herbs shows each of the herbs in its natural colour so that you can tell it when you see it. These coloured illustrations are very expensive and I believe that you'll agree with me that you never saw anything equal to them in any other book. Dr. Chase believed in using simple herb remedies rather than strong drugs and I'm sure you consider that the better plan too, Mrs. B.? Of course you wish one with the others. What are the initials?

SECOND AFTER-TALK
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And here is a certificate, Mr. B., that I almost forgot to tell you about. (Turn to Membership Certificate). You have probably read in some of the papers, Mr. B., about some of the societies that have been formed to prevent exorbitant legal charges. Well, THE PEOPLE'S AID SOCIETY is a Society of this kind and it issues a Membership Certificate to every purchaser of this work. You know you often have to pay a lawyer from \$1.00 to \$10.00 just for advice on something of small importance. I want you to notice this certificate. (Read as much of certificate as you think necessary). You might never need to use that certificate, Mrs. B., but on the other hand using it once might save your place, or the savings of a life-time. You may want to sell your property some day or buy some other place. It would be well to have some legal advice at that time. Or, you may want to write a will and you know you can't be too careful about such things. Often when a person wants legal advice they don't want to go to a local lawyer because they want it kept confidential. I'll bring you a copy. What are the initials? (Ready to write in back of pros.)

THIRD AFTER-TALK
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I wish I could make you understand how complete the work is, Mr. B. It is a complete Medical Book, a complete Cook Book and a complete Law and Business Guide - three books for less than one generally costs you. There are over 2800 Medical Receipts and over 1000 Household Recipes of all kinds or a total of over 3800 Recipes in the first two books alone. It takes 55 pages to index all the material of over 7000 references. There are 40 full page illustrations besides many smaller ones and there are over 1300 pages in the work. The volume contains the Life Work of Dr. A. W. Chase and has been enlarged by over 200 Physicians, Nurses and Business Men, representing a dozen different nations. Get this work, Mr. B., and money wouldn't buy it back from you. (Try for order).

OTHER AFTER-TALKS
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It may sometimes be necessary to give other after-talks. The salesman can make them suit the circumstances. Go back over points of the work for repeating a good point only emphasizes it. Use the testimonials in the back of the prospectus. Don't give up the order when another five minute after-talk would have secured it. On the other hand, the minute you see the customer is thoroughly convinced you want to stop and make the "close", even if you are in the middle of an after-talk. Don't talk a man into the book and then keep right on and talk him out of it again.

SHORT CANVASS
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After you have the regular canvass and all the after-talks and answers to objections learned, then you should work out and learn a short canvass that you can give in 10 minutes by the watch. In this canvass only use the strongest features of your book. We want every salesman to learn the regular canvass first just as given, then you are sure you are familiar with every part of your book. Then outline and learn a good short canvass for at busy times you will need to give many short canvasses.

SPECIAL NOTICE
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Whenever you find a man with the old Chase book, get him to give you a written testimonial on a blank page of your prospectus. These testimonials will help you to sell many books.

Some salesmen write the names of people who have the old book in their prospectus with their other names, marking them with a cross. This gives them a long list of names. When showing the list they say: "Here are the people in this section who either have the Chase book or are taking it now." This is sometimes a good plan when you are just getting started in a section and need a few local names on your list. If you use this plan be careful that you do not leave the wrong impression with the subscriber for if he thinks you have deceived

him he may cause you trouble at delivery time. You can make a strong point by calling attention to the names of people who had the old Chase book and who also subscribe for the Combination Edition. You can mark those names with a double cross. People who have the old Chase are the easiest to sell to as soon as they are convinced this is an improvement over the old one.

ANSWERS TO OBJECTIONS

NOTE.-- Answer all objections pleasantly and never let the customer draw you into an argument. Keep complete control of yourself. Objections are often made just to see whether or not you yourself really believe what you are saying. In answering an objection do not flatly contradict the customer or you arouse his antagonism. So let your first words in answer to any objection be an agreement with that objection as far as possible, then tactfully swing over and show your side of the question and without waiting for a reply go right ahead with your canvass. Let your answer to every question merge right into your canvass. If you pause and wait for a reply after answering an objection you invite an argument and lose the order.

Don't spend too much time answering objections. Skillfully answer objections before they are made or turn them off pleasantly with a smile and go ahead with the canvass. You are the salesman or leader so don't let the customer direct the conversation. Keep the customer's mind on the good qualities of your work and he will not think of objections. The good canvasser who knows his back thoroughly and presents it in an interesting manner gets few objections. The half-trained agent gets the objections and turn-downs while the trained agent gets the orders. The great question is not "Did you answer the objections logically" but "did you get the order." Be prepared for objections should you get them but make your canvass so interesting and enthusiastic that you do not get them. Remember that in many cases just one or two sentences from the answers below will be sufficient. Don't use the whole argument unless necessary.

1.- It would be just a waste of your time to show it to me for I wouldn't buy it anyhow.

Ans.- (You get this objection when you start to show the book. Don't be put out by it for the people who make it in the most positive way are the easiest to sell to when once interested in the book. Waive aside the objection and with a smile say: "That's perfectly all right, Mrs. B., but I've come clear down here to show it to you and it will only take a minute and then I won't have to come back again. Everybody knows about Dr. Chase's Work so I'll just show you the new features. I'd like your influence. It has been enlarged by over 100 Physicians and Nurses. (Then go right on with the canvass without waiting for a reply).

2.- How much is the book?

Ans.- (If the book has been explained enough so that the customer is really interested and considering the purchase it may be well to tell the price. However, this question is often asked for the purpose of terminating the interview. If such is the case use the following answer).

"That just depends upon the binding, Mrs. B. I'll explain them to you in just a moment. While we happened to be right at this page I wanted to call your attention to _____." (Go right ahead with the next subject and continue the canvass).

3.- We can't afford it.

Ans.- "Mrs. B., if you can't afford it, don't get it. It doesn't pay to buy something you can't afford. But you see this work is different from most books. It saves you money every time you use it. So really isn't it a question, not so much of whether you can afford the book, but whether you can afford to be without it? Perhaps you can't afford to go to the drug-store and pay out money every time a little something is wrong; or you can't afford to pay a big doctor's bill if it can be saved. Neither would you feel that you could afford to lose some money because you did not understand some little point in law or business methods.

You see the work really saves your money and you'll actually have more money in your pocket at the end of the year if you have the work in the home than if you try to get along without it. We actually guarantee this. But now, Mrs. B., you see the price is only . . . Just save a little money up for a short time. You'd probably never miss it and you'd always be glad you had Dr. Chase's Book in the home. Notice this recipe right here." (Go on with canvass).

4.- We have another doctor book.

Ans.- Yes, practically every home has some kind of a doctor's book Mrs. B., but this is something entirely different. This was not gotten out by one man alone, but by over a hundred. It is not just one book, but three books. (Go ahead with canvass. Get their mind off their book as soon as possible. Keep their mind full of your book and its good points and they will forget their book. If you are a weak and can't get their mind off their book, do the next best thing and proceed as follows, without "knocking" their book.) What book have you, Mrs. B.? What is the name of it? (Her answer). "Yes, I've heard of it. I presume you've found some mighty good things in that book but is it complete and up-to-date? I believe people have said that it is hard to understand the symptoms from it. (Go on with canvass).

5.- We have another Cook Book or Business Manual.

Ans.- (Answer this somewhat as you would the preceding objection, changing it to suit the circumstances.

6.- We always call a doctor, anyhow.

Ans.- Of course, you would often get a doctor, Mrs. B., and the work tells you when one is necessary. It also tells you what to do before the doctor arrives and how to help the doctor. You know there are often things you can do to relieve the patient before the doctor gets here and in case of accidents and emergencies or in case of poisoning the patient's life often depends upon quick treatment. You know you would never forgive yourself if a member of your family would die before the doctor got here and then the doctor would tell you that you had some simple remedy in the house that would have saved his life. Every person thinks he would send for a doctor if a child had diphtheria, but the question is would you recognize diphtheria or would you think it was ordinary sore throat or tonsillitis. You see the book compares (p.347) diphtheria and tonsillitis side by side. Doctors say that more lives are lost in diphtheria by not sending for them in time than for any other reason. I believe that one feature alone ought to put this book in every home in the country, Mrs. B. We can't be too well prepared for emergencies. But there are hundreds of things we don't get a doctor for, Mrs. B. (Turn to list in back of prospectus, right after index, giving names of diseases we do not call a doctor for.) Here are a number of things we don't very often call a doctor for. For instance COUGHS and COLDS. We don't get a doctor for these and yet they often lead into serious troubles if neglected. CATARRH also weakens the constitution if neglected. These things ought to be treated right at the start so that serious after-effects are avoided. WEAK EYES are something that especially need attention right at the start. We don't often get a physician for NEURALGIA and yet when suffering with the pain you would be willing to pay the price of this work for a good recipe for that one thing alone. SUMMER COMPLAINTS and DYSENTERY are also things that need immediate attention. You see this book is compiled from the works of the very physicians your own doctor would read up on if he were treating you. Save just one or two trips of the doctor, Mrs. B., and you have paid for your book. Then, too, this isn't just a doctor book. That's just one part of the book and you have a complete Cook Book and Law and Business Guide besides. (Go right on with canvass).

7.- I wouldn't order one unless my husband say it.

Ans.- (It is sometimes necessary to see the husband but often a trip to him can be saved). Mrs. B., I wouldn't want you to do anything against the wishes of your husband. But I find that the men folks are just as much interested in saving money as the women folks. Now, this work saves you money and pays for itself. Your husband would be just as interested in the Law and Business Department as you are in the other departments. In fact I find that many ladies buy the book as a Christmas or birthday present for their husbands. I wish your husband were here, Mrs. B., and yet if he were he would probably leave it to you for you are the one who does the cooking and it is probably you who takes care of the children when they are sick. Your husband would be pleased with it alright for it is a practical book and saves you money every time you use it. As I said before, Mrs. B. I won't be around till _____. How does that time suit you,

Mrs. B.? (If you cannot get the order turn to your list of subscribers and appeal to her pride in the following manner.) In looking over my list, Mrs. B. I really believe that half the names I have are from the women. They probably used their own judgment the same as though they were buying a sack of flour, a pound of crackers or any other necessity for the home and are not the health and education of the children just as necessary as these other things, Mrs. B.? (Break off suddenly and proceed in an earnest manner). Of course, if your buying the book would be the cause of any trouble between you and your husband, Mrs. B. I wouldn't have you buy it for the world. I would hate to cause any ill feeling between you and your husband, even if it is a book that you really ought to have. (To show her independence the woman will often say: "Oh I could get it if I wanted to, but--". Without allowing her to go further say:) Now, I was sure you could, Mrs. B., and you'll always be glad you got it, too. Just give me your name on this line - this line right here, please.

8.- I guess one of the cheaper bindings will be good enough for me.

Ans. Of course that is a good binding, Mrs. B., and if this were just a story book or a book you were going to read through once and put upon the shelf I would take that cheap binding. But you see this is a book you are going to use almost every day in the year for a good many years. This keratol binding not only wears well but it is water-proof and if it becomes soiled you can wipe it off with a damp cloth. Then, too, it has these gilt letters and marbled edges which the cheap binding doesn't have. It's a book that will always look well on the shelf or on the center table. Besides that, it has this cloth joint. You know right here is where a book generally breaks so this is reinforced with these cloth joints. Most companies ask \$2.00 more for their best bindings, but you see this costs but _____ cents more than the other and you would find that money mighty well spent. I find that most people who know anything about books are mighty glad to get that keratol binding for only _____ cents more. I guess you'd prefer one of these keratol bindings, wouldn't you, Mrs. B.? (If customer still insists that the cheaper one is good enough say:) Of course that's what we have the two bindings for, Mrs. B., so everyone can have the one they want. This prospectus doesn't do the best binding justice though, and I was just thinking that when I delivered the best binding to your neighbor and you saw what a fine work it was and how much difference there is between it and the cloth binding that you might blame me for not telling you about this best one. Of course, if you will remember that I told you about this best one, I'll put you down for any one you want. If you get that best binding, Mrs. B., it should last a lifetime. Shall I just jot you down for one of the best ones? (Sell best bindings and be a real salesman. You will make more money and your customer will be better satisfied.) BE SURE to WRITE THE NAME IN PROS. as soon as they say they will take one. Talk best bindings if necessary after you have the name.

9.- I have Doctor Chase's Receipt Book. (Meaning old edition.)

Ans. I'm glad you have Dr. Chase's Book, Mrs. B. You've found it a pretty good book, haven't you? At least your neighbors all say they wouldn't take anything for it. But it is just this way, Mrs. B., - Dr. Chase wrote your book (Third or Memorial Edition) over 30 years ago. At that time it was the greatest book of its kind ever published, but you know medicines have changed a whole lot in 30 years. We wish to give you the latest so you need this edition. (Try for order).

10.- The price is too high.

Ans.- Mrs. B., the old Dr. Chase's Receipt Book sold in over a million homes and its goodness has stood long after the price has been forgotten. There are over 800 pages of this book that were not in the old book at all. This work contains over 1300 pages and is really three separate and complete books with three separate and complete indexes. Over 100 of the world's best physicians and nurses have contributed their favourite prescriptions. Often a doctor will charge you nearly as much for one prescription as we ask for the prescriptions of a hundred physicians. You know law books are very expensive. Ask any lawyer and he will tell you he pays from \$5.00 to \$10.00 for every law book he buys. This is a complete Medical Book, a complete Cook Book and a complete Law and business Guide and you get the three books bound together for but _____. (Try for order). That is less than what one of those books generally costs. Many single volume medical books, not as practical as this, cost eighteen dollars. Use our book once and it often pays for itself. You see you are getting three complete books for but one price and if it doesn't save you the price paid for it the very first year it is

in the home you don't need to keep it. Though Dr. Chase's Combination Receipt Book is the most complete and up to date book of its kind on the market it costs just about half what books of this generally cost. The company saves money by binding the three books together and they give you the benefit of it. Now, this one thing right here - (go right on with the canvass or after-talk. Don't let anyone persuade you that the price is too high. We will pay the price asked for it at the end of one year if it has not saved the price of itself. That means 100% on the investment or that the book is worth every year all we ask for it. The book ought to sell for twice the price we ask for it and would if it were not for the fact that we manufacture so many thousands of them.

HOT SHOTS

11. Now, Mrs. _____, after all is said and done _____ (price of book) will not make or break anyone and you will never notice it after you have this fine work in the home. Of course you wish one with the others. What are the initials?

12. Why, I am surprised for you could save a few cents every week until I deliver and never miss the money. One or two trips of the doctor saved will more than pay for it. And besides you have always wanted Dr. Chase's NEW BOOK, haven't you? Let's see -- What are the initials?

13. If necessary go back and show a few good strong pages, saying that these departments alone are worth twenty dollars of anybody's money. What are a few dollars if you can save your own life some day? (With a broad smile and your pencil all ready to write.) What are the initials?

14. Show the consultation certificate and explain what it means. It may be worth their whole place to have the right knowledge some day. Then get right back for the initials.

15. Do not take "NO" for an answer for everyone wishes a copy and are able to buy it if you only show it up right and STICK with them with the strongest after-talks you can give. You and the customer both lose if the sale is not made.

16. What would it cost for a good lawyer, Mrs. B.? to draw up a Deed? This is just what you need.

USEFUL PERSONAL HINTS

1. Always boost your work. It helps your own morale.
2. Don't be sour - SMILE.
3. Don't talk too much.
4. Don't lose your temper. Nobody wants it.
5. Don't waste time in a house after a sale.
6. Don't miss orders on top floors and in small houses.
7. Don't fail to keep a list of people who are out, and also "Call-Backs" Those who are out have money to spend, or they would be at home.
8. Don't fail to work six full days per week. Saturdays are best of week.
9. Don't let rain stop you from working. People are at home then.
10. Don't be disloyal. Loyalty to your employers at all times is the foundation of success.