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of coal, and few orders for it, prices are lower than when the orders are plentiful and the coal is in greater demand.

Idleness is costly to all concerned; to business men who must pay wages and overhead, to users of coal who must pay higher prices when business comes back with the cold weather.

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# "Open House" Week

June 15 to 20

See How Electricity is Distributed to Your Home.

PUBLIC SERVICE COMPANY of Northern Illinois is holding "Open House." Residents of the many communities served by the Company are all invited to visit its nearby properties.

## Trip Thru Sub-station at 3 P.M. Daily

You are invited to come to the Elm Street office of the Company and be shown thru the various departments—engineering, information, accounting, etc.

See how electricity is distributed. See how accuracy of meters is maintained.

This will be a very interesting trip and one you should not miss.

**PUBLIC SERVICE COMPANY OF NORTHERN ILLINOIS**

Serving 6,000 square miles—219 cities and towns—  
with Gas or Electricity

Wm. Guyot, District Superintendent

## SALESMANSHIP HAS PSYCHOLOGICAL SIDE

OLD METHOD INADEQUATE

Seller Must Study Character and Peculiarities of His Prospect to Make Best Impression

Selling merchandise successfully year after year seldom results from the use of cut and dried methods, but by an appeal to the emotions and feelings. Traveling salesmen to bring in satisfactory results these days must sell to each individual, making a "selling talk" to him based on the men's character, traits, and prejudices. The old days of learning to sell goods by working in the wholesale house from door boy up to salesman may not be gone by they are rapidly disappearing. All these reflections were made by Prof. A. J. Snow of Northwestern University in a talk on "The Application of Psychology in Business."

**Old Methods Pass**  
"It has been discovered that it is impossible to make a great deal of headway in the selling field by the use of a cut and dried method or formula everywhere and for all time," said Dr. Snow. "We must regard each buyer as an individual and appeal to his desires, wants, ideals, emotions and feelings. Psychologists, in analyzing sales have discovered that men do not sell merchandise because of an appeal to the reason of the buyer but, most of the time, because of an appeal to his emotions and feelings. They have discovered that in most transactions the appeal which actually sells the merchandise is not necessarily a logical one but it may be an insignificant point which does the trick. It may be an appeal to tradition, custom, prejudice, love for family, self admiration, jealousy, and such as that. The salesman who uses 'sales talks' in his attempt to sell, because they are convincing to him, has profited little by modern psychology."

**Individuals Approach**  
"Psychologists interested in the sales situation point out the importance of approaching each buyer as an individual studying him before the interview and during the interview in order that the appeal which is made by the salesman should reflect the beliefs and convictions of the buyer and of the salesman."

"Finally, sales psychology has called attention to the necessity of satisfying the customer, or actually meeting his needs and demands, of performing a service with the closing of each sale."

**Weeding Out Process**  
The professor spoke at some length on the weeding out of unstable taxicab drivers by the intelligence test method. Psychological analysis has shown, he declared, that eighteen per cent of all the Yellow Cab drivers were responsible for forty-eight per cent of the accidents. Dr. Shaw analyzed the eighteen per-centers and found they were men either of low intelligence or of careless habits. There followed rigid reform in the ranks of the Chicago company, with the following results:

**The accidents due to the instability of Yellow Cab drivers have been reduced appreciably month by month since January.**  
**Labor Turnover Cut**  
Labor turnover also has been cut down because careless drivers were discharged and better men put in their places.

By utilization of the psychological test, drivers who are applying for positions are now rejected before they are sent to the training school and thus greater good-will is created for the company by reason of the employment of a higher type of cab operator.

The professor, closing, referred to the immense use modern psychology has been to the manufacturer in increasing output and to the labor manager in placing men and women workers in positions where they do their best work and earn the most pay.

## VACATION BIBLE SCHOOL TO OPEN

Registration Day June 22; Is Non-Sectarian; To Be Held Five Weeks

The Highland Park Vacation Bible school will open at the Highland Park Presbyterian church, June 22 and will continue for five weeks.

This school has been most successfully conducted here for the past two years. A registration fee of \$2.00 per child will be charged. The school will be open five mornings a week from nine-thirty to eleven-thirty.

The teachers engaged are, Miss Annie Cobb, Miss Cutler and Miss Gladys Russell, director of religious education. Mrs. Musser will be in charge of the music and Helen Dostalek will be the pianist. The school is non-sectarian.

Young people say they can't get married owing to high prices of everything, but if they would make a study of newspaper advertising in this paper they could reduce these costs a good deal.

FOR DRY CLEANING & DYEING RUG CLEANING & CURTAIN STRETCHING THE RELIABLE LAUNDRY PHONES 178-179

## FILLING STATION ON GREEN BAY RD.

Pennsylvania Oil Co. to Build One on Leuer Property at Homewood Corner

A handsome, convenient and commodious filling station will be erected at the corner of Green Bay road and Homewood avenue, on the Joseph Leuer property, which the Pennsylvania Oil company has leased for the purpose for a period of ten years, with option of extension. The store building has been moved to another location on the same lot. The new filling station will be one of the finest hereabouts and as the location is an excellent one, it will undoubtedly enjoy large patronage.

It is interesting to note that much "red tape" must be unravelled nowadays in securing permission for location of any filling station in this city. Not only must the proprietor of the station secure the written consent of three-quarters of the residents all around the block in which the station is to be situated, but also consent of three-quarters of those on the opposite sides of the streets and facing the station. In the present instance these permissions were obtained without difficulty, it is reported.

## GEN. DAWES PRAISES CAMP ROOSEVELT

Vice President Calls Training Fine Educational Medium

Camp Roosevelt, summer camp for boys between the ages of 12 to 17 years, located at Fort Sheridan, has been commended by Vice-President Dawes. In a recent letter to August S. Hubbard, chairman of the executive committee of the camp, he said:

"Camp Roosevelt, in my judgment, is furnishing one of the most effective mediums for the education of the youth of Chicago and vicinity, and is deserving of the support of all our people."

"The influence which surround the boys during their attendance in camp are of that character which tends to the upholding of body and mind and makes of them better citizens, inspired with higher ideals and a greater respect for that government under which they live."

"The growth of Camp Roosevelt cannot but be a source of encouragement to its founders and to those who have given it support."

## SEVERELY BITTEN BY VICIOUS DOG

Chicago Man Shows Several Bad Wounds as Result of Visit Here Sunday

Fred Schulle of Chicago was in Highland Park yesterday and complained to the police that he had been severely bitten Sunday by two Airedale dogs belonging to W. L. Vance, Ridgewood drive. Schulle was visiting friends in that part of the city and claims that the dogs attacked him on the street. He displayed several wounds on his chest, abdomen and legs to substantiate his statements. The dogs have been locked in the basement at the Vance home and are under observation. A number of vicious dogs running at large have been shot of late by the police, including one which had bitten several children.

## AMERICANS BUILDING BIG LAKE IN GREECE

The largest artificial lake in the world will be constructed near Athens, to provide water supply for the city and its suburbs. The work will be done by an American firm and will require four years to complete.

For ten years the great drawback of the Greek capital has been lack of water. The situation has been enormously aggravated by the rapid growth of the city, owing to the refugee influx of the past two years. Athens is today a city of a million people; it had less than 140,000 only 25 years ago.

Agitation for a new water supply was brought about largely through the medical reports of the Near East Relief, which informed the government that this was the only means of preventing serious epidemics and heavy loss of life among the half-million refugees concentrated in the district.

The project will cost ten million dollars, and is the most important operation of its kind in the history of Greece. Athens has no large river or lake within a distance of 100 miles, so the Americans will create a lake, on the field of Marathon, by means of a dam several hundred feet in height. This lake, during the brief wintry rainy season, must impound sufficient water to supply Athens for the remainder of the year.

## CHRISTIAN SCIENCE READING ROOM

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