



Printers Ink Volume 120

By Books Group

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can download a free scanned copy of the original book (without typos) from the publisher. Not indexed. Not illustrated. 1922 Excerpt: .Service Department of The Reuben H. Donnelley Corporation 326 EAST TWENTY-FIRST STREET CHICAGO ILLINOIS Ask us to mail a copy of (iThe New Standards In List Compilation It tells the whole story and gives you usable facts. into the market earlier and more heavily. In his first year, sales resulting from only two visits of a mediocre salesman ran over \$25,000. Ten years later they were bumping the \$200,000 mark. Then they slid down to one hundred sixty thousand--one hundred twenty thousand--ninety thousand. In the first two years of decline the manufacturer contented himself with re-routing the salesman so that he made four visits instead of three. In the final end of the slump--the skid--a sampling crew working among consumers spent sixteen weeks in that city--and still the skid continued. Expert motorists tell us of several ways to stop a skid. One is to turn the...



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