

NICKEL-PLATE HOUSE,

NEW AND FIRST-CLASS

F. M. PORTER, Proprietor.

ELKHORN, WIS., March 5th 1894.

Monday, Morning Message.

Fellow Salesmen;

A flood of golden sunshine
falls over me as I write these lines.
My thoughts seem to take wing
and fly to realms of poetry and song.
I was humming a few lines from
songs suggested by my business:
"When the Spring time comes, Gentle Annie,"
"When Easter Lilies are in bloom,"
"When the Robins nest again
And Spring Delivery draweth nigh—
Suddenly, a Cloud dispelled the
Sunshine and my poetic Muse fled.
My wife, my first, my only one,
Called me a Gab-mouth!
To be saluted in such terms after twenty
years of Harmony and domestic happiness.

I will leave it to the best man
in our noble Nursery vocation
if the above insinuation
is not cutting and sarcastic.
• Gab-mouth! It is enough to take
all the poetry and Spring out

Of any Missionary. Alas! Alas!
 She says I have been that way
 Since I have been "engaged" to
 Hawks Nursery Company.
 I murmur of roses in my dream,
 Make trees and shrubbery my theme,
 I wake up with the Golden Queen;
 Wife says: I'm not the same Sweet BEAR

Fellow Salesmen! Owing to the
 "Atmosphere" - where my writing
 desk stands, you will be apt
 to receive a more serious
 salutation this week

We have been reminded by our
 Vice President that few weeks
 intervene between this date
 and Spring, Delivery. Some
 of you will hustle, ~~not~~ one will go
 to sleep, All for the prize will
 tussle, But, "still waters may
 run deep".

So I can only surmise who
~~will~~ will win the Prize.
 Owing to a palpitation of
 the heart I have not the best
 chance in the contest.

3
I am often informed by the
farmer that some one in my
line has recently called & he
has deferred purchasing - an
"opening" is made for a sale.
You should convince him that
you are the last salesman
on the road, as well as the
representative of a most reliable
Nursery firm.

Certainly there is a chance now
to convince man or woman
that it is Buying time when
it is so near budding time.

In early Spring, if the mild days
of March (continue) will force
the farmers to close bargains, &
the salesman who gets around
about sunrise and opens
his catalogue (when the cows
are milked) will get the Cream.

Never get on the "off side" of a farmer.
Strike out into some conclusion
that you think he will agree with.
When he says you can't raise apples
in Wisconsin, Iowa or Minnesota,
- go about your business very gruffly;
Tell him you formerly held that opinion

4
but had changed it when you found
so many farmers who had planted
the trees adapted to this climate.
After the Old Orchard died out
the sons of farmers had an
idea of planting the Northern Spy,
Spitzbergen and Rhode Island Greening
and consequently obtained no
value for their money.

At this point you should be able
to refer to some parties who plant
your Transparent, Fetofsky, and
Wolf River; others who have
large yields from Walbridge,
Wealthy, Munn and Longfield.
Tell him that seven men out
of ten think as he does -
but three men will have
fruit to sell to seven men
(at the rate of five and six
dollars per barrel) if they
only plant the trees we offer.
I succeed in selling the above
varieties. I find the following the
most valuable varieties in crabs:
Huel Grant, Hyslop, Franconian
and Whitney's Seedling. (No 20)
In Pears. Clapp, Flemish Beauty,
and Kieffer's Hybrid give satisfaction.
But learn to speak of these as well
for they are good sellers. {Beurre Clairgeau
Beurre D. Anjou}

5
For my next letter I may give
you a Plum pudding with
a little Cherry sauce on the side.

When a farmer hesitates on account
of listed price—Ask him if there
is anything made by buying cheap goods?
If horses are all valued alike?
If cows vary in value?
If one kind of potato is preferred
to another? However do not
fire your volley of questions
at a woman. Never get into
an argumental discussion with
the fair sex. You will find—

"I had though convinced against their will
They're of the same opinion, still."

If an agent attempts to carry all
the wisdom of the world
under his own hat and does
not give prospective customers
a chance to air their views
he will find that some of
his stock will mildew before
he takes many orders.

One has to be awake and ready
to advance ideas as the
Conversation turns into this
or that channel.

6
Fellow Salesmen. You can see
how serious I am in this letter.
I have made it a concern of
mine - as to how you should
be alert in making sales.
There are so many dead farmers.
So many dead apple trees.
So many dead sheep.
So many dead Beets.
So many dead roses.
So many decayed
and deceased things
that form a
Pyramid
of Buried
Hopes.

"But let the Dead past bury its dead."
Act! Act! the living present
Heart within and God over head.
Let us then rejoice that our mission
is ~~not~~ an honorable one. We
do not mortify, nor petify. We
endeavor to promote the interests
of the farmers by growing fruits,
to beautify homes with choicest flowers.
We do more than plant nursery stock -
we plant a large supply of Contentment.
Impress every farmer with the fact
that his place is made much more
valuable and saleable by "keeping up
appearances." An orchard of young trees
and a field of small fruits will always
claim the attention of those who would purchase
desirable and thrifty looking places