

Men With Red Hair Wanted in Cleveland

IN advertising for salesmen, a Cleveland allotment company asks, in startling headlines, "Do You Have Red Hair?" It is gravely declared that mechanics, accountants and tradesmen have been successful in selling lots, but that red-headed men possess peculiar mental and physical fitness for such work.

Another Cleveland allotment concern uses the following caption over its advertisement to attract salesmen: "From \$25 per Week to \$10,000 per Year;" and declares that "the \$10,000 per man is a common occurrence." Still another more modestly invites citizens to "Double Your Incomes."

Every large allotment company in Cleveland has what is called a "School of Salesmanship," to train citizens in the art of selling lots. "It has been proven time and again," says one of these advertisements, "that salesmen are not born but made." Persons out of employment are invited to join the salesmanship classes, listen to the lectures, and get on the road to fortune. One company declares that it has \$4,000,000 worth of lots to sell, that its 1923 campaign has opened, and that it is spending thousands of dollars for newspaper advertising. Great stress is laid upon the claim that salesmanship is a science, and that it is perfectly easy, after attending the classes, for the ordinary man to go out and make large commissions.

One advertisement asks: "Are You a Wage Slave?" and affects to deplore the miserable condition of those who toil for a stipulated weekly amount, when they might be drawing thousands of dollars a year in the noble occupation of selling Mother Earth.

The result of this flamboyant and disgusting advertising is to bring many hundreds of citizens into the offices of the allotment companies. They listen to a few lectures; their names and addresses are taken; and they are supplied with "talking points." Now and then a really clever salesman is discovered—with or without red hair—sometimes perfectly bald—and he becomes more or less of a fixture in the real estate business.

But it is mostly a gross fraud, and hopes of wealth, easily earned, are aroused in the minds of the pupils in these classes, only to be followed by bitter disappointment and bad feeling. The idea is that every one has a few friends, neighbors and relatives who can be induced to buy lots on contract at fabulous prices, often under the absolute promise—which may be seen in the advertisements—that buyers will make a profit of 100 per cent. within a year. The deluded people succeed in selling a few lots in that way, and then find that they are neither "born" nor "made" salesmen. Their occupation is at an end. But a constant stream of new applicants—also with friends, neighbors and relatives who can be played for suckers—take the places of those who abandon the game.

One has only to read the numerous small liner advertisements, "Residence Lots For Sale," to understand the

wickedness of this lot-selling scheme. Thousands of citizens sign contracts to buy one, two, or three lots, and make a small payment down, not with the view of using the lots but with the expectation of selling soon at a higher price. Perhaps they are not to be pitied, for they are greedy to clutch unearned money; but often it causes great distress. When they discover that they have paid, or agreed to pay, more than the land is worth for use; that they are not skilled in selling; and that the payments they have contracted to make are squeezing them, some become frantic. A few abandon their contracts and accept their losses philosophically; some are able to "carry" the load and wait for a boom; but many insert appealing advertisements, offering to sell "at a loss," "at a sacrifice," or "at a great bargain." The number who must sell because they "need money immediately," or are about "to leave town," or who will "sacrifice my equity," is truly astonishing and reveal cases of disappointed hopes. Some tell lies and boldly claim that the buyers will "double their money in a year"—the same claim that was used by the big dealers in selling the lots originally.

And the Y.M.C.A. of Cleveland is encouraging this evil by having a course of annual lectures, conducted by one of the large allotment dealers, to instruct the tender minds of the boys in the art, or "science," of selling lots at a profit of about 1,000 per cent.

Why Farming Suffers

THE artificial, speculative value of land in the great industrial and commercial centers is one of the crying evils of today. When the farmer hears land spoken of, he thinks merely of agricultural land. He does not realize that the cities have a terrible land problem of their own, which affects his own life and destiny in the most intimate way.

When land in a city is improved with buildings and so forth, the improvements are heavily taxed. But millions of acres of valuable city land are held vacant in all the cities of America at a high speculative price and a basis of low taxes. Certain corporations and individuals have been buying land in the open country for many years. Hundreds of millions of acres of good farm land are now held vacant in the same way that land is held out of use at a high speculative price and a basis of low taxes.

These facts show why it is that the farmer is taxed unfairly and why he is forced to pay such prices for city goods. The secret is that the real producer, both on the farm and in the city, is overtaxed while the speculator goes free, gets a corner on all the unused land, and thus makes all land cost too much by the speculative increase in the land market.—From address by LOUIS WALLIS, at St. Joseph, Michigan.

H. G. WELLS says: "Our world is only in the beginning of knowledge." Perhaps we have knowledge enough except as to how to use it.—H. M. H.