

The report lunch. "Don't frighten her—let her give her thousand, then canvass her again next week. She's good for five more." Just two esteemed committee heads discussing a rich prospect across Mr. Doule, the minister, who is busy for the moment with a mouthful of hard roll and can't join in.

The Bigger and Better Drive

By W. E. Hill

(Copyright: 1930: By The Chicago Tribune.)



"I'm sorry, but I've already been approached for a subscription." This lovely lady has just come in, but she's making believe she's on the point of going out, so the canvasser won't even get inside the door. This is known as the indelicate refusal, and is a great trial to workers for the drive.



Big business. Mr. Boddil of the big gifts delegation has been appointed to approach a big business interest. He's seeing none other than the personal secretary and man of affairs to Adolf P. Winterbottom, and it's a ticklish job. Mr. Boddil is trying to be winsome and sincere (see printed advice to workers) and yet beware the quick giver, which would mean a twenty-five dollar donation. In the doorway Miss Pearl Icey is ready and waiting to say, "You're wanted in conference," if the personal secretary needs assistance.



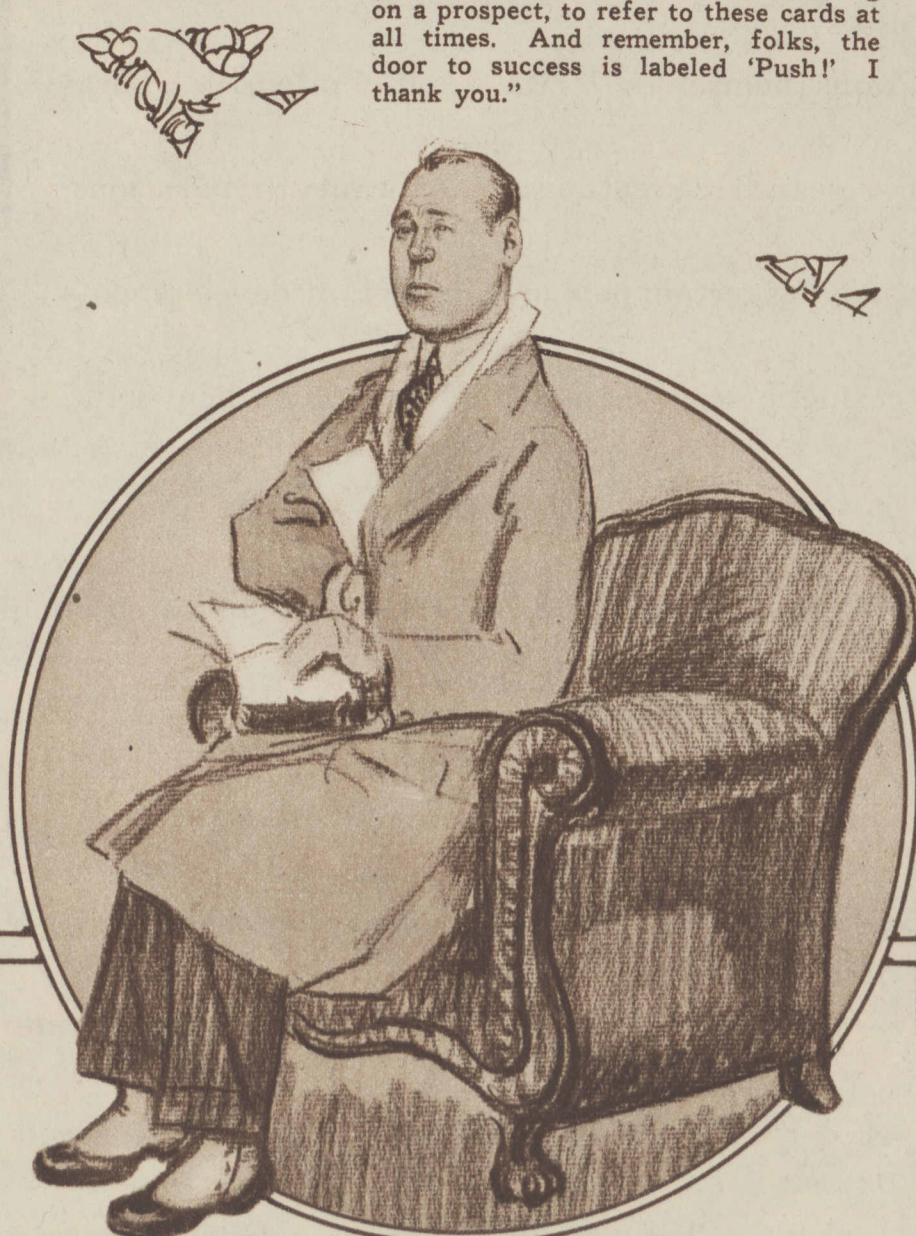
The dynamic chairman. "Now then, men," urges the chairman of the get-together meeting of the workers who are soliciting for an endowed home for aged and infirm Girl Guides who grow old and rheumatic and can't kneel down by a campfire any more, "let's put this thing over and show the world that the town of Noonan never forgets! And now I'm going to hand out the master lists and the prospect cards. And on these prospect cards will be found a personal history of each prospect, his idiosyncrasies, his petty faults, and data relative to his bank balance, home furnishings, sex appeal, and thefts. It is well, when calling on a prospect, to refer to these cards at all times. And remember, folks, the door to success is labeled 'Push!' I thank you."



The junior big gifts committee workers. "Remember, Bessie, to stress the sentiment." "I can't, Mrs. Ivins. I get crying myself and it makes my eyes and nose all red, and they just show me out!"



The lieutenant workers. Members of the canvassing squad usually travel in pairs. Should a worker run short of breath while wheedling a maximum gift from a prospect (a maximum gift is anything over what the prospect is thought to be able to give), her running mate can take up the argument from that point, and in this way prevent said prospect from answering back, which is always bad business. After touching lightly on patriotism, civic pride and sentiment, the worker says sweetly, "You are on our list for fifty dollars" (long pause), "and fifty dollars annually for just a few years." Then when the prospect has come across on the dotted line it is well to add, "And, of course, if you have passed on before the final payment, we will be glad to sue the estate."



The repeat call. Edgar has a cold in the head and has lost his handkerchief. It's going to ruin his sales personality on this repeat call.



The get-together lunch. This lunch, held in the Daffodil room of the Hotel Spike, is for the purpose of getting all the workers to know each other. So that hereafter when two workers for the cause meet in public, they will not try to get a donation one from the other. The big business men are in the front row seated. Standing fraternally behind them are Mr. Earl Botty (Ye Arcade Flower Shoppe), Mr. Paul Snelgrove (Snelgrove & Haig, haberdashers), and the Reverend Tobias Satchel of the advisory committee. (Earl, the rascal, is trying to shock Tobias with a naughty story and Tobias is laughing heartily, although he heard the story years ago at divinity school. From now on Earl is going to say: "That boy Satchel is a regular guy; yes, sir, he laughed fit to bust when I told him the one about the old maid and the upper berth!")