

78 HOW TO WRITE BUSINESS LETTERS

It may mean \$1,000, some day, to be able to find instantly Brown's quotation, Smith's order, or the copy of Jones' letter, for on this particular record may hinge an important decision.

An enterprising corner grocer once filled a quart jar with beans, placed it in his window, and offered \$5.00 to the person who guessed nearest to the number of beans it contained.

Many widely differing guesses were registered. But one man bought some beans, carried them home, filled a quart jar and proceeded to count them. He got the \$5.00.

Here is one opening that would interest almost anyone. The difficulty would be in maintaining interest.

The night Lincoln was nominated for the presidency, his wife locked him out. After Mr. Lincoln had knocked repeatedly, Mrs. Lincoln called out, "What have you been doing 'traipsing' around till this hour of the night?"

"My dear," said Mr. Lincoln, "I have just been nominated for President of the United States."

"Abe," was Mrs. Lincoln's reply, "I thought you were drinking before; now I know it."

If we should place in your factory a machine, turn on the power, and demonstrate that it would reduce the present cost of an operation 50%, you would buy the machine—even if its time-tried predecessor went to the scrap pile.

There is an out-of-the-way shelf and a storeroom closet in every retail store. Whatever you see in one of these places you may be sure it is a pretty slow seller.