

“ramble” but should be just long enough to make the offer and explain it clearly and forcefully.

The closing climax, or clincher, comes last. It should call for immediate action. Good closings can be used if the supply of goods written about is limited, or if the article is a money, time or labor-saving device. An enclosed, stamped, return envelope, of course, makes the action easier.

There are many angles to Sales Letters that could almost be written about indefinitely. The three main points that must be remembered, however, are those given. Examine any successful Sales Letter and it will be seen to contain these principles.

A suggestion for first paragraphs of sales letters—a number that have or could be used will be given. These would all get favorable attention if addressed to the person who would be interested. Some openings would interest practically every class of the community while others are designed solely for a certain class. To give a broad example, a bachelor would hardly be expected to get even mildly interested in something about babies' clothes, no matter how engrossing such a subject would be to a mother. Analyze your prospect and try to get his or her viewpoint. When the reader's interest is really obtained half the battle is won.

If you saw an employee throwing 50 cent pieces out of a window, you would be “jarred,” to say the least.

When you want a letter, an order, an invoice, or any office record, you want it **QUICK**.