

100 HOW TO WRITE BUSINESS LETTERS

because your 'taste' may have changed, and you now need a different 'blend.'

There are 32 different cigars to choose from.

A sample of any kind you select will be cheerfully sent.

Mail the postcard NOW—while it is handy.

These letters ring true, their tone of natural friendliness makes the dealer feel he is welcome to family.

We are very glad to learn you are thinking of putting in a department of popular-priced home goods, and take pleasure in sending a copy of the current issue of our catalogue, which is acknowledged 'head-quarters' for this class of merchandise.

It has been most gratifying of late to note the number of hardware men who have decided to go after the business in popular-priced goods of all sorts, and we feel sure you will make no mistake if you decide to do the same thing.

If you are uncertain just what goods to select, perhaps we can help you. Tell us about how much you wish to invest, the space you can spare for the purpose, and any ideas you may have as to goods, and we will be glad to have one of our expert salesmen submit suggestions to you.

It will pay you to read carefully our books 'Success in Retailing,' which we are sending by this mail. The illustrations in the back of the book will give you helpful ideas as to fixtures, and a lot of other things.

You will find our catalogue a comfort to buy from, as you don't have to 'write for discounts' or refer to loose leaves of any sort to know what our prices are.

If you will carefully consider our net prices on your staple lines, we believe you will feel as we do—that both of us are losing money in not dealing together.