

82 HOW TO WRITE BUSINESS LETTERS

Now, think THIS; think it hard—think it harder than anything you ever thought in your life: You are preparing to increase your present income 10 to 20 times what it is this very minute by remitting \$25 to me by the next mail that leaves your city."

The usual complimentary close can be set aside for some sales letters, depending on their nature. "Yours very truly," "Sincerely yours," etc., are alright for the usual business letter, but some of the following phrases can be used with effect in sales or form letters:

"Advertisingly yours"—from an advertising man.

"Yours at the receiver"—by a grocer or retail merchant.

"Yours on the jump"—by a real estate agent.

"Yours for Economy and Efficiency"—by an Adding Machine firm.

"Yours for better service."

Here are several letters written by a Publishing House to their customers. They illustrate one variety of "written salesmanship", and produced results.

Prof. Allison, the Winnipeg literary critic, tells us that one of the finest descriptive passages he ever read is the lonely walk of the crippled heroine in Hopkins Moorhouse's new novel "Every Man For Himself." In a race against time to get a story on the wire for her newspaper and with the fate of thousands in the balance she essays a journey in the dark over a lonesome stretch of railway line in the wildest part of Algoma

The vividness of the description could only be attained by a gifted writer who had had a similar experience in actual life. Enquiry elicits the informa-