

Why not mail this postal while the thought's fresh in your mind? Whirl round in your office chair and do it NOW—'tis a turn for the BETTER.

Don't let this letter become covered up on your desk. Attend to this matter now, or instruct your advertising agent to reserve space for you, and get a big bargain.

An inquiry commits you to nothing, obligates you to nothing. The outcome of that inquiry may mean to you everything. Everything that makes life worth while—character, wealth, happiness.

Simply sign and return enclosed postal card—Today—NOW.

From every satisfied client I secure others, and for that reason, if for no other, you may be assured of an intelligent, conscientious service.

Send in your statements and let me get busy.

If you've a print-job hanging around, there's a phone at your elbow.

And Johnson's at the other end—

L-I-S-T-E-N-I-N-G.

A special inducement for immediate action is sometimes effective. The following, for instance, is a "closer" that offers such an inducement:

Just to hand you a bit of a bribe right on the face of it, I'll do THIS: If you'll reach right over, grab the pen and make that cheque payable to Harding right now,

I'LL PUT YOU DOWN FOR 13 SETS INSTEAD OF 12 AT THE SAME PRICE!

Takes just a minute to fix the whole thing—THIS MINUTE will do.