I hope requires no subterfuge or throwing of the con.

So all that I shall say to the person who is averse to short stories without having diagnosed the reason for that aversion is this: My dear sir or madam, please try to be victorious over your unexplained prejudice against a story that is not long; please look inside. You may care for the contents. There are here nineteen chances of finding a story to your mind, instead of there being only one chance. Consider it that way, and have a trial dip at any rate—for your own sake, and mine.

FREDERICK NIVEN.