

Soon after 7 every morning I get to my desk; at noon I go across the street for a hurried lunch; along towards 6 o'clock I quit work, not because I am tired, but because I'm hungry—I am NEVER tired.

Your last chance to buy space in the February "Western" at the \$200 rate.

The shorter the act, the longer the encore.

The shorter the letter, the more readers it will have, and, as we assume that you, in common with ourselves, have your favorite authors, this letter will be short and right to the point, and we candidly believe it will pay you to read every word of it.

After the particular proposition has been linked up with the opening paragraph it must be clearly and strongly given. Strive for a continuance of interest.

Then comes the closing paragraph or clincher. If *action* is not obtained the rest of the letter is valueless. There are innumerable kinds and a few of these are given as suggestions.

It isn't necessary to write a letter; just write across the face of this letter, "I accept this trial order," sign your name and send the sheet back to us in the enclosed envelope.

SEND YOUR \$2 FOR THIS BOOK TO-DAY!
It is beautifully bound in silk, gold-leaf lettered, 232 pages, illustrated, mailed postage prepaid for this amount. **DON'T WAIT**—use pencil in filling out order blank if pen and ink are not handy. Remember, on the Great Clock of Time there's but one word: **NOW.**