quently doing so not only drove you away from the store but also let me "out" $24.00 in an unpaid bill.

I am willing to help you, Mr. Williams. If you will call next Saturday night and make a payment then and every week thereafter. Before you realize it the account will be entirely cleaned up. Better still, come in and let us talk this over and see what arrangements we can make for settlement.

Your business is wanted by me, and I will do anything fair to be agreeable. Just now our lines are complete and include the best men's furnishings in the vicinity. Come in, for I know you will be glad to look over our stock.

Letters to an Angry Customer.

We share your regret at the unfortunate circumstances that have occurred recently in connection with your account, and assure you that we will do all in our power to prevent other misunderstandings arising. In that connection, since there still remain several debits and credits which we do not understand satisfactorily, we have thought it best to forward an entire statement of your account taken since July, 1918, when last it appeared as balanced.

Will you kindly compare these, one by one, with your records and inform us where they differ, giving us a full explanation? Then, if necessary, we shall be glad to enter proper corrections.

We are very sorry indeed to learn from your letter of June 26th that you have been inconvenienced by our sending you a draft for an overdue balance. We find that you have received reminders of this kind and feel sure that if you had written us, this misunderstanding would not have occurred.

In order to enable you to make a thorough investigation, we inclose a statement of the account showing the balance due at the present time.