

CHAPTER VIII.

SALES LETTERS.

THE letters that follow have been "put to the test." They brought business. The ideas conveyed in these letters could be used in any number of instances by both the wholesaler and retailer.

As a boy on the farm, in Manitoba, whenever we got a piece of farm machinery, I remember that my father used to run to the tool box, open it and inspect the tools immediately. If he found a high-class monkey wrench in that box he was happy and his impression of the quality of the piece of machinery and the good judgment of its manufacturer went up immediately.

I was reminded of this the other day when a woman stepped into the tonneau of a Harding, sat down, smiled pleasantly and said, 'I like this car because they don't skimp on the cushions.'

I would like very much to be present when you experience your first ride in the Harding. Of course, comfort is not everything, but owners who have driven cars for years will confess to you that, after all, it is the last word to the owner. Nothing is more important to women and children.

There is a certain ease of movement, a pleasing elasticity of spring action, a pitch to the cushions, a shape to the arm rests—a certain something, about