

**Student's
Transcript**

Gregg

*Shorthand Manual
Simplified*

SECOND EDITION

STUDENT'S TRANSCRIPT OF

Gregg

Shorthand Manual Simplified

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SECOND EDITION

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STUDENT'S TRANSCRIPT OF
GREGG SHORTHAND MANUAL SIMPLIFIED, SECOND EDITION

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EXPLANATION TO USERS OF THIS BOOKLET

This booklet contains the transcript to the shorthand material in the Reading and Writing Practice exercises of *Gregg Shorthand Manual Simplified, Second Edition*. The number preceding each exercise corresponds to the shorthand exercise number in the text, *Gregg Shorthand Manual Simplified, Second Edition*. This transcript will serve two desirable purposes:

1. It will enable the student to look up the word or phrase represented by any outline about which he is in doubt. He will thus be able to cover the Reading and Writing Practice exercises more quickly and with a minimum of discouragement.
2. Because the key material is counted, the student will be able to obtain extra dictation practice outside of class.

THE PUBLISHERS

KEY TO SHORTHAND

(The material is counted in groups of 20 standard words or 28 syllables for convenience in timing the reading or dictation.)

CHAPTER 1

Lesson 3

23. Reading Practice

1. He drove the car at 30 miles an hour. The car can go at least 60 miles an hour.
2. Dale will accept a post in¹ Italy. He will live in Rome.
3. He had a bad fire at home.
4. He made a low grade in history. He may not pass² the course.
5. Our whole sales staff will meet here in May.
6. If I can cancel my trip, I will teach the history class.
7. He gave³ me a fine tie. I gave him three shirts.
8. Sam had a flat tire. He cannot drive the car.
9. If it snows, she will cancel the⁴ meeting.
10. He read the magazine in an hour. I cannot read so fast. I am a slow reader.
11. She will leave the firm.⁵ She has served as my secretary since 1940. I will miss her.
12. My red jacket will not fit him.⁶ Will it fit Harry?
13. I cannot accept the camera as a gift. I will buy it. (135)

Lesson 4

26. Dear Tom: There is a slight chance I can ship on or before March 18 the Model 6 desks, which are made in our Fall¹ River factory.

Having these desks ready on or before March 18 will not be an easy task, as I lost² three of my staff. I could have had the desks ready by March 5 if these people had stayed on the job. Harry (58)

27. Miss Paul: On May 15 Helen Potter will reach the age of sixty-five. She will retire as dean of girls. She tells¹ me she is sailing for France on the "Paris," which leaves on the evening of May 30.

It would be nice if the staff² could give her a small gift before she sails. Shall I arrange for the gift? Alice Collins (55)

28. Dear John: On May 5 I shall put Henry Stone in the opening as cashier in our Akron hotel. I cannot¹ supply his home address, but I shall get it in a day or so. Bob (33)

29. Dear Don: I am sorry I cannot go fishing on March 10. I am leaving for the East Coast,

but I shall be back¹ for our May fishing trip. George (24)

Lesson 5

33. Dear Fred: My sister says she saw a notice in the papers by Cox's store saying prices on fine glasses are¹ going to be slashed. The sale on these fine glasses will take place on March 12. As I shall be in the city on March² 12, I plan to visit Cox's to buy a supply of these glasses for my own home.

Would these glasses make a good³ birthday gift for Mary? If so, I will ask Cox's to ship her a supply. Ned (74)

34. Dear Max: I am sorry to say I shall miss the meeting of the tax people in Phoenix on May 10. On May 10¹ I shall have to see John Fox to plan for the case of Fox versus Dix, which will be tried on May 15.

As John Fox² is canceling a meeting of his own to be in Phoenix to see me on May 10, it would not be fair for me³ to change the day.

May I have my secretary take notes of the meeting for me? David (76)

35. Dear Lee: Can Mary supply me with the home addresses of the people I am listing on the attached sheet? These¹ people are college teachers on the staffs of the colleges in the East.

I need the addresses by May 8. Harry² (40)

36. Dear Ethel: I plan to have the dancing classes meet at my

home starting May 10. I shall fix the hour of the day¹ later.

Make a note to be here on May 10 for a dancing lesson. Mary (34)

37. Dear Jane: My sister is leaving the Smith tax people. She is getting a better job at a fine salary. Would¹ Mary care to fill the vacancy left by my sister? Helen (32)

Lesson 6

44. Recall Chart

1. Arm, arms, arming, own, owning, owns.

2. Change, changes, changing, heat, heats, heater.

3. Show, shows, showing, showed, thin, thinner.

4. Throw, throws, throwing, lock, locks, locked.

5. Cause, causes, caused, tax, taxes, taxed.

6. Can, going, hours, willing, in-not, am-more.

7. At-it, would, a-an, the, I, he.

8. Putting, being, but, for, having, shipping.

9. Which, could, of, with, is-his, their-there.

10. He can, he will, he may, I am, I could, I have.

11. In the, in our, in these, of the, of our, of their.

12. Will he, would he, could he, to be, to put, to have.

13. For me, for my, for the, with our, with the, with which.

14. There is, it is, here is, he is, he is not, he is the.

45. Miss Harris: The baseball coach tells me our team is going to play its final game of the season in Dallas on¹ May 29. As the game will start at four, the team will leave here by car a little before three. Therefore, the players² may leave their final classes a little before three. The team will meet in the gym, Rex Small (57)

46. Dear Fred: My private secretary, Miss Dix, is leaving in the fall to be married; but she says she will stay with¹ me till I can fill her job. My staff, as well as I, will be sorry to see her go. She is a fine, sincere girl.²

Is Miss Harris ready for the job as my private secretary? Paul Fox (54)

47. Dear Ted: I am making plans to be at the signing of the lease for the Davis premises on East Main.

I shall¹ take the train leaving Akron at 11:45 in the evening of March 10, arriving in Lynn the² following evening at 6:00.

Meet me at the train. James (49)

48. Dear Neighbor: On May 15 I am opening the Meade Dress Shop at 16 East Broad. It will be in the charge of¹ my sister, Mary.

Visit the shop on our opening day. Helen Meade (33)

CHAPTER 2

Lesson 7

52. Mr. Fox: Your expense sheet

for March reached my desk on May 4.

As you must realize, your expenses for March were¹ excessive. Your expenses were so high that I hesitate to pass your expense sheet on to the Chief.

Could you have² made an error in preparing your expense sheet that might explain your extra expenses for March?

I will not give³ your expense sheet to the Chief till you write me. E. H. Mason (71)

53. Mr. Gates: I am planning to take off the market our Model 6 easy chairs. As you know, these easy chairs were¹ placed on exhibit in our stores a year ago. I thought that these easy chairs would sell well, but our stores have had to² take an excessive loss on them. John Green (47)

54. Dear Sir: A good appearance is a real asset in your job. You can have a good appearance if you buy your clothes¹ at Harris's Clothing Store. Our clothes are smart but not expensive.

Harris's Clothing Store is open till eight each² evening. If you desire, you may charge the clothes you buy. Yours truly, (52)

55. Dear Sir: Are you going to exhibit your dresses at the exciting style show at the Hotel Stevens on May¹ 10 to 15?

A year ago there were fifty stores exhibiting at the style show in the Hotel Smith. I am² hoping that there will be even more at the Stevens. Yours truly, (52)

56. Dear Sir: I am shipping to you by express the three expensive clocks that you left with me for cleaning on March 30.¹ The clocks are in fine shape. I checked them with extreme care for five days.

There will be no extra charge for our service.² Yours truly, (42)

Lesson 8

63. Mr. Dix: It is essential that I have 300 copies of our mailing piece, "Efficiency in Store Operation," at the Hotel Davis by five o'clock on May 12. I am addressing a special session of² national clothing-store owners at six o'clock on that day.

If I have these 300 copies by five o'clock, I³ can place them on the seats in the meeting hall before the official meeting starts.

Can you take care of getting the⁴ 300 copies of "Efficiency in Store Operation" to the Hotel Davis? Harry Blair (98)

64. Dear Sir: You will see by your files that I stayed at your hotel on the night of May 9. As my train left at nine o'clock¹ in the evening of May 10, I asked your efficient day clerk, Mr. Murphy, to give me a day rate for the² five hours before my train left. He gave me a special day rate of \$4.

You can imagine my vexation³ to have the night clerk tell me at the expiration of my five hours that Mr. Murphy had no right to

give me⁴ a special rate of \$4—I would have to pay for a whole day.

I paid the \$6, as I could not stay⁵ to talk with the clerk.

I know you will agree that the night clerk had no right to cancel the action of the day clerk.⁶ I know, too, that you will mail me a check for \$2. Yours truly, (133)

65. Dear Sir: I am sorry you were charged \$6 for the space you desired. Our check for \$2 is attached.

I cautioned our clerks that the special day rate would not apply starting at five o'clock each evening; but, as you are a² physician, Mr. Murphy made an exception.

It is my hope that you will visit our hotel again. Yours truly,³ (60)

Lesson 9

72. Dear Ted: When I was in Fresno early in May visiting my family, I finally had a chance to meet¹ Max Harper, the man you have been hoping to hire as a salesman. I was with him for more than three hours on May 5,² from five o'clock to eight o'clock in the evening. I was extremely well pleased with him, especially his fine³ appearance. Then, too, I liked his eagerness to get on the road to sell our line. He should be able to fill the⁴ vacancy on the Coast nicely.

Please make him an offer by airmail. You should be able to get him for \$6,000⁵ a year. Fred (104)

73. Dear Dad: I know you will be highly pleased when I tell you that I was placed on the honor roll in May. I have been¹ fairly close to it for more than a year, but my grades in typing have been a little too low. With special help from² my typing teacher, I finally have been able to reach a speed of more than 60, which gives me an A for³ the course.

You will recall, Dad, that you said you would be extremely pleased to write me a check for \$10 the day⁴ I was placed on the honor roll. Start writing that check, please! Sincerely, (93)

74. Dear Neighbor: Your little girl is safe in your kitchen when it has a Gates Range. You see, on a Gates Range the burners¹ have been placed safely at the back of the range so that your little girl cannot readily reach them from the floor.

These² ranges sell from \$250 to \$350. They are really a fine buy. Yours truly,³ (60)

75. Dear Sir: Are there places in your home that you cannot heat easily? Are your floors drafty? Has your heater been burning¹ a good deal of coal but not heating your home efficiently? Then you should have your heater checked by our expert.²

He will give your heater a thorough checking. He may be able to help you lower your heating expenses as³ he has been able to help your neighbors lower theirs. Our fee is small. Yours truly, (74)

Lesson 10

85. Mr. Doyle: I was naturally happy to receive your description of the changes you are planning in the¹ revision of your text, "Vital Debates in History."

The changes are fine, except your decision to omit² the pictures at the beginning of each chapter. I feel that it would be a mistake to omit these pictures. These³ pictures, with the brief descriptions below them, are actually a sales feature of the text.

Can you tell me when⁴ you will finish revising "Vital Debates in History" so that I can plan our own operating schedule?⁵ Harry Joyce (102)

86. Dear Helen: It was naturally a source of delight for me to receive your note saying that you actually¹ made the honor roll in May. Here is your check for \$10. You richly deserve it.

If you are still on the² honor roll at the close of the year, you will receive a check for \$20. Dad (55)

87. Mr. Royal: It is my hope that the annual revision of our operating schedule will not have to¹ be delayed. There are eight or nine mistakes that should be changed. These mistakes have been causing a good deal of annoyance.²

Before I make final decisions on the revised schedule, I should like to talk with you; I need your advice. Fred³ Joyce (60)

88. Dear Sir: I see by the revised schedule that I received that

you will be in Akron on May 16 to lecture¹ at the annual meeting of college teachers. If I am not mistaken, your lecture will be finished at four² o'clock but your train will not leave till eight o'clock that evening.

Would you be able to talk to the research class that³ I am teaching at six o'clock? I know it would be a special treat to the people in my class because they have⁴ read your essays with delight.

At seven o'clock I will drive you to the depot; so you may dismiss your fears that⁵ you may not catch your train home.

Please write me your decision as early as you can. Yours truly, (117)

89. Dear Sir: If you are an average taxpayer, the chances are that you are paying more taxes than you need to pay¹ simply because the tax law is not clear to you.

A reading of "Our Taxes" may save you from paying a larger² tax than you should pay.

"Our Taxes" sells for only \$1. Yours truly, (53)

Lesson 11

95. Dear Lydia: My sister, Mrs. Ryan, and I plan to be in Miami for the annual business meeting¹ of the National Association of Science Teachers, which begins on March 15 and ends on March 18.² After the meeting, Mrs. Ryan and I have decided to go to Miami

Beach for a little³ vacation.

Can you tell me at what hotel you stay on the occasions that you have to be at Miami Beach? I shall appreciate your advice. Diana Myers (90)

96. Mr. Lyons: As you know, on March 8 Mrs. Roy asked me to ship to her home on the east side a Norse Piano¹ and a Royal Radio and mail the bill to Mr. Roy at his business address.

The piano and² radio were actually shipped via express on March 8. So far, I have not been able to get a check from³ Mr. Roy in spite of my three notes.

Please call on Mr. Roy and try to learn the reason for his delay in paying⁴ our bill for the piano and radio. I know I need not caution you to avoid creating ill will.⁵ The Roes have bought a good deal from the store and the loss of all or most of their business would be a discouraging⁶ blow. Leon Jones (123)

97. Dear Sir: On March 20 our buyer had a chance to buy a large stock of fine rayon shirts—50,000 of them.¹ Naturally, he bought all 50,000 of them.

If your supply of shirts is getting low, here is your chance to² replenish it.

Fifty thousand shirts seem like an ample supply, but I can tell you that the shirts will sell rapidly.³ If you make the mistake of delaying, you may be too late. Yours truly, (74)

98. Mrs. O'Brien: I am attach-

ing the special diet that you should follow for twenty-one days. Give the diet¹ a fair trial by not deviating from it.

At the end of the twenty-one days, stop in to see me so that² I may see what changes should be made in the diet. Julian Ryan (53)

Lesson 12

103. Recall Chart

1. Misplace, displace, replace, create, creates, creation.

2. Decide, beside, reside, securing, secures, securely.

3. Actual, actually, express, expresses, expression, expressive.

4. Initial, initialed, initially, alliance, appliance, reliance.

5. Noise, toys, patch, page, sought, fought.

6. Health, healthy, fix, fixes, gain, game.

7. 400, 5,000, \$8,000, \$7, 3 o'clock, 6 cents.

8. That, right-write, writer, must, desiring, them.

9. Years, marketing, to-too-two, you-your, Yours truly, been.

10. Please, should, from, they, when, than-then.

11. Was, like, and-end, ending, bill, side.

12. Business, after, all, what, most, Mrs.

13. You are, you will, you may, from the, from that, from them.

14. He was, I was, it was, I have been able, I have not been able, to be able.

105. Mr. Royce: As you may have read in the papers, I was placed in charge of all our business operations on the¹ East Coast. That means that I must travel a good deal from branch to branch. I am afraid, therefore, that I shall not be able² to carry on efficiently as secretary of the Science Research Associates. In all fairness³ to the Association, I feel that I should resign at the end of the year.

After all these years as⁴ secretary, I shall sorely miss my close association with you and your associates. If I can be of service⁵ to you after I resign, please write me. Samuel Boyle (111)

106. Dear Sir: I have tried for more than three years to grow four or five simple crops—corn, carrots, and beans, for example—in¹ the plot back of my home. Each year the crop has been a dismal failure.

I am mailing you a sample² of the soil, with the thought that you may be able to analyze it and tell me the reason for my crop failures. Yours truly,³ (60)

107. Mr. O'Brien: The officials of the corporation had a meeting and finally decided that each¹ salesman is to be paid 8 cents a mile for the operation of his car on corporation business.

I have² checked on the operation of my own car; and I can actually drive it at less than 5 cents a mile, in³ spite of driving in heavy traffic.

Please see that each salesman on your staff receives a copy of our decision.⁴ Leo Knox (82)

108. Dear Sir: Our salesman in your area, Mr. Roy Myers, writes me that he stopped in to see you and had a fine¹ visit with you. He and I both appreciate the chance you gave him to show you our goods. Even though Mr. Myers² has been with our firm for less than a year, he knows the paper business from beginning to end. He has³ actually been selling paper for more than fifteen years. After you know Mr. Myers a little better, you will⁴ realize that you are making no mistake when you rely on his expert knowledge of paper. What is more, you⁵ will realize that you can rely on all prices that he gives you on our paper.

When Mr. Myers can be⁶ of help to you, please call on him. Yours truly, (128)

109. Dear George: As you know, when I built my home here in Peoria I put in a coal burner, for all my neighbors¹ were burning coal. For good reasons of my own, I am planning to change from coal to oil. Before I finally make² a change, though, I should like your reaction to the plan, as you have been burning oil for five or six years.

I shall be³ happy to have an expression from you. Sincerely, (70)

CHAPTER 3

Lesson 13

114. Dear Sir: Do whistling, humming, and talking annoy you while you are trying to dictate? Does the noise of business machines¹ and telephones stop you from operating at top efficiency? If so, we have just the answer for you²—a Ridgewood ceiling.

The Ridgewood ceiling is made of a special tile that absorbs irritating noises in a³ room. A Ridgewood ceiling is extremely easy to take care of. You can wash it with soap and water, and it will⁴ not lose its efficiency.

A Ridgewood ceiling can be put up in a room in a couple of hours at a low⁵ price that will truly surprise you.

May we mail you a copy of our catalogue, which gives the full story of what⁶ a Ridgewood ceiling can do for you. Yours truly, (129)

115. Dear Sir: Have you been waiting for the day when you would have the pleasure of flying your own plane? Well, that day is here¹ because on May 5 the Budd family plane was placed on sale.

The Budd has a cruising speed of 100 miles an² hour. It is so small that it can actually take off on a golf course.

The Budd is on display at your dealer's.³ Do not wait to see it—visit the Budd dealer in your area and have him take you up for a trial spin.

The⁴ price of a Budd is not too far above what you would have to pay for a fine car. Yours truly, (97)

116. Dear Sir: Your note addressed to Mr. Cook was placed on my desk for reply. Mr. Cook has not been with us since March¹ 10. He left to take the post of treasurer of the Woods Drug Corporation.

The man who has taken Mr. Cook's² place is Mr. Max Swift, who will be able to see you on May 18 to discuss our service with you. Yours truly,³ (60)

117. Dear Sir: I must tell you of the fine service we have had from our Cook Truck. We have been Cook Truck owners for years, and¹ we can sincerely say that our truck has not given us a bit of worry. It has stood up well on the rough roads² on which we must drive.

Our business is growing so fast that we have decided to buy two more trucks in May.³ Naturally, the trucks we buy will be Cooks. Yours truly, (69)

Lesson 14

121. Mr. White: I am enclosing with this letter a clipping from the local paper showing the ad featuring¹ our leather goods. I am pleased with it. I think that the ad should help us move our large supply of traveling bags, wallets,² and other leather goods.

I think it would be worth our

while to check very closely on the sales that can be traced³ to this ad. If it pulls well, we can repeat it in either March or May.

You will be glad to learn that so far this⁴ year business in all our stores has been very good. I think we are about to have another banner year. Arthur⁵ Welsh (101)

122. Dear Neighbor: The Thomas Cooking Range actually gives you more for what you pay than other ranges do. It gives¹ you more heat, together with faster and safer cooking.

Before you decide to buy another range, ask your² Thomas appliance dealer about our special family model. A picture of this model is enclosed with this³ letter. I think that you will be very well pleased when you see it. Whether you plan to buy or not, it will be worth⁴ your while to visit your dealer's display rooms. Yours truly, (90)

123. Mr. Roy: My mother and father are planning another trip to the Coast to see my brother. They hope to be¹ able to leave this area about May 6 and drive leisurely when the weather is good.

I know that you are² an extremely busy man, and I do not like to bother you. If you could mark on a map the roads my mother³ and father should take, though, and send the map to them, I should be glad to pay for this service. Yours truly, (78)

124. To the Staff: You will recall that in my letter of May 10

about our book, "Retailing Practices," I said that¹ I thought this book would sell for either \$2.40 or \$2.80. That was a mistake. After² gathering all the production figures on this book, we have decided to charge \$3 for it.

We are³ very sorry to have to raise prices in this way, but it is a thing we cannot avoid. This revised price is⁴ given in the price list that I am sending you. Walter Swift (91)

125. Dear Sir: The average man takes about 18,000 steps a day. Feet that take about 18,000 steps a¹ day deserve shoes that are easy to wear. Bright Shoes are easy on your feet because they are made of very soft leather.² Yours truly, (43)

Lesson 15

130. Miss Yale: I was glad to learn from your note of May 10 that you have been able to secure a locker for my room.¹ You do not know what a relief it will be to have my books in my own room so that I can reach them quickly when² I need them. Edwin Irwin (45)

131. Miss Dwyer: Miss Helen Quill is, I am sure, quite well known to you as the head of the Yale School of Sewing and as¹ the author of a famous series of books on sewing. In the five years Miss Quill has been teaching at the Yale School,² she has taught more than 5,000 girls her easy and

quick method of sewing.

Her classes start on May 10. Our quota³ is 200 girls. Therefore, if you would like to take the course, register quickly. If you make the mistake of⁴ delaying, we might have to send you away because our classes are full.

The fee for the course of fifteen sessions⁵ is only \$30. Yours truly, (107)

132. Dear Sir: Are you aware that you can quickly do away with the annoying weeds on your lawn simply by spraying¹ Smith's Mixture on them?

Yes, the discouraging days of pulling up weeds are ended if you get in a supply of² Smith's Mixture. The dealer in your area who has Smith's Mixture is John Quinn, whose store is at 36 Park Square.³ Yours truly, (62)

133. Dear Sir: I have received your flattering letter about our book, "Selling by Mail," together with your check for¹ \$8. I know that it will be a real pleasure for the author to learn that you have been able to adapt his² plans so easily to your business.

I might say that each salesman on our staff is far ahead of his annual³ quota for the sale of this book. Yes, it looks as though the author has given us a fine seller. Yours truly, (79)

134. Dear Sir: As an official of the Erie Railway, do you have to affix your signature to all the checks that¹ leave your premises? You will be extremely happy to

learn that you can do away with this task if you buy a² Quinn Check Signer, a machine that signs all your checks quickly, quietly, and safely.

Do away with the fatigue of³ signing checks and speed up your efficiency by getting a Quinn Check Signer. Yours truly, (76)

Lesson 16

140. Dear Doctor Young: Late next spring or early next summer we shall open our "motor bank" at 500 Franklin Square,¹ in Jackson.

In this motor bank you will actually be able to drive right up to the bank teller's cage during² banking hours and carry on your routine banking business.

If it is necessary for you to go to³ the bank for some reason, you will be able to leave your car in the large parking area next to the bank. In⁴ either case, you will receive the same satisfying service that has been the special feature of our bank since it⁵ was established in 1902.

When this motor bank is finally finished, we believe you will agree⁶ that banking with us can be a real joy. Yours truly, (130)

141. Dear Sir: If you have not yet tried motion pictures in your sales campaigns, the chances are we can be of real help to¹ you. Here is a brief summary of what we will do for you:

1. We will write a script for

your sales campaign based on² the strong features of your goods.

2. We will make the movies and run them in ten large cities during the summer.

3.³ We will let you judge whether the campaign is working satisfactorily by the returns you receive after⁴ each showing of the movies.

4. We will fit the expense of the films to your budget.

Our experts will gladly rush⁵ all the necessary data to you if you will return the attached blank. Yours truly, (116)

142. Dear Sir: On March 12 I was a passenger on your train from Halifax to Bangor, Maine. On the evening before¹ my trip, I asked a deliveryman to pick up my trunk and deliver it to the depot.

This evening the² trunk arrived by express, and I was obliged to pay a \$5 delivery charge on it. I think some mistake³ has been made. I do not believe I should be asked to pay this sum as only my clothes were in the trunk, and therefore⁴ it should have come through with no charge.

I believe that this \$5 delivery charge should be returned. Yours truly,⁵ (100)

143. Dear Doctor Lyons: Your letter about the \$5 delivery charge on your trunk has been placed on my desk.¹

Before we can do much about your claim, it will be necessary for us to have a full description of the² trunk and the name of the

firm that delivered the trunk from your home to the depot.

You may be sure that we shall do³ all we can to satisfy you. Yours truly, (68)

Lesson 17

148. Dear Sir: As I am sure you are aware, keeping a mailing list in good shape is a long and hard job. To keep our¹ mailing list "live," we must have your help and that of other builders in our field to whom we send our literature.²

Therefore, would you do us a favor by looking over the enclosed card to see whether your company name and³ address are accurately given.

Even if your company name and address are accurately given, we⁴ should greatly appreciate it if you would initial and return the enclosed card. Just drop the card in the mailbox;⁵ it does not need a stamp.

Thank you for your help. Yours truly, (111)

149. Dear Sir: All of us have been under so much strain these days that it is hardly surprising when we make an annoying¹ mistake. Frankly, I am puzzled as to whether I have made a mistake in my records or whether you failed² to send us your remittance for \$10 for the Christmas cards we prepared for your children.

If you failed to send³ us your

remittance for some reason, please mail us a check. You will be helping us greatly.

Thank you for your⁴ co-operation. Yours truly, (84)

150. Dear Patron: Do you think that your old fur coat is too worn and soiled to be repaired? If so, bring it to the Dwyer¹ Fur Company, where we will give you a generous sum for it to apply on another coat. Prices on our² coats are lower than they have been for over a year. Among the coats on our well-filled racks, you will surely see a³ coat that will especially appeal to you.

A partial remittance will reserve your selection. Yours truly,⁴ (80)

151. Dear Neighbor: On May 10 our children's store is scheduled to open. We think that you will like shopping in our children's¹ store even better than in our old store.

From the day that we undertook to build this store, it was our dream to build² a really fine show place where it would be a pleasure to shop.

Come over on May 10 and just visit. No clothing³ will be sold on the opening day. Yours truly, (69)

152. Dear Neighbor: We know that you will pardon us if we say that you displayed extremely good taste when you decided¹ to build your home in our great city. Our company has been in business here longer than thirty years, and we think² it is a good place to live

and to bring up young children. We know that you, too, will think so before long.

When you are³ settled in your home, please pay our company a visit. Yours truly, (73)

Lesson 18

160. Recall Chart

1. This, satisfy-satisfactory, delivering, delivery, remit-remittance, remitted.

2. Thing-think, very, return, where, company-keep, doctor-during.

3. Enclose, about, work, under, worth, next.

4. Send, letter-let, long, great, yet, believe-belief.

5. Glad, gladly, among, over, necessary, thank.

6. We can, we are, we will, in this, with this, by this.

7. If you, if they, if this, to believe, I have been able, you have been able.

8. Ring, spring, bring, ink, sink, rink.

9. Quiet, quietly, nature, naturally, rejoice, rejoices.

10. Rush, brush, crush, fail, failure, failed.

11. Awake, awaken, awakens, yell, yells, yelled.

12. Appeared, reappeared, disappeared, appreciate, appreciates, appreciation.

13. Rebate, debate, taxation, relaxation, gather, gathered.

14. Exchange, special, mistake, annual, because, 50 cents.

162. The Wolf in Sheep's Clothing

A very hungry wolf had been lurking near a flock of sheep for some days, but the old shepherd guarded his sheep so¹ well that the wolf was becoming very desperate. Then, quite by chance, the wolf came across a sheepskin that had been² thrown away. Quickly he slipped it over his own hide and made his way among the grazing sheep. Even the old shepherd³ was deceived by the disguise; and, when night came, the wolf was shut up in the fold where the sheep were enclosed for the⁴ night. That evening, though, the old shepherd decided to kill a sheep for his supper. He returned to the fold, reached⁵ in among the sheep, and seized a fat-looking animal. As you must have guessed, that animal was the very hungry⁶ wolf in sheep's clothing. Mistaking the wolf for a sheep, the old shepherd killed him on the spot.

The moral to this⁷ tale is: Appearances are often deceiving. (148)

163. The Farmer and the Stork

An old farmer who was tired of having his corn stolen by the cranes set a special net in his fields. When he looked¹ at the net the next evening, he saw that he had captured about half a dozen birds; and among them was a² young stork.

"Please, Mr. Farmer," begged

the scared stork, "do not kill me. I am not like the greedy cranes who eat all your corn.³ I am actually a good and plous bird. I take care of my old mother and father."

The old farmer stopped⁴ him quickly. "All that you say may be true. Yet, I caught you among the cranes who were destroying my crops. I am very⁵ much afraid that you will have to suffer the same fate as the birds in whose company you were captured."

The moral⁶ to this tale is: You are judged by the company you keep. (131)

164: The Swallow's Advice

A farmer was sowing his field with hemp seeds while a swallow and some other birds were quietly watching him.

"Beware¹ of that man," said the swallow. "He is sowing hemp seeds. Be sure you pick up all the seeds that he drops."

The birds paid² no heed to the swallow's caution. Before long, the spring rains came and the hemp grew up. Finally, strong cord was made from³ it. In the end, all the birds were caught in the cord nets made from the very hemp that was grown from the seeds that they had⁴ failed to pick up.

The moral to this tale is: If the seed of evil is not destroyed, it will grow up to destroy⁵ us. (101)

CHAPTER 4

Lesson 19

169. Dear Sir: For quite a few years my hobby has been flowers, especially those flowers that grow in the South. Every¹ summer, for more than five years, I have been taking special color pictures of flowers in every section² of the South.

Without a doubt there is now a large and important market for a book on the flowers of the South.³

I am now ready to prepare a book of that type, in which I would use a selection of my pictures. I have⁴ prepared for your review a few pages outlining how I would actually put the book together. Those pages⁵ are enclosed.

I should appreciate it if you would let me know how this plan appeals to you. Yours truly, (119)

170. Dear Sir: You can now learn in your spare hours how to get a more important job in business. You can do this at home¹ by setting aside a few hours every evening to read the "Business Review."

The training you get from the "Business² Review" can be used at once. Every single unit deals with important matters of business. Every³ single unit outlines plans that you will be able to use every day.

Decide to send for a copy of⁴ the "Business Review" now. Yours truly, (87)

171. Dear Sir: To get ahead in

business, a girl does not have to be a beauty; but it is a matter of extreme¹ importance that she have good grooming. The same thing is true, without a doubt, of your important business letters. It² is a mistake to save a few pennies on your letters by using poor paper.

Give those important letters of³ yours "good grooming" by using Ryan paper. Yours truly, (70)

172. Dear Sir: Our bookkeeper has just told me that we shall soon have to take your name off our mailing list because you have¹ not paid your bill.

Whenever our bookkeeper tells me "no more copies," this is the distressing outcome: You will receive² no more of those handy reviews on movies and humorous plays. You will receive no more tips on unique places³ to dine and dance.

Mail us your check for \$6 right now. Yours truly, (73)

Lesson 20

179. Dear Sir: Many large stores are members of the United Credit Bureau. Before the credit manager of a¹ store passes on any credit application, he usually gets in touch with the local branch of the² United Credit Bureau. If the man or woman wishing credit lives in this area, the chances are that the³ United Credit Bureau has a detailed record in its files. It usually takes less than a week for the⁴ Bureau to secure all the neces-

sary credit data.

The United Credit Bureau does not decide whether⁵ a man or woman is to receive credit. It merely supplies the record and always lets the local credit⁶ manager make his own decisions.

It is actually easier today than ever to buy on credit⁷ in our store. We are not giving away any secret when we say that 99 applications out of⁸ 100 are accepted.

We suggest that you come in any day this week and talk with the credit manager.⁹ He will be delighted to discuss several of our credit plans with you. Yours truly, (196)

180. Dear Sir: Here is a suggestion for a special Christmas gift that your family will always welcome—an album¹ each month of the world's most-loved songs.

You can get this album by joining the world-famous Album of the Month Club. By² becoming a member, you will not only get the records that you would usually wish to buy anyway,³ but you will be able to save money.

All you do to become a member is to fill out the attached blank and⁴ return it. The May album will be mailed to you the day we receive the blank. Yours truly, (96)

181. Mrs. Young: If you are unable to get away to shop during the next several days, we have a suggestion¹ for you—do your shopping by phone. Call our expert women's adviser, Mrs. Ryan,

and let her do your shopping² for you.

You will be taking no risk nor making a mistake by doing this. You may always return for credit³ any gifts Mrs. Ryan picks out that you do not like.

Call our women's adviser today at Quincy⁴ 4-3131 before all the choice gift selections are gone. The Rex Store (93)

Lesson 21

187. Dear Sir: Did it ever occur to you that taking care of your clothing wants would be a much more pleasant task if¹ you could always deal with the same individual? Many of our friends do just that.

It generally begins² when a client takes a liking to a salesman because³ he has rendered excellent service. On his second visit⁴ the client asks for the same man. Eventually, he calls from his office during the morning to be sure⁵ that the salesman will be in the store that day.

This kind of plan can easily be set up for you. When a member⁶ of our trained sales staff serves you, he will be delighted to give you his card. Thereafter, you can ask for him by name.⁷

If you prefer, you can stop in to see our general manager in his office any weekday morning. He⁷ will see that you are promptly assigned a salesman, who will welcome the opportunity to look after

your special⁸ wants. Yours truly,
(164)

188. Dear Friend: One morning recently our office received the following letter from a man named Smith, who uses Flint¹ tires:

"I just took off my car a Flint tire that had run 105,000 miles without a puncture. It seemed as² though I just couldn't wear that tire out. I have three more Flint tires that are still on the car and that I shall apparently³ be able to use for even more than 105,000 miles. I did not take any special care of⁴ these tires."

We have got to admit that 105,000 miles is an excellent record even for Flint tires.⁵ While we cannot guarantee that all Flint tires will give equally good service, we can assure you that our plant is⁶ building the most solid tires it knows how to build.

You won't make any mistake if you equip your car promptly with⁷ Flint tires. You can buy a set today at a big saving from your friendly Flint dealer. Yours truly,
(157)

189. Dear Rex: We are seeking a sales manager who has a thorough knowledge of retail selling in all its phases⁴ and who will be able to handle our big national sales campaigns.

You mentioned recently that you are acquainted² with a talented young man who seemed to be ready to change jobs. If he hasn't made a change, I should appreciate³ an opportunity to dis-

cus this opening with him.

I am at the office every morning⁴ promptly at nine if you should want to call me. Yours truly, (90)

190. Dear Sir: We are sorry that we cannot reserve a room for you for May 11, as you ask in your letter² of May 4. We find that our hotel has been booked to capacity for that date.

We are disappointed that we² cannot help you on this occasion but hope that you will give us another opportunity to serve you. Yours³ truly, (61)

Lesson 22

197. Dear Sir: As the makers of men's suits, we naturally feel that it is our duty to take care of the hard-to-fit man. We think we have come up with the ideal answer for the hard-to-fit man—a store that specializes in² unusual sizes.

In our New York store, which is situated on Fifth Avenue and Broadway, we have gathered³ a wide selection of unusual sizes of men's suits in various styles and colors. Among the⁴ numerous suits on our racks the hard-to-fit man is sure to find the ideal suit for him.

Our New York store will be open⁵ on Monday and Friday nights during the months of October, November, and December. When you need a new⁶ suit, come in to see us. Our staff is always ready to give you prompt and

courteous service. Yours truly,
(138)

198. Dear Frank: The ideal day for you to bring in your new and revised manuscript would be on Friday, November 3.¹ During the week of October 23, I shall be in New York, Boston, and Philadelphia; but I shall² finally return to Chicago on October 31. By November 3 I shall be ready for a³ serious discussion of your new manuscript. Yours truly, (71)

199. Dear Sir: In June we undertook to push seriously a low-priced washing machine in Chicago, Illinois.¹ We are sure you will be genuinely pleased to hear that our ads in the Chicago News on Monday, June 8, and² Wednesday, June 10, have helped us greatly in our campaign.

Because of the ads we have carried in the Chicago News³ during the current year, the sales of our units have been much greater for January, February, March, and⁴ April than they were for the same period in previous years.

The Chicago News is an extremely important⁵ factor in our selling plans for the coming year. Yours truly, (112)

200. Dear Sir: It may be hard for you to believe, but your boy will actually be able to play the piano¹ after only one lesson. Talk with our Bryant Piano dealer at 316 Eighth Avenue in² Philadelphia and find out how easily and quickly a young child can learn to play the piano these days.

If you³ need a new piano, our dealer will be delighted to show you the various models that we make.

Drop in⁴ to see him soon. The store is open every Tuesday and Friday evening till nine. Yours truly, (97)

201. Dear Sir: Enclosed is a pair of tickets to the seventeenth annual printing exhibit that is being held¹ at the Art Club, 416 Eighth Avenue, New York.

It is our hope that you and your friends, as well as all the other² members of your company, will come to this exhibit. This exhibit earned much genuine praise while it was³ in Los Angeles during the month of July. Yours truly, (71)

Lesson 23

209. Dear Friend: Perhaps you have an acceptable reason for not having made any payment since October on your¹ account amounting to \$250, but you haven't told us what it is. If we knew the reason,² we have no doubt that we could make some equitable arrangement or adjustment that would relieve you of the worry³ of an overdue account.

Please write us promptly what the trouble is. Permit us to help you solve what must be⁴ a perplexing problem for you.

If it is possible, send us a small payment with your letter. Yours truly, (99)

210. Dear Sir: You will be using sound judgment if you buy

your overcoat now rather than wait till the snow flies.

If any¹ special changes are desirable in the garment you choose, they can readily be made for you by our² reliable tailors so that you will have your coat well in advance of the early cold days. Our prices are reasonable³—from \$30 to \$60. If you wish, you can make arrangements to use our easy-payment⁴ plan.

Come in to see us when you are in town. Yours truly, (90)

211. Dear Sir: On Monday, July 10, a young woman giving her name and address as Mrs. Anna Lyons, 441¹ Franklin Avenue, New York 16, New York, approached us to open a personal charge account. She gave² your name as her lawyer. While making a routine check, we permitted her to charge goods in the amount of \$30.³ We have not been able to secure payment, and our letters to her have been returned marked "Not found."

It is⁴ our thought that perhaps you may be able to tell us where we can find her. We shall appreciate any help you⁵ can give us with our problem. Yours truly, (107)

212. Dear Sir: We are trying to secure the names of reputable factories that make a line of brief cases that¹ would be suitable for our sales staff. We should like a brief case that is equipped with a zipper and that will² hold 9-by-12 documents.

If you can provide us with the names of a few reputable factories, you will be helping³ us a great deal. Yours truly, (66)

213. Dear Sir: I am enclosing an announcement that appeared in our magazine recently describing a brief case¹ that in our judgment will meet with your approval. Many professional men use it because it provides ample² space for documents of all kinds and sizes.

Perhaps you will want to write to all the dealers listed on the enclosed³ sheet before you actually reach a decision. Yours truly, (73)

214. To the Staff: The County Trust Company has approached us with a plan for opening and building up thrift accounts¹ for our staff. The plan is described on the attached sheet. If the plan meets with your approval, sign your name below.

After² you have read this announcement, please pass it along. Frank Russell (52)

Lesson 24

217. Recall Chart

1. Appoint, appointment, disappoint, suit, suited, suitable.
2. Person, persons, personally, count, miscount, discount.
3. Examine, examines, examining, await, awaits, awaited.
4. View, viewed, review, powder, powders, powdered.
5. Yield, yields, yielding, sanction, sanctions, sanctioned.

6. Quiet, quietly, quieter, fix, fixed, fixes.

7. Nature, mature, miniature, prompt, promptly, promptness.

8. January, March, Friday, Philadelphia, New York, California.

9. Delay, scheduled, partial, become, 10 cents, \$3,000.

10. How-out, use, used, those, ever, every.

11. Soon, one-won, matter, importance-important, several, any.

12. World, suggest-suggestion, unable, usual-wish, always, gone.

13. Week-weak, weekly, did-date, morning, want, individual.

14. Office, got, opportunity, general, generally, big.

219. Tips for the Beginning Secretary

No man hires a secretary who can get along without one. He hires a secretary because he hopes that¹ with the secretary's help he will be able to get out more and better work. If you wish to help him do this,² you must learn your job quickly and reach the point where you can work alone, with only occasional help from him.

The³ person who holds his job and gets ahead is the one who helps his boss carry his business load. He not only knows⁴ how to work when the boss is in the office but is able to look after the boss's business affairs whenever⁵ he is on a business trip.

A secretary who can do this is

worth his weight in gold. (117)

220. Businessmen's Likes

In a recent survey, 500 businessmen in Chicago were asked to tell what factors they especially¹ liked in their secretaries. The answers may actually surprise you. Here are the top ten replies:

1. She doesn't² bring her private life into the office.

2. She is neat, I am not ashamed of her when I have important³ visitors.

3. She is at her desk at nine o'clock every morning.

4. She is always anxious to help.

5.⁴ She is smart and makes few mistakes.

6. She saves company money as she would save her own.

7. All my clients think⁵ highly of her.

8. She is reliable and always tells the truth.

9. She can find any papers I need in⁶ a moment or two.

10. She is extremely quick to take suggestions. (133)

221. The Pleasure of Work

I know a young man who does not know how to keep busy. Every day he goes to the movies. He is so bored¹ with life that he cannot wait for each day to end.

The person who has to work can thank his lucky stars that he has² something to live for.

To be happy, keep busy. (49)

CHAPTER 5

Lesson 25

227. Dear Doctor Strong: The most important asset that any person can possess is real friendships. A friendship is a¹ treasured possession.

What is true of our personal lives is equally true of our business relationships. In² our company there is more to a business relationship than selling and delivering medical, surgical,³ and chemical supplies. In our company, we not only want your business but your friendship as well.

We deeply⁴ appreciate the opportunity you have given us to supply you with medical, surgical, and⁵ chemical equipment in years gone by. We appreciate, too, the promptness with which you have always paid your bills.⁶ Most of all, we appreciate your friendship.

You may be sure that we shall do all we can to keep up this friendly⁷ relationship. In that way, we shall not only be serving you, but we shall be serving ourselves as well. Yours truly,⁸ (160)

228. Dear Henry: Approximately 5,000 folders arrived on the afternoon of Friday, April 10, and are¹ now ready to mail to the membership of the United Chemical Association. They are good-looking² folders; and if I am not mistaken, they will help us sell lots of our chemicals. Mr. Banks did the art work³ himself as a gesture of friendship.

To be sure that the folders are mailed without delay, I shall take care of the⁴ matter myself. It will be no hardship.

I am enclosing a copy of the folder for your files. Harry Lyons⁵ (100)

229. Dear Friend: Have you been able to keep up your physical exercise when the weather was too cold to indulge in¹ your favorite outdoor recreation? Medical experts will tell you that a person should have a reasonable² amount of physical exercise through the entire year to keep himself in good physical shape.

Come in any³ afternoon and let me show you our choice display of exercising articles adapted to home use for⁴ all members of your family. You will find bicycles, rowing machines, punching bags, and other articles, all⁵ at reasonable prices.

Take steps to keep yourself and your family in good physical shape by following⁶ a sensible and logical exercise schedule all year round. Yours truly, (134)

230. Dear Sir: Many people in your township get double use from their special checking accounts. To begin with, they use¹ their checking accounts as a practical and logical way to pay their bills. Then they use their checking accounts as² a family budget. The check-book records all the money deposited and paid out, so that from day to day³ the family knows how much it has with which to work.

If you yourself do not have a checking account in the County⁴ Trust Company branch in your township, by all means open one this very afternoon. Yours truly, (98)

231. Dear Sir: Now you can put in that mechanical mail meter you have wanted so long. Our new Model 56¹ meter, described in the enclosed folder, has been built to meet the needs of the typical mailing desk. This practical² model sells for only \$250. Yours truly, (53)

Lesson 26

239. Dear Sir: Ever since you opened an account with us in June, 1945, we have been receiving¹ fine orders from you for our carpenters' supplies. Upon examining our records, though, we find that these orders² have recently stopped coming; and the purpose of this letter is to ask you whether something has developed to³ destroy such a pleasant business relationship.

We urgently need and want your business. If we have failed to⁴ satisfy you in some way, you can depend upon us to take definite and positive action the moment we⁵ hear from you.

Won't you take a few minutes to write us what has happened? You will thus enable us to take all⁶ necessary steps to win back your friendship. Yours truly, (130)

240. Dear Sir: There is nothing

wrong with your carpenters' supplies. I have always found your goods definitely satisfactory¹ and your service quite dependable.

I just happened to give a few orders to a salesman from another² firm who called upon me. He seemed to be such an intelligent and progressive fellow that I thought I would³ try to help him get ahead. As your company did nothing to resell me, I figured that my orders made no⁴ difference to you. Thereafter, when I needed carpenters' supplies, I gave my orders to the other firm. If⁵ my orders do make a difference to you, I shall be delighted to see your salesman again. Yours truly, (119)

241. Dear Friend: Your business definitely makes a difference to this company—a big difference. I am asking¹ the manager of our Chicago division to get in touch with you himself without delay. You can depend² upon him to take positive steps speedily to regain your business and friendship.

We appreciate your writing³ us so frankly. Yours truly, (66)

242. Dear Doctor Sergeant: I am afraid that I shall not be able to get you the piece of property on Nelson¹ Street that you wish for the purpose of opening a downtown office. While I was speaking to the owner of the² property Friday afternoon about another matter, he told me definitely that he would not sell the³ property. He was so definite and positive that I do not think there is any point to

my speaking to⁴ the owner about the property again.

I think, though, that you will find the piece of property on Regent Street⁵ quite suitable for your purpose. That property is available at such a low price that it is actually⁶ a bargain.

Would you like to see this property on Regent Street next Thursday or Friday? Yours truly, (138)

243. Dear Sir: Some people think that the Financial Daily is a paper just for millionaires. They are definitely¹ wrong. The Financial Daily is a practical business guide for every person who earns a living. It is² a guide that enables progressive executives to reach the right business decisions because it helps them to³ avoid mistakes.

Try it for the next three months. Just mail the attached blank now with your check for \$5. We will then⁴ send you the Financial Daily for a trial period of three months, or seventy-seven issues. Yours truly,⁵ (100)

244. Dear Sir: How would you like to get a new 9-by-12 Oriental rug for your living room for only¹ \$299?

If you would like to get a rug at this low price, come down and place an order this afternoon.² Yours truly, (43)

Lesson 27

251. Dear Sir: You will be delighted to learn that your International Accounting Machines

have actually saved¹ the United Electrical Equipment Company more than \$100,000 in the short space of² six months. The International Accounting Machines paid for themselves less than four months after we introduced them.³ The International Accounting Machines are of great importance in a large enterprise like ours, which sells millions⁴ of dollars' worth of electrical appliances each year.

A feature that we especially like about⁵ the International Accounting Machines is that it is a simple matter to train operators and keep⁶ them happy. Since we introduced the International Accounting Machines, we have had no disappointing⁷ interruptions because of help shortages.

As the business of the United Electrical Equipment Company⁸ is expanding, we plan to open another division shortly in Boston. When we do, you may be sure⁹ that we shall enter our order for more International Accounting Machines. Yours truly, (197)

252. Dear Sir: Recently we sent the usual expiration notice to a typical reader who has been¹ receiving Electrical Appliance News for many years. When he returned his renewal, he took a moment to² write us the following short letter:

"Here is my check. Hereafter, do not bother to send me a card—just send me³ the bill. If anyone in the electrical line cannot get more than his money's worth from Electrical⁴ Appliance News, he is

in the wrong business."

Your own renewal will be due shortly. To avoid any interruption⁵ in the mailing of your copies, you must take action promptly.

There will be no interruption if you will simply⁶ drop the enclosed card in the mailbox. Do it now, and get the matter settled! Yours truly, (137)

253. Dear Sir: When you build your new home, be sure to provide for sufficient interior electric wiring. In a¹ few short years there will, no doubt, be many new electrical appliances that you will want to introduce into² your home; but if you do not have sufficient interior electric wiring, you may not be able to³ use them.

It is wiser to put in sufficient interior electric wiring when you originally⁴ build your home than to try to add to it after your building is finished.

Our staff of electricians will appreciate⁵ an opportunity to see that the interior electric wiring of your home is shipshape. Our⁶ fees are reasonable. Yours truly, (127)

254. Dear Frank: This letter will introduce Mr. Harvey Smith, an official in our township and a personal friend¹ of our family. He is spending the week of June 10 in Philadelphia. While he is there, he is planning² to buy an electric stove for his farm. As you are in the electric-appliance business in Philadelphia,³ I suggested that he stop in to see you next Friday afternoon and look over your line

of electric⁴ stoves and other electric appliances.

I shall appreciate anything that you can do for Mr. Smith⁵ in the way of price. Yours truly, (106)

Lesson 28

260. Dear Doctor Carpenter: I realize, of course, that you are busy at this season of the year. I hope, though, that¹ you will be able to do us a favor.

Several days ago Frank Ryan applied to us for a job. Before² we decide to add him to our staff, we want to be sure that he is equipped to do the work that would be assigned³ to him. It is my feeling that there isn't a better person to advise us than the principal of his⁴ high school.

We are aware, of course, that scholarship is vitally important; but we want to learn whether he has⁵ those worth-while traits that cannot be expressed in grades.

Won't you let us have a short note from you about Frank? As we want⁶ to take some action promptly, I hope you will write us as soon as possible. Yours truly, (136)

261. Dear Sir: Thank you for your order for three Dixie Pens, which you gave to our salesman, Mr. Young, several days ago.¹ When Mr. Young took your order, he apparently did not mention to you that the pen is available² in two models, the school model at \$5.50 and the special executive

model, with three gold³ bands on the cap, at \$7.50, less your discount.

I shall appreciate it if you will let us⁴ know on the enclosed card which model you want and return the card to us. We will then enter your order and ship⁵ the pens promptly. Yours truly, (105)

262. Dear Sir: To move your goods where you want them and when you want them at a reasonable price is the unique, practical¹ service that the Los Angeles Air Shipping Company provides.

By using our service, you save in two ways.² To begin with, you cut many days off your shipping schedule. Second, you save yourself a good deal of money.

This³ worth-while service is built around a staff of able men. There is not a man on our staff who has not flown at least⁴ 100,000 miles.

I hope you will let us describe the special features of our service by arranging an⁵ appointment with our salesman. May I suggest Friday afternoon, April 16. Yours truly, (127)

263. Dear Sir: For a few pennies a day you can rent at the Smith Bookstore all the new books you want to read. You can rent¹ them, read them, and then place your order for the ones that you want to buy.

I hope you will visit the Smith Bookstore as² soon as possible. After you have been at our store once, you will realize that you

made a mistake by not³ visiting us months ago. Yours truly, (67)

264. Dear Sir: If you want to avoid the crowds when the Christmas holidays arrive, we suggest that you start thinking of⁴ your Christmas shopping now.

If you want to be sure that your Christmas shopping is really a pleasure, come to our² Main Street store some afternoon in November.

Plan to do your essential shopping as soon as possible. Yours truly,³ (60)

Lesson 29

273. To the Staff: The attached manual was prepared to help build friendly relationships with our patrons through the letters¹ that we write. It was prepared by a qualified authority on business letter writing.

As you know, the² majority of our patrons enter their orders by mail; they do not deal with a member of our staff. The³ majority of them must judge the reliability of our company and our facilities by the⁴ quality of the letters they receive from us. It is important, therefore, that we write helpful, tactful letters that⁵ ring with sincerity.

We have divided this manual into two helpful classifications— one⁶ classification for the dictator and the other classification for the secretary. If you will read both⁷ classifications carefully, you will have a better appreciation of the

desirability of⁸ teamwork in letter writing. I shall be grateful for any helpful suggestions you may have for making this⁹ manual more useful. Frank Jones (185)

274. Dear Sir: Do you realize that your most useful and powerful asset is being destroyed? This is a terrifying¹ thought, isn't it?

As you know, we filed your order for five electric razors several months ago. We² have since sent you four letters and two telegrams asking for payment.

I am bringing this matter to your personal³ notice because of the possibility that these letters and telegrams have not been coming to your desk.⁴

The delay in payment of your account is casting a shadow on your integrity and reliability.⁵ This shadow can easily be removed by sending us your remittance for \$120 at⁶ once.

I hope that we may shortly be able to mark your account paid. Yours truly, (134)

275. Dear Sir: It is a pleasure to notify you that your check for \$1,000 in settlement of my claim¹ arrived on Wednesday afternoon, April 10. I wish to tell you with all sincerity how grateful I am for² the efficient and prompt manner in which you handled my claim.

You may be sure that I shall keep on using the³ excellent facilities of your company. Yours truly, (70)

276. Dear David: I am sorry I was not able to prepare sooner the

special feature article you want for¹ the printed program of your meeting.

About a week ago I received an urgent telegram from our Boston² manager telling me that there was trouble in our chemical plant and that it was necessary for me to³ take care of the matter myself.

I wrote the article on the plane this afternoon, and I am enclosing it.⁴ I hope that there are no mistakes in it! Joseph Ryan (90)

Lesson 30

280. Recall Chart

1. Faculty, royalty, loyalty, notification, modification, justification.

2. Notify, modify, justify, authority, majority, minority.

3. Doubtful, careful, beautiful, shortage, shortly, shorter.

4. Electric appliance, electric wires, electric fixtures, divide, divide, divided.

5. Depend, dependable, expend, himself, herself, myself.

6. Musical, chemical, critical, judge, judgment, misjudge.

7. Reveal, reveals, revealed, long, belong, prolong.

8. Finance, finances, financial, telegram, program, radiogram.

9. Interfere, internationally, afternoon, aftermath, township, ownership.

10. Bank, banquet, yes, named, bothered, appreciates.

11. Actual, ahead, July, Los Angeles, 5 o'clock, \$4.

12. Property, progress, purpose, order, orderly, disorder.

13. Enable, enabled, upon, speak, such, street.

14. Upon the, upon that, upon those, I hope, I hope that, I hope to see.

15. I had not, I had not been, I had not been able, I was not, it was not, there was not.

16. Years ago, days ago, hours ago, I want, you want, they want.

282. The Deerhound

Andrew Carnegie used to take great delight in telling a fable to stress the hazards of inherited wealth.¹ The fable was about an old deerhound who had lived a life of hardship, chasing and catching deer. In his declining² days he decided that his children should not be obliged to work so hard in order to live and be happy.³

So he gathered great herds of deer and drove them into a park around which he built a high fence. Then he took all his⁴ young ones into the enclosure, where they might eat deer at their leisure without having to race all over the country⁵ to catch them. Having arranged his family affairs in such a satisfactory manner, the well-meaning⁶ old deerhound died happy.

The young hounds lived a life of leisure in the park. There was no necessity for them to⁷ hunt. Besides, it was so much nicer to lie around in the sun in the winter

and in the shade in the summer⁸ and sleep and dream. They varied the routine program of their lives by an occasional vicious fight with one another.⁹ As the days went by, they ate too much meat, their muscles grew weak and flabby, and they were easy prey to disease.¹⁰ It was not long before they all perished miserably.

One needs only to scan the daily papers to realize¹¹ that Carnegie's fable is happening in human life every day. The most satisfactory heritage¹² that a man can leave to his children is not a lot of money, but that feeling of heart and soul that will¹³ enable them to create their own wealth and find their own happiness. Perhaps Carnegie was right in believing that¹⁴ the only way in which great wealth can prove a blessing to its owner when he can use it no longer is to give¹⁵ it away so that many others who are not so lucky may profit by it. (314)

CHAPTER 6

Lesson 31

291. Dear Mr. Clinton: Because of the large volume of customers that we are certain to have during the Christmas¹ season, I estimate that we shall have to make provision for about twenty temporary workers from² December 1 to December 30. I am afraid, though, that it is not going to be easy to obtain these³ temporary workers this year.

Mr. Ashton, manager of the agency in Philadelphia that has⁴ always supplied us with these temporary workers, has written to me, saying that they will not have more than five⁵ or six persons available. He says that seldom have there been so few names on their rolls.

I shall appreciate⁶ your frank suggestions, Mr. Clinton, on how we can solve this shortage of temporary help. Sincerely yours, (139)

292. Dear Mr. Stockton: I am certain that you have read the typical collection letter in which a person attempts¹ to fool himself and the customer by using the word "oversight" and other expressions of that type. We² shall attempt to be different—we shall face the problem sincerely, squarely, and intelligently. Is the reason,³ Mr. Stockton, for your failure to pay or to notify us a shortage of funds?

Let us have a few lines⁴ from you so that we may know how to figure on our collections. If you cannot send us a check for \$610⁵ to straighten out your account, please give me a date on which you think you will be able to make payment.⁶ Please write to me personally—this very afternoon if possible. Yours sincerely, (136)

293. Dear Mrs. Fenton: If you are planning to have your boy attend school in the autumn, it is essential that you¹ give prompt attention to the matter of registration.

A majority of the schools listed in the attached bulletin will be starting new² programs in the next few weeks as faculty, equipment, and rooms become available.³

If you wish guidance in choosing a school for your young son, write to me personally, describing in detail⁴ the type of school you want him to attend. I shall, of course, be glad to help you in any way that I can.⁵ Cordially yours, (102)

294. To the Members of the Staff: We are very grateful to those of you who have called to our attention the names of¹ students in your classes who were in need of special guidance.

May we ask your help again. Please fill out the short² bulletin that is attached, listing the names of students who have special problems of health, finance, or personality.³

If you can return this bulletin to me by Friday, April 15, I shall be grateful. John Jones (78)

Lesson 32

299. Dear Mr. Stern: In a short time the cold weather will be here and you will be thinking about purchasing a new¹ winter suit, overcoat, or topcoat. Here are three reasons why you should make your purchase at Eastern Tailors:

1. We² have a large assortment of outstanding modern patterns from which you can choose. You will, therefore, have no difficulty³

finding an outstanding garment that will please you.

2. We are determined to give you prompt, efficient, and thoughtful⁴ service.

3. Our prices are actually lower than they were two years ago.

Why not visit Eastern Tailors⁵ soon. With some justification, we are proud of our store. When you are here, make it a point to introduce yourself⁶ to our manager, Mr. Sothern. Cordially yours, (130)

300. Dear Mr. Dix: There is a string attached to the unique guarantee that you will find on every piece of merchandise¹ you purchase at Stern's Sporting Goods Store. To one end of the string is attached an extraordinary price tag, on² which you will find Stern's guarantee, which reads: "If you are not entirely satisfied with any merchandise you purchase³ at Stern's Sporting Goods Store, you may return it in ten days for a full refund of your money. This guarantee,⁴ of course, holds for every article you buy from us. The Stern's Sporting Goods Store stands back of all its merchandise."

The⁵ other end of the string is fastened securely to the sporting goods that you purchase. That is why we are known as⁶ dependable merchants who do not disappoint their customers.

The next time you want to purchase sporting goods, Mr.⁷ Dix, come to Stern's. Very truly yours, (147)

301. Dear Mrs. Brown: Not so long ago we had the pleasure of periodic visits from you in our modern store¹ on Northern Avenue and Court Street. We had your business, your good will, and your friendship.

On glancing through our records,² though, we find that it has been quite some time since you purchased any electric appliances from us. I am,³ naturally, eager to learn why. Have you had some difficulty with our service or have we made some sort of mistake?⁴ Has the quality of our merchandise been at fault? Whatever the difficulty may have been, I should⁵ appreciate it if you would report the matter to me.

We are determined, Mrs. Brown, to satisfy you. If⁶ nothing is wrong, we shall hope for the pleasure of seeing you shortly in our store. Yours very truly, (138)

302. To Our Salesmen: As you know, the time of the year is approaching when it is essential that we close our books. Please¹ make it a point, therefore, to turn in your final expense report as early as possible.

If you can turn in² this report by the afternoon of Tuesday, December 29, it will be a great help to us. Please use airmail³ rather than ordinary mail when you send in the report. In that way, the report should reach us by December⁴ 29 without any difficulty. Earl Smith (90)

303. Dear Mr. Martin: The en-

closed card is for your use only. Please sign it in ink now. It is good for a term of¹ three years.

Simply show this identification card at the terminal when you purchase your airline tickets.

All² the airlines of the country stand ready to serve you. Sincerely yours, (53)

Lesson 33

311. Mr. Franklin: You will be interested to know that last Friday, September 10, I had a visit with Ernest¹ Young in Philadelphia. At that time we discussed the mistakes in his book. I expected some resistance² and protest from him when I suggested that the book be revised without delay, but he readily agreed that³ that was the best thing to do. He was not exactly happy about the revision, as it will work a hardship⁴ on his assistants as well as on himself. I am sure, though, that he will cooperate.

He plans to begin active⁵ work on the revision as soon as he finishes a testing program that he started last fall.

I should⁶ appreciate it, Mr. Franklin, if you would follow up with Ernest to be sure we have the revised book at⁷ the earliest date possible. Harry Brown (148)

312. Dear Mrs. Smith: When we first announced our newest product, the Hughes Electric Dishwashing Machine, last October,¹ we received more orders than we

expected in our fondest dreams. Our supply was quickly exhausted. Why? Because,² with some justification, people do not like to wash dishes—and Hughes has the perfect answer to the problem³ with a product that does all the work except put the dishes away.

The Hughes Electric Dishwashing Machine costs⁴ only \$240. Yours sincerely, (90)

313. Dear Mr. Best: It is a good feeling to know that, even though the cost of most necessities is rising, you¹ need not pay any more for your clothing.

Our finest clothing is still attractively priced from \$27² to \$45. You see, we bought most of our cloth early last spring, when prices were at their lowest point.³

From now on, of course, we shall have to pay existing high prices for any cloth that we buy. We earnestly urge you,⁴ therefore, to come in promptly to see our latest, newest, and most attractive line of clothing. Yours very truly,⁵ (100)

314. Dear Mr. Mild: Please send us the fruit trees called for in the enclosed order. When your salesman, Mr. Harris, first showed¹ us your helpful catalogue, Mrs. Miller and I agreed that your products looked rather good. We were, in fact, very² much interested. We sent for a few trees as a trial.

That was exactly three years ago. This past year³ we collected so many apples, pears, and cherries

from those trees that we have been able to put up quite a bit⁴ of fruit for the winter.

We are highly gratified with your products. Very truly yours, (96)

315. Dear Mr. Hanley: When was the last time that you dressed up your official letterhead? Has it kept pace with the gradual¹ changes that have taken place in your chemical plant, in your products, and in your services?

A letterhead² on Davis Paper will add to your prestige and to the sales power of the message you write on it. We are³ sure you will specify Davis Paper on your next order for letterheads once you have seen the quality of⁴ the paper. Yours truly, (84)

Lesson 34

319. Dear Mr. Dexter: I feel that I must write you about the fine dividends we received from our first advertising¹ venture in your quarterly. You will remember that your representative, Mr. Diamond, recommended² that we place in your May issue an advertisement on our frozen fruits. Up to the present time, we have sold³ 440 cases at \$4. We have, besides, received hundreds of leads, the majority of which are⁴ bound to bring in more sales.

We are highly gratified with our returns, which certainly exceeded our fondest⁵ expectations. We feel

that nowhere else would our advertising have brought us such fine dividends.

I can assure you,⁶ therefore, that our first advertisement in your quarterly will not be our last. Sincerely yours, (137)

320. Dear Mr. Diamond: Have you stopped to consider whether your present advertising plans are actually building¹ up a demand for your products? If you are like most present-day advertising executives, you have an² open mind for new, interesting, and practical suggestions on advertising. Therefore we know you will want³ to read our new book, "Advertising That Pays Dividends," which came off the press a few days ago.

The helpful⁴ suggestions in this book can probably be adapted to your own business.

We want "Advertising That Pays Dividends"⁵ to speak for itself. Won't you give it that opportunity, Mr. Diamond, by returning the enclosed card.⁶ As soon as we receive it, we will send you a copy for two weeks' review. Cordially yours, (137)

321. Gentlemen: For the past several days my assistants and I have been examining quite carefully and with¹ open minds your new book, "Advertising That Pays Dividends."

We have found several suggestions that we shall² probably be able to put into effect right away in our campaign to sell more high-

quality electrical³ equipment. So far as I can remember, nobody else has ever issued such a practical book on⁴ advertising. Enclosed is our check for \$5.50. Very truly yours, (95)

322. Dear Mr. Miller: If you are looking for a field in which to plan your career, may we recommend that you turn¹ your attention to advertising. Have you considered a job as a part-time or a full-time salesman for the² Brown Advertising Agency?

Previous training in advertising, selling, or retailing is not essential.³ We will put you through our own training program in Chicago. At the end of this training program, you will be⁴ assigned a territory, which you, and nobody else, will work.

There is no time like the present to act. Report⁵ to Mr. Franklin, our personnel manager, this afternoon. He will promptly place you on the road to a⁶ profitable job.

Remember, there is no limit to the money you can earn. I can assure you, Mr. Miller,⁷ that you will not be making a mistake. Yours very truly, (151)

Lesson 35

328. Gentlemen: John Blair was an efficient businessman, but he was inclined to be a little old-fashioned in the¹ way he transacted business. His supervisors, for example, had been after him for years to put in an² electric postage meter; but he was not inclined to

do so. The good old postage stamps satisfied him.

One afternoon³ around Christmas time, though, Mr. Blair's wife gave him the job of addressing Christmas cards. Mr. Blair went to the⁴ post office, purchased the stamps, and sat down to do the job. After he had licked 300 postage stamps and pasted⁵ them down, he could see why his supervisors wanted that postage meter! He was careful to include a sum of⁶ money in his annual budget for one.

A postage meter prints postage on all classifications of mail⁷ and at the same time seals the flaps. It holds any amount of postage you want to put into it and protects the⁸ postage from loss. What is more, it does its own accounting.

Write for our interesting descriptive booklet, which explains⁹ the various sizes of postage meters that are available. A postage meter will bring you real¹⁰ dividends. Cordially yours, (204)

329. Dear Mr. O'Brien: I am sorry that you have had so much difficulty receiving the shipment of binding¹ cloth that you ordered on Monday, July 15.

You certainly have justification for being annoyed.² The supervisor of our shipping room, Mr. Tracy, notifies me that the cloth left our building by truck on³ Thursday, July 18. The shipment was transferred to the railway company, and we have a receipt for it. I⁴ am inclined to believe that the cloth is held up in transit in some freight

yard in Chicago.

I transmitted your⁵ telegram to an attorney in our Legal Department, who promptly started a tracer. I am sure, Mr.⁶ O'Brien, that we shall have something to report shortly. Cordially yours, (133)

330. Dear Mr. Mason: The hustling youth who brings the Daily Transcript to your home each morning is more than a mere¹ delivery boy. He is a budding dealer and salesman, who has set up a little business in his own locality² selling the Daily Transcript.

Through the business he transacts, he is steadily building up a cash reserve.³ He is gaining superior business training that will help him support himself. He is learning to take care of⁴ most of his needs, including his clothes, books, and an occasional theater ticket.

If you want your boy to begin his⁵ business career in this way, suggest that he return the enclosed post card. Mr. Jones, personnel supervisor⁶ of the Daily Transcript, will then arrange a paper route for him. Yours very truly, (135)

331. Dear Dick: In our talk several days ago you mentioned that you were going to send in your tax blank even though¹ you were not certain whether you should include or omit a few items. I think, Dick, that you would be making a² mistake.

I did not have an opportunity to discuss this with you at the time; so I am writing you this³ brief note. I am inclined to feel, frankly, that you would save yourself much trouble by seeing a good lawyer or⁴ accountant. Do not depend on your own solution of problems about which you are puzzled. Postpone sending in the⁵ return for a day or so. As long as your return is postmarked April 15, it will be on time.

If you want a⁶ good, practical lawyer, may I suggest my friend, John Fox, who transacts my legal business and supervises my⁷ affairs in general. He is an authority on tax matters. He will be able to tell you in a matter⁸ of minutes what items you should include and what items you may deduct. Very sincerely yours, (178)

Lesson 36

336. Recall Chart

1. For the, in the, at the, of the, from the, with the.

2. To be, to put, to have, to see, to say, to pay.

3. To be able, I have been able, I have not been able, should be able, I should be able, would be able.

4. I have been, I have not been, you have been, you have not been, has been, would have been.

5. Was not, I was not, he was not, it was not, there was not, there wasn't.

6. Minutes ago, months ago, years ago, hours ago, days ago, weeks ago.

7. I want, you want, they want, who want, he wants, he wanted.

8. Of course, of course it is, of course it was, of course it was not, of course it will, of course it will be.

9. I hope, I hope it is, I hope it was, I hope it was not, I hope it will, I hope it will be.

10. We hope, we hope it is, we hope it was, we hope it was not, we hope it will, we hope it will be.

11. I had, I had not, I had not been, I had not been able, to him, to us.

12. Let us, let us see, let us say, let us have, let us know, let us make.

13. Your order, worth while, as soon as, to me, to make, to know.

14. Yours truly, Yours very truly, Very truly yours, Dear Mr., Dear Mrs., Dear Miss.

15. Sincerely yours, Very sincerely yours, Cordially yours, Respectfully yours, Dear Sir, Dear Madam.

16. Time, ordinary, difficult, stand, merchant, merchandise.

17. Purchase, body, consideration, considerable, part, department.

18. Present-presence, why, probable, remembered, else, advertise.

338. Mr. Smith's Chickens

It was some years ago, when the Methodists were in the habit of moving their ministers every three

years or¹ less. On one occasion, when appointments were handed out, a young minister drew a small town that provided a² nice home, with a good-sized garden in the rear. The man who was there before him said, "That's a fine garden, John, but you³ won't be able to use it. The Smiths' chickens from next door won't let you."

"Oh, I don't think I'll let a few chickens bother⁴ me," said our friend.

Just as the minister's friend warned, the Smiths did have a big flock of chickens that were permitted⁵ to run at will; and the new minister had no more than planted his seeds when the hens came over. No amount of⁶ driving them away had any effect; and that night the new minister went over to see his neighbor, Mr.⁷ Smith. Yes, the chickens were Mr. Smith's; but there wasn't any law against letting them run. Besides, when they were shut⁸ up, they quit laying. No, there wasn't anything he could do about it. He had to have those eggs.

A few days later,⁹ without telling his wife, the minister slipped downtown and bought several dozen eggs. That night he planted them¹⁰ in the grass, in the bushes, and in the hedge bordering the garden. Early the next morning he was to be seen¹¹ carefully replanting his garden seeds. Soon Mr. Smith let his chickens out. They headed, as usual, for the¹² new garden. Suddenly, though, the

minister called excitedly to his wife. "Mary, bring a pan. I've just found a¹³ nest of eggs." So his wife brought out a small pan. "This is too small," he called out loudly. "There are a lot more here."

By this¹⁴ time he had an interested visitor, Mr. Smith. "What's that you've got there?" he wanted to know. "Why, I found some¹⁵ eggs," the minister said. "I guess those must be my eggs," said Mr. Smith. "Oh, I think not," replied the minister. "I¹⁶ found them all on my lot." "But you haven't got any hens," said Mr. Smith. "Those must have come from my hens." "But they're on¹⁷ my property," said the minister. "It looks as if the Lord knew the Church was a little back on my pay and is¹⁸ helping me out. No, there's nothing I can do about it, Mr. Smith. Maybe the Lord figures we'll do better on¹⁹ eggs than on the produce of the garden anyway."

Mr. Smith did not stop to hear any more. He was busily²⁰ rounding up his astonished hens. They did not appear in the garden again. Mr. Smith, you see, had to have²¹ those eggs. (421)

CHAPTER 7

Lesson 37

346. Dear Mr. Snyder: As I am sure you will agree, good advertising accomplishes four constructive purposes:¹

1. It encourages the customer to buy carefully.

2. It endeavors to tell the whole truth. It makes² no improper and inviting claims that cannot stand up under close inspection.

3. It endeavors to build up³ good will on the basis of the merits of the product. It does not run down a competitor's line unfairly.⁴

4. It constantly strives to improve service and to lower costs.

By constantly insisting that our advertising⁵ meet these four constructive standards, our company has been able to grow impressively in the last ten years.⁶

Before you let out your contract for advertising for the ensuing year, wait until we have had an⁷ opportunity to discuss your plans with your advertising committee.

Let us emphasize, Mr. Snyder, that your⁸ committee will not be obliged to follow our suggestions. Yours sincerely, (174)

347. Dear Friend: As you know, costs of operating all types of commercial enterprises are constantly increasing.¹ That is true as well of our hospital service.

When we started the year, we had hoped that it would be unnecessary² to increase the charges on our hospital contracts. We find, though, that it is impossible for us to³ continue to operate at the present rate. Our finance committee decided about a week ago to⁴ increase our charges. The increased rates will go into effect on Monday, July 5.

Because your program of⁵ protection is now more desirable than

ever, we know you will want to continue it. Cordially yours, (118)

348. Dear Mr. Becker: Have you ever noticed how completely unsuitable many types of soap are for factory¹ use? The reason is that these soaps are intended for home use. Though they are excellent for the purpose for which² they are intended, they are not effective with oil or grease.

We want you to see for yourself what a superior³ job our soap does. Here is a product of high quality that has been completely tested in actual use.⁴ Won't you try the sample container that we shall send you shortly.

When you have given our soap a trial, you will⁵ be gratified with the way it helps keep your factory building bright, clean, and shining. Very truly yours, (119)

349. Dear Mr. Robinson: If you are contemplating new construction work or improvements for your plant, be sure to¹ give careful thought to your elevators. When you improve your elevator service, you speed up the handling of² your goods. In a factory building such as yours, the installation of modern elevators will help to keep³ down costs and lighten the working load of your employees.

As I am sure I need not remind you, our engineering⁴ staff is at your service. A telephone call or postal card will bring the superintendent of our engineering⁵ staff to your plant promptly for a conference. He will be delighted to

make a thorough inspection and⁶ give you a complete report without charge. Sincerely yours, (130)

Lesson 38

359. Gentlemen: According to my files, my subscription to the Albany Post has eight months to run. Please cancel this¹ subscription and add eight months to the subscription that you have entered in the name of Harold A. Young, 500² Peach Road, Albany 6, New York. As Mr. Young and I have just bought a home in the suburbs, one copy of the³ Albany Post will be sufficient for both of us.

I always look forward to receiving the Albany Post.⁴ I find it the best way to keep myself informed on events that take place in my neighborhood. I also like the⁵ impartial way in which you report the news. The Albany Post is indispensable to me. Yours very truly,⁶ (120)

360. Dear Mr. Sloan: Please forgive the awkward delay in answering your letter of Friday, January 6. This¹ delay was caused by the unfortunate fact that I was not able to find your subscription in our files.

After² considerable searching, I found that Mr. Young had already asked us to transfer your subscription to his³ name. The result was that we canceled your subscription and made a new stencil extending his subscription for eight⁴ months. When your letter arrived some

days afterward, your stencil was no longer in our files. This accounts for our⁵ inability to write you sooner.

We are happy to learn that you look forward to receiving the Albany⁶ Post and hope that you will continue to enjoy it for many years to come. Very cordially yours, (138)

361. Dear Mr. Riley: You have no doubt heard it said that home is where your hat is. Your office, of course, is not altogether¹ like home; but it is a place where you are forced to spend the majority of your waking hours. It is well² worth your while, therefore, to furnish your office attractively and comfortably.

The Superior Furniture³ Company has always had the leadership in the office furniture and equipment field. We have furnished almost⁴ all the new offices in your neighborhood, and we shall be happy to help you furnish yours.

A postal card,⁵ letter, or phone call will bring our representative, Mr. Adams, to your office any time that you are free⁶ to consult with him. Sincerely yours, (126)

362. Dear Mr. Turner: I want to take this opportunity to report to you on the gratifying results¹ I obtained a short time ago with the weed-killing chemicals that you furnished me. Although I applied these² chemicals only once, the result was the ultimate destruction of every weed on my lawn.

If you could see³ my lawn, you

would agree that I have been well rewarded for consulting you and submitting my problem to you.⁴ Today there is not a better-looking lawn in my neighborhood. With some justification, I am inclined to⁵ be proud of it! Yours very truly, (106)

Lesson 39

365. Dear Mr. Bryant: Please excuse the delay in expressing my gratitude and appreciation for the help¹ you gave us in locating adequate living quarters in Los Angeles. As I indicated at the time² I consulted you almost two months ago, we had investigated many homes located in various³ parts of the city; but we could find no facilities that were suitable. We now have a comfortable home⁴ in a fine neighborhood and the whole family is looking forward to moving in.

If at any time I can⁵ reciprocate your thoughtfulness, I shall appreciate it if you will let me know. Very cordially yours, (119)

366. Dear Mr. Strong: Have you ever stopped to investigate how many sales your salesman have lost at home? Some salesman¹ refuse to let their troubles at home bother them on the job. Others, unfortunately, become so confused that² they cannot do their best work.

Isn't it desirable to have adequate, complete, and detailed facts on how³ potential employees react

to troubles at home before you hire them? The Smith Educational Institute provides⁴ a program that brings you these facts before you make a decision—the Smith Aptitude Tests.

If you will indicate⁵ on the enclosed postal card that you want to investigate these aptitude tests, we will have a representative⁶ of the Smith Educational Institute get in touch with you promptly. There will, of course, be no obligation⁷ on your part. Yours very truly, (147)

367. Dear Mrs. Jackson: When you buy a Blair Electric Cleaner today, you benefit from an investment we made¹ ten years ago. For the past ten years, our engineers have been using for research and experimentation a² fund aggregating more than \$100,000. They have been investigating and testing our product³ continually in order to give you a superior cleaner.

Let us demonstrate the Blair in your home.⁴ We will show you how adequately it will be able to take care of your cleaning needs.

Refuse to buy any⁵ cleaner but the best. Sincerely yours, (106)

368. Dear Mr. West: As we have not heard from you since we wrote you on Wednesday, June 16, about membership in our¹ insurance company, we feel that perhaps we have not explained adequately the necessity for prompt action.² We want to impress on you that, if you join now, you will not have to make any payment until Sep-

tember,³ other than a membership fee of \$10.

Won't you fill out and submit the enclosed form to us today.⁴ Remember, you will be under no further obligation until next September if you act now. Cordially yours,⁵ (100)

369. Dear Mr. Benson: Before giving your final approval to your building plans, be sure that you have allocated¹ a sufficient amount for adequate interior wiring.

If you prefer, our supervisor will go² over the plans and specifications with your builder. As there is no charge for this service, you cannot make a³ mistake. Cordially yours, (64)

Lesson 40

372. Dear Mr. Monroe: Please accept my apology for not answering sooner your inquiry about our courses¹ in psychology. I attended the meeting of the National Association of Psychology² Teachers at Atlantic City, and I was not able to return to the office until this morning.

As you³ may know, our school is widely known for its courses in psychology. These courses are taught by men who have made⁴ important contributions to the field of psychology.

If you plan to specialize in psychology, the courses⁵ described on pages 12 through 15 of the enclosed catalogue will be of interest

to you. The entrance⁶ requirements and the fees for our various courses are listed.

As classes start on Friday, September 15,⁷ I suggest that you act promptly if you plan to enroll in any of our courses in psychology. Yours very⁸ truly, (162)

373. Dear Mrs. Green: Do you know that you can arrange with your dealer to acquire a new stove, radio, or any¹ other electric appliance on the installment plan? What is more, you can take up to fifteen months to pay for² your purchases if you work through the Atlantic Trust Company.

You simply select the appliance that you require,³ notify your local distributor that you wish to acquire it through our helpful plan, and let him do the⁴ rest.

If you would rather complete the transaction yourself right here at the bank, come in any morning or afternoon⁵ that you are in town. The entire transaction will take but a short time. Sincerely yours, (116)

374. Dear Mrs. Diamond: Do you have any pictures that are precious to you but that are becoming worn, so that¹ they require prompt attention if they are to be preserved? If you do, bring them to us. We will "touch" them up, put them² under our special camera, and make duplicates that will look almost like originals.

This service costs as³ little as \$9 a picture, depending on the

clarity of the pictures that you want duplicated.⁴ Cordially yours, (83)

375. Dear Friend: With this note we are including a folder describing the activities of our community fund.¹ As you will see, we shall need \$100,000 to meet our requirements.

You make only one contribution,² and that contribution is distributed to all the agencies listed in the folder. When you contribute³ to this fund, every penny ultimately goes to the support of worth-while services in this township.⁴ If you wish to make any inquiries about this drive, please communicate with me by phone at Atlantic⁵ 6-3470. Yours very truly, (107)

376. Dear Mrs. Steel: It is a pleasure to answer your inquiry and to send you the booklet describing our¹ mechanical lawn mowers. Our catalogue is being forwarded to you today.

There is a Johnson Lawn Mower² designed to meet almost every requirement and specification. We call your attention especially³ to the junior model, which is built for lawns ranging from one to three acres in size.

If you are interested⁴ in a demonstration of the Johnson on your own lawn, please indicate on the enclosed postal card the model⁵ you wish to see. We will arrange to have an employee visit you. Sincerely yours, (115)

Lesson 41

380. Dear Mr. Harper: As you are probably aware, license-plate time is just around the corner. It is our¹ privilege once again to extend to you an invitation to let us take care of getting your new plates for you.²

Every year some members are inconvenienced because they omit necessary information from the printed³ form. Before you return the form to us, please turn to the enclosed convenient check list and read it carefully.⁴

This year we are celebrating the twentieth anniversary of the foundation of the Auto Club. In⁵ honor of the Auto Club's significant contribution to the reduction of accidents, the Commissioner⁶ of Motor Vehicles has given us permission to use a special series of plates. Your plates, of course, will⁷ be issued from this series. Cordially yours, (148)

381. Dear Mr. Carpenter: As you know, at the invitation of the traffic commissioner, Mr. Singer, I¹ made a study of the transportation facilities in our township. I am attaching a copy of the² preliminary report that I made to the commissioner.

On the basis of my study, I must make the³ reluctant admission that our transportation facilities are in poor condition. At the end of the report,⁴ I have made some definite recommendations that should im-

prove these conditions without putting the township⁵ to a great deal of expense.

If you require any additional information after you have read the report,⁶ please let me know. Respectfully yours, (134)

382. Dear Mr. Reed: We have been informed by the Mutual Insurance Company that you have applied for the free¹ physical examination that it offers to certain types of policyholders.

As you know, it is always² helpful to the doctor if he has a complete personal history of the patient before a consultation.³

Won't you, therefore, please fill in the information called for on the short form that is enclosed. Also, be sure⁴ to include any additional information that you think might be significant. When we receive this⁵ information, we will arrange an appointment for an examination at a time that will be convenient for⁶ you.

We look forward to the privilege of serving you. Cordially yours, (133)

383. Dear Mr. Reed: You will be gratified to learn that, on the basis of your physical examination¹ several days ago, we are able to tell you that you are in fine physical condition. The examination² shows your heart and lungs to be normal. Your blood pressure is also normal.

It was a privilege to serve you,³ Mr. Reed. Yours very truly, (66)

Lesson 42

387. Recall Chart

1. Ooward, outward, forward, inward, upward, homeward.

2. Neighborhood, childhood, manhood, womanhood, parenthood, sisterhood.

3. Incline, inclines, inclining, inclined, inclination, inclusion.

4. Postal, post card, postman, postmaster, postpone, postponed.

5. Supervise, supervises, supervisor, supervision, supernatural, superhuman.

6. Transact, transacted, transaction, transmit, transfer, transform.

7. Classification, notification, modification, specification, ratification, certification.

8. Ability, disability, liability, reliability, facility, locality.

9. Telegram, telegrams, program, programs, radiogram, cablegram.

10. Authority, majority, minority, security, maturity, prosperity.

11. Electrician, electric light, electric fan, electric appliance, electric motor, electric razor.

12. Interfere, interest, interested, international, interrupt, interview.

13. Introduce, introduces, introducing, introduced, introduction, introductions.

14. Enter, entering, entered, enterprise, entertain, entrance.

15. Short, shorter, shorten, shortly, shortest, shortage.

16. Article, technical, radical, typical, medical, practical.

17. Physical, surgical, logical, friendship, membership, ownership.

389. Do You Get Along with People?

What is, perhaps, the most important personality trait that an office worker can possess? It is the¹ ability to get along with other people. In business, you will find that your ability to get along² with people will have a great bearing on the salary increases that you receive, the promotions that you get,³ and the happiness that you will derive from your work.

What is the secret of getting along with people? The answer⁴ is quite simple; treat others the way you want them to treat you. Remember that it takes all kinds of people⁵ to make up our world. You cannot expect all people to have the same likes and dislikes that you have.

When you enter the⁶ business office, you will probably find some person who is difficult to get along with, some person who annoys⁷ you. If you are smart, you will accept him as he is and not try to change him. You will, instead, look for his good⁸ qualities and be patient with his faults.

You must not forget that you, too, may have some traits that annoy other people.⁹

The way you get along with your present classmates, friends,

and the members of your family is an indication¹⁰ of the way you will probably get along with your business associates. If you get along well with your¹¹ personal associates, you will surely get along well with the office people with whom you come in contact.¹² If you do not enjoy the company of your personal associates and if the members of your family¹³ constantly "get on your nerves," you will no doubt find that your business associates will also "get on your nerves."¹⁴

Why do businessmen place so much stress on the quality of getting along with people? Here are a few reasons:¹⁵

1. When people in an office get along, there is a pleasant atmosphere in which it is possible to work¹⁶ happily. As any businessman will tell you, a happy worker is a productive worker.

2. When you work¹⁷ under pleasant conditions, you work much more efficiently.

3. The person who can get along with others makes¹⁸ a good leader. (363)

CHAPTER 3

Lesson 43

394. Dear Mr. Ramsey: Night flying is one of the most important phases of our service, and it should be thoroughly¹ understood by businessmen. A week or two ago I discussed night flying with a busi-

nessman whom I met² on one of our lines. I am glad to say that he thoroughly understood many of the facts about night flying,³ but others he did not understand at all. There were even one or two facts that he misunderstood.

After my⁴ worth-while discussion with him, I was convinced that one of the major jobs of our airline is to find out what facts⁵ about night flying businessmen in this country understand and what facts they do not understand. With this information,⁶ we can work out one or two well-planned programs designed to help businessmen learn the true facts about night flying.⁷

The enclosed form is our attempt to gather these facts, and here is where you can help us.

Will you please fill in the⁸ information called for and return the form to us. You will find, Mr. Ramsey, that filling in this information⁹ won't require more than two or three minutes.

By the way, it is not necessary to sign your name if you do¹⁰ not wish to do so. Yours very truly, (207)

395. Dear Mr. Larson: In the next week or two we shall have available two or three well-paying jobs for male¹ stenographers in one of the departments of our bank. We should like to have young men in the neighborhood of eighteen² or twenty who can write 100 words a minute. We shall start them at \$250 a month, with³ the understanding that their sala-

ries will be automatically increased if their work and attitudes prove⁴ satisfactory.

If you know of any young men who have these qualifications, will you please notify them⁵ to get in touch with me. They may call me at Main 2-4568 any time after Thursday, April 15.⁶ Cordially yours, (123)

396. Dear Mr. Bell: During the past week a nicely groomed woman dashed into one of our offices with a definite¹ problem. It seemed that she was going out of town in two or three hours. Her trunk was already on the train, and² in that trunk she had included her only pair of glasses. As she was more or less lost without her glasses, she³ wanted to know whether we could make a pair for her posthaste.

We could understand her problem, and we did help her.⁴ Early in the afternoon our factory completed a new pair of glasses, and I transmitted them to her⁵ myself.

This is just one illustration of our well-known ability to meet emergencies at top speed when⁶ necessary. Very sincerely yours, (127)

Pretranscription Quiz

The words that have been omitted from the printed shorthand are given in italics.

397. Dear Mrs. Mitchell: As I am sure you will agree, a proper fit is one of the most important factors to¹ be considered when you

are buying children's shoes. If a shoe fits improperly, it may do considerable harm² to a child's foot.

Your child does not quite understand how his new shoes should feel. You can be sure, though, that they feel right after³ one of our supervisors has placed his stamp of approval on them.

When your child needs a new pair of shoes, come⁴ to Tracy's. Our shoes are reasonably priced. Some of them sell for as low as \$5. Cordially yours, (99)

Lesson 44

400. Dear Mr. Rhodes: Certainly you don't expect to be a clerk the rest of your life. Are you, however, doing¹ everything possible to improve your classification? As everyone knows, hoping and wishing will not² get anyone a better-paying job. You must plan a program for that step ahead.

Our school has been able to³ help thousands of men and women in this area and elsewhere to get better-paying jobs in the business world.⁴ Perhaps we can help you.

Before you lay this letter aside, mail the enclosed coupon. This action may actually⁵ be the turning point in your life. Place a check mark next to the field in which you are interested, and we will⁶ forward to you complete information about the courses that we have available in that field. Cordially yours,⁷ (140)

401. Dear Mr. Crane: Almost

everybody who reads the Mystery Magazine enjoys it and sends us a¹ renewal within a few days after we notify him that his subscription is about to expire.

Somehow, I² feel that you do not want to miss even one issue. I am, therefore, enclosing a renewal form. When you return³ it, we will start your subscription with the copy that we have been holding for you. Very truly yours, (79)

402. Dear Mr. Myer: Everybody likes to get away from his everyday problems whenever he can¹ and to get some much-needed relaxation. There isn't much relaxation for a person, however, if he² must take his financial troubles with him wherever he goes. Our bank's special credit plan is designed to help³ everyone with financial hardships.

Anyone with a seasonal job, for example, can obtain credit⁴ whenever he desires it on just his personal signature. Furthermore, he need make no payments whatever during⁵ the months when he does not receive a salary check. Nowhere else can you get such liberal, helpful, and⁶ convenient credit terms.

We shall be glad to have you consult with us. Respectfully yours, (132)

Pretranscription Quiz

The words that have been omitted from the printed shorthand are given in italics.

403. Gentlemen: As everyone will readily agree, people are quick to find fault whenever something goes wrong.¹ Seldom, however, do they take time to give praise when it has been earned.

On Friday afternoon, August 10, I had² the pleasure of riding from New York to Boston on a bus driven by one of your employees, Mr. Frank Collins.³ I found him to be an intelligent, careful, and courteous driver. When I asked him about the route we⁴ were taking, he answered me with a pleasant smile. In fact, he had a smile for everybody.

I say with all⁵ sincerity that Mr. Collins is a credit to the Electric Transportation Company. Sincerely yours,⁶ (120)

Lesson 45

407. Dear Mr. Cooper: As I stated to you the other afternoon, we are contemplating the widening of¹ Lake Road from State Street to the neighborhood of the post office. In order to do this, we shall need authority² to use a strip about 3 feet deep and 100 feet long of your land. I should like, therefore, to submit to you³ the following definite offer:

1. The Village would acquire from you a strip 3 feet deep and 100 feet⁴ long.

2. The Village will pay you for that strip of land the sum of \$300. This figure is quite high, but⁶ I am sure the Board will authorize this price at its next regular meeting.

If this transaction takes place as outlined,⁵ the Village will be able to build a public road 24 feet wide.

As I explained the situation⁷ to you in our recent discussion, we intend to proceed with this urgently needed program of improvement⁸ in the near future. We should, therefore, appreciate your prompt acknowledgment of this offer. Sincerely yours, (179)

408. Dear Mr. Price: You may consider this letter a formal acknowledgment and acceptance of the offer made¹ in your letter of Thursday, October 15. We hereby agree to sell the Village the strip of land 3 feet² deep and 100 feet long described in your letter. In return for this land I understand that:

1. The Village³ is to pay us \$300. The land is to be used in widening the public highway.

2. The Village⁴ will ultimately take care of the necessary legal formalities.

So that there may never be any⁵ misunderstanding in the future, will you please send us an official letter acknowledging the conditions⁶ of this transaction.

We appreciate very much the consideration with which you yourself have handled the⁷ whole situation. Very sincerely yours, (148)

Pretranscription Quiz

The words that have been omitted from the printed shorthand are given in italics.

409. Dear Mr. Williams: A few days ago a publisher made the following statement: "I want to tell you how pleased¹ I am with the book section of the Times. I think it is well written and of interest to every book lover."² Our regular advertising in this section is actually worth several thousand dollars to us³ each week. Our advertisement in the Sunday, September 10, issue sold a large quantity of our publications⁴ on how to make electrical home repairs. So far as I can recall, we have never had a better return⁵ from our advertising."

Your own advertising in our book section will reach more than two million readers in⁶ the city. In addition, it will reach about a million other readers in the suburbs. Almost 100⁷ per cent of these readers like good books and are potential buyers of your publications.

Advertising in the⁸ book section costs only a few cents a line.

When you are planning future advertising, be sure to include the⁹ practical book section of the Times in your plans. You will never regret your action. Yours very truly, (199)

Lesson 46

413. Dear Mr. Stern: I am including with this letter a miniature copy of our newspaper, Business News. This¹ small copy will give you some idea of why thousands

of experienced executives, representing a² great number of important organizations from coast to coast, have been reading Business News each week for many³ years.

A thorough trial of the newspaper itself, of course, will provide the best proof of its usefulness. Nevertheless,⁴ we believe that from this miniature copy you will actually get some idea of how the newspaper⁵ looks, how it is organized, and why you can rely on the correctness of its reports.

Why not get a⁶ trial subscription at the special rate of \$10 for two years. Use the order blank and envelope that are⁷ enclosed. Cordially yours, (143)

414. Dear Jack: Recently I had a note from Mr. Lloyd, of Flynn and Company, Chamber of Commerce Building, 166¹ Broadway, New York 16, New York, in which he tells me that he intends to employ a number of young men for² clerical jobs in the Import and Export Department of his organization. No business experience is³ necessary, but a knowledge of Spanish would be helpful. I understand that the organization will pay⁴ \$200 a month as a beginning salary, with regular increases. Special allowances⁵ are naturally made for overtime work.

If I recall correctly, you requested me a short time ago⁶ to keep you informed of any such opening. If you have not already accepted a job, I suggest that⁷ you call Mr. Lloyd at Atlantic

2-6810 and request an appointment with him. He is in his office⁸ every weekday from 9 a.m. until 5 p.m.

From my own experience, I can say with all⁹ sincerity that there isn't a finer organization to work for than Flynn and Company. It is a superior¹⁰ organization in which you will be able to make a worth-while future for yourself. Sincerely,¹¹ (220)

415. Dear Mr. Abbott: Thank you for the check for \$200 that you forwarded to us a number of days¹ ago.

Your bookkeeper apparently made a mistake when he figured the amount due us. Our records indicate² that the correct amount is \$293. This means, therefore, that there is still an unpaid balance³ of \$93. May we request that you send us a check for this amount. An addressed envelope is⁴ enclosed for your convenience. No postage is necessary.

We received a notification from our representative,⁵ Mr. Dix, to the effect that your organization is discontinuing the sale of electrical⁶ appliances in this neighborhood. We want to thank you, Mr. Abbott, for the business you have given⁷ us since you began handling our products a number of years ago. We have appreciated our pleasant⁸ relationship. Very truly yours, (166)

Pretranscription Quiz

The words that have been

omitted from the printed short-hand are given in italics.

416. Dear Michael: I have requested the use of a number of rooms in the Chamber of Commerce Building for our¹ sales conference on December 10, 11, and 12. We can have three desirable rooms in the Chamber of² Commerce Building from 9 a.m. to 5 p.m. on each of these days. We shall not, however, *be* allowed to³ serve meals in the conference rooms. If we want to hold a luncheon meeting, we can have the use of the dining room⁴ from 1 p.m. to 3 p.m.

While I realize that this arrangement is not perfect, nevertheless I think⁵ it will be satisfactory.

Please notify me as soon as you can, Michael, whether I should make these arrangements⁶ definite. Sincerely yours, (125)

Lesson 47

422. Dear Mr. Slaughter: As a matter of self-interest and self-protection, every person should guard against¹ the possibility that fire may break out in his home.

Suppose that grease catches fire in the oven. Suppose that² a short circuit starts a fire in the radio or some other electrical device. When you have a King Safety³ Unit in your home, you will be able to dispose of the fire quickly. You simply open a little jet,⁴ point the stream that it releases at the

flame, and you have disposed of your fire before anything has been burned.

If⁵ you wish us to send you a King Safety Unit C.O.D., fill out the attached blank and return it in the enclosed⁶ self-addressed envelope. Yours very truly, (129)

423. Dear Mr. Dunn: Remember the self-satisfaction you received from your first bicycle—the one that you earned all¹ by yourself? Under the circumstances, you had justification to be proud.

Today your newsboy is getting² the same kind of thrill from being in business for himself, paying his own way, and thus developing self-reliance³ and self-respect.

If your son is seeking the best way to become self-supporting, why not propose to him that⁴ he take a newspaper route in his spare time. It is a means by which half a million self-sufficient boys today⁵ are preparing themselves for leadership in the future.

If your son likes the proposal, have him report to our⁶ supervisor, Mr. Dix, on Monday afternoon for an assignment in your neighborhood. Yours very sincerely,⁷ (140)

424. Gentlemen: We are happy to send you the bound copy of our booklet, "Transportation by Air," that you requested.¹ The facts in the booklet are self-explanatory.

A member of our staff is prepared to go over your² shipping program with you without cost or

obligation. He will help you determine whether it would be to your³ self-interest to use air freight. If it would be, he will make definite suggestions and proposals that will result⁴ in a saving for you. If it would not, he will tell you so frankly.

Simply write us in the enclosed self-addressed⁵ envelope, and we will get in touch with you. Very truly yours, (112)

Pretranscription Quiz

The words that have been omitted from the printed short-hand are given in italics.

425. Dear Lloyd: Thank you for your proposal to take over the state of Illinois in addition to your own territory¹ until we can find a man for the position. That is very unselfish of you, and I appreciate² your unselfishness.

I feel, however, that this would be an imposition on you. It would mean that you would³ be away from home for weeks at a time. Under the circumstances, I imagine that your wife would be opposed⁴ to the proposal as a matter of self-interest!

Fortunately, I think I shall be able to dispose⁵ of the matter soon. In fact, I have already offered the position to a competent young man, who has *the*⁶ necessary training.

Thank you once again for your unselfish proposal. Sincerely yours, (136)

428. Recall Chart

1. Perform, inform, misinform, obtain, contain, captain.
2. Reside, subside, beside, inside, afternoon, after-dinner.
3. Consult, result, insult, dispose, impose, expose.
4. Alternate, alternately, alteration, enforce, enforcement, enforceable.
5. Equal, equally, equalize, furnish, furnished, unfurnished.
6. Nature, natural, naturally, myself, yourself, himself.
7. Composition, disposition, imposition, import, deport, report.
8. Thoughtful, thoughtfully, thoughtfulness, notify, modify, gratify.
9. Embarrass, embarrassed, embarrassment, terminate, termination, terminations.
10. Special, partial, impartial, other, mother, brother.
11. State, future, organize, never, acknowledge, experience.
12. Situation, newspaper, envelope-nevertheless, idea, number, correct.
13. Quantity, request, requested, public-publish, regular, allow.
14. One of the, one of them, one of our, some of the, some of them, some of our.
15. I understand, he understands, I understood, he understood, misunderstand, misunderstood.
16. \$500, \$5,000,000, 5 gallons,

5 feet, 5 per cent, 5 per cent per annum.

430. Composure

In a well-known book on the life of Abraham Lincoln that was published a number of years ago, there appears¹ this story:

In the early months of the war, when there wasn't anyone in the Nation's capital who knew how² soon General Lee's troops might reach the city, Lincoln and a member of his cabinet went to call on an³ important Union general. Official etiquette prescribes that the President shall never call upon a private⁴ citizen, but the times were too tense for etiquette.

Lincoln wanted firsthand information from the one man⁵ who could give it to him. As the general was not at home, the two men waited in his parlor. After they had⁶ been waiting for two hours, they heard him at the door and supposed, of course, that he would speak to them at once. Without a⁷ word, however, he hurried to his room. They waited again—ten minutes, twenty minutes, thirty minutes.

Finally,⁸ Lincoln requested one of the servants to remind the general that his visitors were still waiting.⁹ Presently, the servant returned and with obvious embarrassment reported that the general stated he was¹⁰ too tired to see the President. As a matter of fact, he was already in bed. When the

two men were outside,¹¹ the cabinet member exploded in anger. Would not the President oust the general from command? The¹² President laid his hand quietly on the other man's shoulder and said: "Don't take it so hard; I will gladly hold the¹³ general's horse if he will bring us victories."¹⁴

What was the quality Lincoln revealed in that trying situation?¹⁵ One of the most important qualities in the world—the ability to maintain his self-control. He¹⁶ understood the general.

All great organizers possess this ability. Ordinary individuals¹⁷ fret and fume when such situations arise and give a sad display of temper when they experience setbacks¹⁷ or unfair criticism. Great men act differently. When one watches them on such occasions, one sees few,¹⁸ if any, evidences of outward annoyance. {369}

CHAPTER 9

Lesson 49

435. Dear Mr. Billings: I am exceedingly happy to notify you that your personal accident policy¹ has been substantially altered so that it now covers all the commercial flying that you do.

If you have² any questions in regard to this extra coverage or in regard to any other matter relating³ to your insurance program in general, I hope that you will write us immediately. Our agent, Mr.⁴

Hastings, will be glad to call any afternoon. Very truly yours, (92)

436. Dear Mr. Cummings: As you know, home values and building costs are becoming increasingly higher in Chicago.¹ Under the circumstances, we feel that it is our duty to raise the following question immediately.² Wouldn't it be advisable, Mr. Cummings, for you to consult with our fire insurance agent in order³ to make sure that you have included in your policy sufficient coverage on your buildings?

It will take⁴ our agent a surprisingly short time to find out whether your buildings are sufficiently covered and to adjust⁵ your policy if they are not. Do not postpone taking this forward-looking step. Very truly yours, (119)

437. Dear Mr. Jennings: I have a childhood friend who is interested in a position in promotion, sales, or¹ advertising work. He has had several years of practical experience, and in my opinion there isn't² any question that he would be exceedingly valuable to you if you want a man in one of these³ fields.

Recently he developed a new line of men's furnishings for a Western firm. This line of men's furnishings⁴ is now selling exceedingly well in the best-known department stores throughout the country.

If you would like to arrange⁵ an interview with him, let me know immediately, and I will tell him to

get in touch with you himself.⁶ You can call me in regard to this matter between five and six o'clock on weekday evenings and between 9 and⁷ 11 a.m. on Saturday. Sincerely yours, (149)

438. Dear Mrs. Peters: Does it pay to buy furs now? It is our frank opinion that it does. The majority of¹ the furs that we have on hand were imported when the prices of skins were at a five-year low. Consequently, they² were exceedingly fine values even before the reductions that we are putting into effect at present.³

Our Broadway store is open between 9 a.m. and 5 p.m. every weekday and between 9 a.m. and⁴ 8 p.m. on Saturday. In addition, it is open Thursday evenings until 10 p.m.

Make it a point⁵ to come in immediately and make your selection. Very sincerely yours, (114)

Pretranscription Quiz

The words that have been omitted from the printed shorthand are given in italics.

439. Dear Mr. Hastings: Thank you for calling on us in regard to employment as an agent for our organization.¹ We are exceedingly flattered by your opinion that our organization would be a nice place in² which to work. Unfortunately, we cannot offer you any immediate encouragement.

As I told you,³ there is no question about your ability or attitude.

We do not have any immediate openings,⁴ however, in which we can utilize your special talents.

It is our opinion, Mr. Hastings, that you⁵ will have no difficulty transferring to some organization that is looking for an agent with your⁶ valuable training and experience. Cordially yours, (130)

Lesson 50

446. Dear Mr. Dexter: Congratulations on your stimulating booklet on the subject of consumer education.¹ I assume that this booklet will receive wide circulation, particularly among principals and² superintendents.

As you know, consumer education is now taught successfully in hundreds of schools. The³ subject is not taught at all, however, in some of the large systems with a student population of more than⁴ 300,000.

I am confident, Mr. Dexter, that your stimulating booklet will give consumer⁵ education a much-needed forward push and clear up many misunderstandings about the subject. Yours very⁶ truly, (121)

447. Gentlemen: Does your accounting department have to work exceedingly long hours tabulating rows and rows of¹ figures at the conclusion of each payroll period? If that is the case, this confusing situation can² easily be corrected by the installation of a Davis Electric Calculator.

We suggest that³ you let one of our men make an objective sur-

vey of your accounting system. We are confident that at the⁴ conclusion of the survey he will be able to show you how our calculator can successfully be⁵ adapted to your particular problem.

A postal-card request will bring him to you. Yours very⁶ truly, (119)

448. To Our Salesmen: Several days ago I discussed with Mr. Royal, the treasurer, the subject of revising¹ our regulations for handling car expenses. At the conclusion of our discussion, we decided on² the following regulations, which we are confident will work successfully:

We will allow each salesman with³ a car 10 cents a mile for all driving that he does for business purposes. This sum is intended to cover⁴ the purchase price of the car, which we presume each salesman will supply in the future as he has done in the past.⁵ At the conclusion of each month, each salesman will include in his report all expenditures actually required⁶ for operating the car.

Before we put these regulations into effect, we should like to have any⁷ objections that the salesmen may have to the plan. Consider the proposed regulations critically. Then write⁸ me whether you think this particular plan will work successfully or whether it will work a hardship on you.⁹ I should appreciate hearing from you by Friday, January 10. Larry Allen (196)

Pretranscription Quiz

The words that have been omitted from the printed shorthand are given in italics.

449. Dear Miss Dwyer: If you are like the majority of women, we may confidently conclude that you have¹ accumulated several pairs of shoes in some closet in the house that are in good condition but that you do² not wear for one reason or another.

Whatever your particular objection to the shoes may be, we are³ confident that we can improve them so that you will want to resume wearing them. We shall, if necessary, remake⁴ them according to your specifications.

Look into that closet in the house today, and bring out all those⁵ perfectly good shoes that you never dreamed you would wear again. You will congratulate yourself, Miss Dwyer, on the⁶ savings you will be able to make on your shoe bills! Sincerely yours, (132)

Lesson 51

453. Dear Mr. Davis: Yesterday afternoon at a meeting of the Board of Directors of the Boston Railroad¹ Company, I was instructed to transmit to you our gratitude for the wonderful service you have rendered² us during the past five years in the care and maintenance of our buildings and other facilities. The members³ of

the Board of Directors recognize a good job when they see one!

Needless to say, you may use the Boston Railroad⁴ Company as a reference whenever you think that we may be able to help you obtain new clients.⁵ If you want us to do so, we will correspond direct with any person who is interested in learning⁶ about the advantages of your services. Cordially yours, (131)

454. Dear Mr. Dawson: Congratulations on that shiny, spotless new Peerless that has been delivered to you. It¹ is our hope that you will get endless enjoyment from every mile that you drive it.

You will not receive this endless² enjoyment, however, if you are careless about the oil that you put into your Peerless.

For carefree driving,³ give your Peerless the advantage of Johnson Oil. Yours very truly, (73)

455. Dear Mr. Jones: We are in the process of publishing a complete, authentic, and dependable directory¹ of shorthand reporters.

I wonder whether you would be good enough to fill out the enclosed questionnaire and² forward it to us in the self-addressed envelope that is also enclosed. When we receive this information,³ we will include it in our directory.

This up-to-date listing will doubtless result in increased business for⁴ you, Mr. Jones. Very truly yours, (86)

456. To All Department Heads

of the Northern Railroad: Yesterday I received a notification from the President¹ in which he referred to the ever-increasing operating costs of our railroad. He directed me to² correspond with the department heads of the railroad, urging them to eliminate all needless, careless, and useless³ expenditures.

Unless there is a substantial decrease in expenses in the next few months, our railroad may⁴ wind up hopelessly "in the red" at the end of the year.

I am sure that you recognize and thoroughly understand⁵ the necessity for economy, and I know that you will accordingly do your best to keep the⁶ expenses of your department to a minimum. John H. Hale (131)

Pretranscription Quiz

The words that have been omitted from the printed shorthand are given in italics.

457. Dear Mr. Jones: As you know, last April the thankless assignment of investigating the proposed¹ improvements for the parks in this neighborhood *was* referred to me. After endless consultations and correspondence² with the village engineer, I figured that the improvements for beautifying our parks would cost about³ \$100,000. Needless to say, there is not enough money in the treasury *to* meet this cost.

Under⁴ the circumstances, Mr. Jones, I wonder whether it would

not be to our advantage to delay this program⁵ until next year. I presume that we shall have found some new sources *of* revenue by that time. What do you think? Yours⁶ very truly, (123)

Lesson 52

461. Dear Mr. Garfield: According to a recent Government circular, automobile mishaps this year will¹ instantly kill thousands of people. They will likewise inflict injuries of a serious character on another² several hundred thousand people.

The reason for this is that many automobiles are becoming old.³ As a result, accidents are becoming more frequent and more serious. Never, since you have been operating⁴ an automobile, has it been so important to drive with extreme care and to carry adequate automobile⁵ insurance. Otherwise, you may find yourself in difficulties should you be prosecuted because of⁶ an accident.

You will find it exceedingly worth while, Mr. Garfield, to carry that insurance with an⁷ organization of the integrity and character of the Harrisburg Insurance Company. Very truly⁸ yours, (161)

462. Dear Mr. Manville: I want to thank you sincerely for forwarding to me so promptly the dispatch case that I¹ thoughtlessly left at the Harrisburg station on Friday afternoon. It would have been a hardship for me to get² along with-

out it because it contained circulars, reports, correspondence, etc., that I shall need shortly³ to prosecute a case for the Government in Pittsburgh.

This is another one of the many instances⁴ that I have witnessed of the superior character of your service. Very sincerely yours, (97)

463. Dear Mr. Hatfield: I should like to recommend the appointment of Mr. Charles Turner as an instructor in¹ government at Springfield College at \$15 an hour for the remainder of the year. I should emphasize,² Mr. Hatfield, that this appointment should take effect immediately; otherwise, the class in government will³ be without an instructor. As I assume you know, Mr. Gray, the previous instructor, resigned a week ago.⁴ Sincerely yours, (84)

464. Dear Mr. Davenport: This letter announces our plans for opening on Monday, April 15, a new men's¹ shop at Columbus Circle in Westport. We shall carry a high-quality line of men's suits, coats, hats, etc.²

When this Columbus Circle shop is completed, we hope that you will visit it whenever you are in that³ neighborhood. Yours truly, (64)

Pretranscription Quiz

The words that have been omitted from the printed shorthand are given in italics.

465. Dear Mr. Greenberg: We understand that occasionally you

fly to Knoxville and Nashville to prosecute cases¹ for the Government. Because we have scheduled flights to these cities, we are sure that you will appreciate the² convenience of having the enclosed timetable available for instant reference.

We likewise serve such well-known³ cities as Pittsburgh, Louisville, and Davenport. The number of cities that we serve is increasing constantly.⁴

We believe that the growth of our airline is due largely to the fact that we have always consulted our⁵ customers for practical suggestions for improvement, and we have tried to carry out those suggestions.

We hope, Mr.⁶ Greenberg, that you will make frequent use of our airline. If we can be of assistance to you in planning future⁷ trips, please be sure to get in touch with us. Yours very truly, (151)

Lesson 53

469. Dear Mr. Johnston: When you come to Wilmington on Thursday, December 15, to take part in the program of¹ the American Jewelers Association Convention, you will be a most welcome guest. We want to take this² opportunity to extend to you the facilities and friendship of the Hotel Oxford.

The Oxford is³ Wilmington's finest hotel. It has been our privilege to entertain many well-known organizations that⁴ have selected

Wilmington as their meeting place.

The rates at the Hotel Oxford are reasonable, and you will⁵ find the air-conditioned rooms comfortable indeed.

May we look forward to greeting you at the Oxford? Very⁶ truly yours, (122)

470. Dear Mr. Cunningham: Whether your business dealings are in Canada, England, or any other part of the¹ world, the Rockford Bank can be of assistance to you. Its overseas branches include offices in Birmingham,² Cairo, and Wellington. These offices will help you make collections promptly and will also obtain³ for you credit ratings of foreign firms.

As our Foreign Department officials are constantly in touch with overseas⁴ conditions, they are also able to provide complete information on trade regulations abroad.

Why not⁵ investigate our services by talking to one of the officials of our Export and Import Department. He⁶ may be able to tell you about an unusual service of the Rockford Bank that will be of substantial help⁷ to you. Cordially yours, (144)

471. Dear Mr. Pennington: Did you ever hear anyone describe a hotel as young, particularly when the¹ hotel is one of America's most distinguished establishments, with a wonderful reputation for the² quality of its service?

Yet, the Arlington possesses qualities that can only be termed young. It has its³ eyes on the fu-

ture rather than on the past.

At this moment a complete re-furnishing program is bringing new⁴ comforts and new beauty to guest rooms. Its standards of service and friendship march steadily forward to keep pace with⁵ new needs and demands.

It is not surprising that the demand for rooms at the Arlington is at the highest level⁶ in years and that discriminating travelers select it in preference to other hotels.

The next time⁷ you are in our neighborhood, Mr. Pennington, make the Arlington your home. A postal-card request will reserve⁸ a room for you. Yours very truly, (167)

472. Dear Mr. Harrington: I understand that John Newton, my boyhood friend, willingly accepted the position¹ of secretary of the American Education Committee. I am naturally delighted. When² I selfishly submitted his name for the assignment, I thought our chances of ultimately getting him were³ hopeless.

I know John will do a fine job. Cordially yours, (70)

Pretranscription Quiz

The words that have been omitted from the printed shorthand are given in italics.

473. Dear Mr. Nottingham: If we are to pay our taxes to the United States Government and still have prosperity¹ and a high standard of living, we

must make and consume a total of \$200,000,000,000 worth² of goods and services a year. Is there some justification to suppose that the United States can do it?³

Some interesting light has been thrown on the subject by our booklet, "Ten Ways to Prosperity." This booklet was⁴ prepared specifically for the Oxford National Bank several months ago by the employees of the⁵ Remington Company, a world-famous research organization. Would you like to have a copy, Mr. Nottingham?⁶ Sincerely yours, (123)

Lesson 54

475. Recall Chart

1. Electricians, typical, termination, taxation, attitude, Birmingham.

2. Misunderstanding, kingdom, expenditure, sincerity, pretending, America.

3. Themselves, translation, informality, subscribe, circumstantial, Johnstown.

4. Continually, superstition, cablegram, however, alternating, England.

5. Brotherhood, postman, notification, furnishings, self-defense, Harrisburg.

6. Afterwards, inclined, qualify, performance, disposal, Greenburg.

7. Quotation, dispute, shortages, imposition, entertaining, Shreveport.

8. Bank, pneumonia, required,

embodied, countless, New York.

9. Yard, kindest, complicated, undone, stipulating, Philadelphia.

10. Resumed, restricted, accused, enjoyment, science, Washington.

11. Authorship, deportation, insulted, competent, everywhere, Hartford.

12. Department, enjoy, confer, someone, divide, Oxford.

13. Throughout, valuable, particularly, enough, recognizes, government.

14. Question, immediately, confident-confidence, refer-reference, railroad, opinion.

15. Circled, agents, house, direct, likewise, automobile.

16. Between, conclude, conclusion, correspondingly, wonderful, otherwise.

17. Instant-instance, etc., coverings, successful, subject, prosecute.

18. Disregard, objections, advantage, remainder, character, yesterday.

477. Building Good Will

Recently, the president of a large organization made this remark about one of his junior executives.¹ "That young man is going places. He is one in a thousand! He will be a success because he is making² a serious effort to build up his personal good will."

The president then put into two sentences the³ formula by which business firms may increase their good will. "First, find out what

people like about you and do more of⁴ it. Secondly, find out what people do not like about you and do less of it." Individuals can use the⁵ same formula in building personal good will.

Your good will is the sum total of all the good thoughts and favorable⁶ attitudes that people have toward you. Every word or act of yours builds or destroys good will. Most⁷ of our great business firms started as small enterprises, but they grew great by multiplying their friendships and by⁸ expanding their good will. We can all live happier lives by multiplying our friendships and by expanding our⁹ personal good will.

Here, in brief, are four principles that you should follow to increase your personal good will:

1. Be¹⁰ a person of character. As you know, people pay little attention to a man who does not have a reputation¹¹ for honesty. The words of the honest man who has proved he can be trusted carry sincerity, weight,¹² and power.

2. Rise above retaliation. A person does not make friends by going around with a chip on¹³ his shoulder. When we want to build good will, we must stop creating ill will. We must strive to be known as people who¹⁴ are too big to be petty.

3. Maintain friendships. Personal good will depends not only on making new friends but¹⁵ also on holding old friends. Keep yourself alive in the minds of your

friends by keeping in touch with them and serving¹⁶ them.

4. Make a name for yourself. Your deeds speak for you. Set a record for excelling and for doing your tasks¹⁷ exceedingly well. Strive to make your name well known for leadership in your profession or industry.

In the final¹⁸ analysis, it all comes down to this: If we want the personal good will of others, we must earn it. Our¹⁹ personal good will is a reflection of what we are. (390)

CHAPTER 10

Lesson 55

478. Dear James: The pads for the sales staff are ready at the factory. The pads will be packed in paper boxes, with 20¹ pads in each box. Shall I mail each salesman a box? David (31)

479. Dear James: The shipping clerk made an error in packing the pads for our sales staff. I asked him to put 20 pads in¹ each box, but he put 50 pads in each box. It will, therefore, be five or six days before the pads can be released.²

I am sorry for the error. David (47)

480. Dear Salesman: The smart salesman takes no chances with snow, ice, or sleet. He has a set of Fox's tire chains in the back¹ of his car. If the roads get slippery, he plays safe; he puts the chains

on his tires. With the chains on his tires, he can² drive with safety as he makes his calls. He need not sit in his hotel till the roads are clear again.

To be safe, place³ a set of Fox's tire chains in the back of the car. Fox's Auto Shop (73)

481. Dear Perry: The analysis of our finances is not ready. I know the cashier asked to have the analysis¹ by March 10, but I am afraid I cannot oblige him.

As my clerk, Harry Stevens, is on sick leave, I² am preparing the analysis with no help. I shall try to have the analysis ready by March 20³ or 21, Fred (64)

482. Dear Jane: My sister Eleanor is sailing for France on May 12. I am planning a little surprise for her on¹ the ship before it sails. I am asking five or six of her classmates to be on the ship at seven on the² evening of May 12.

Can Mary make it? If she can, ask her to phone me at my home. Grace (56)

483. Dear Grace: My sister Mary will not be in the city on the evening of May 12 to see Eleanor off. Dad¹ is taking her with him on a five-day fishing trip.

She asked me to buy a gift for Eleanor, which I shall mail² in a day or so.

I know Eleanor will have a fine trip. Jane (52)

484. Dear Paul: I am sorry to say the sales of our line of filing cabinets fell off again in March. The decline¹ in sales has caused

me the loss of a good deal of sleep.

I am planning to have the whole sales staff meet at my home on² May 5. I shall place before the staff a good sales plan. It may put a stop to the decline.

Have Miss Smith mail each salesman³ a notice of the meeting. Lee Baker (68)

485. Dear May: The mechanic at the garage said he thought the brakes on Dad's car are not safe. He advised me to have the¹ brakes checked. Therefore, I left the car at the garage.

If Dad needs a car before his car is ready, tell him he may² take mine. If he takes mine, tell him there will be a slight charge! Dora (52)

Lesson 56

487. Mrs. Ryan: Because of Roy's failure to pass his course in business law, he will not be able to play on the¹ hockey team. Before he can play on the hockey team, he must pass all his majors. Roy will be missed on the team, for² he is a fine skater. As I know you realize, I cannot make an exception in Roy's case.

As he needs special³ help with business law, I have asked him to stay after classes each day for half an hour. H. E. Jones (78)

488. Dear Lillian: I am having a real vacation here in Miami. After only five days on the beach, I¹ feel better than I have felt for

years. As you know, I was getting extremely discouraged because of my health. I² am sorry you could not join me.

I am shipping you via express a crate of large oranges. I sincerely³ hope that you and your family like them. Amelia (70)

489. Dear Brian: I am afraid that I shall have to call off the camping trip that I was planning with you for the end¹ of May. My dad's business has been falling off rapidly, and he has asked me to help him. Naturally, I could² not say no.

When Dad's business is again on an even keel, I will write you. Sincerely, (86)

490. Dear Sir: March 16 may have no special meaning to you, but it has to the East Side Motor Corporation. It¹ was on that day a year ago that you bought a Royal Special from our Troy store. It is our hope that your car has² been giving you efficient service and that you have been extremely pleased with it.

Should you decide that you would like³ to trade in your Royal Special for a later model, by all means stop in to see our exhibit when you are⁴ again in the city.

Our late models are well-built cars, and they are most reasonably priced.

On and after March⁵ 1, our Troy store will be open daily and from seven to nine each evening. Yours truly, (116)

491. Mr. Joyce: As you know,

for more than five days I have been planning my annual business trip to the Coast. I have¹ finally finished my travel schedule, and I am attaching a copy. The schedule shows the cities² that I plan to visit and the hotels at which I shall stay.

I shall leave on May 2 and shall be back on May 30.³

My secretary, Mrs. Boyle, will take care of most of my mail. I have asked her, though, to see you if she needs⁴ help. Leon O'Brien (84)

492. Mr. O'Brien: I have your note and your travel schedule. Have a good trip and sell a lot of our appliances.¹

I know that your secretary, Mrs. Boyle, can handle most of your mail; but if she needs help, have her see me.² Roy Joyce (41)

493. Dear Sir: I am attaching the bill for \$50 that I received from you on May 15. I cannot¹ imagine what the bill is for, as I have not been in your toy store for more than a year. Yours truly, (37)

Lesson 57

495. Dear Sir: There is something that is bothering me very much.

Our records show that this year we have received very¹ little of your company's business. We believe quite frankly that our leather goods are leaders in the field. What is² more, we believe that our prices

are extremely low and that our delivery service is quite satisfactory.³ I think it is only natural that we should feel this way about our leather goods.

I realize, though, that⁴ something may be wrong about which we are very much in the dark. If we have not been getting more of your company's⁵ business because we have not satisfied you in some way, please do not hesitate to tell us about it frankly.⁶ We shall gladly take all necessary steps to win back your good will. Yours truly, (135)

496. Dear Sir: We have given the wrist watch that you left with us during the Christmas holidays a thorough going over.¹ I am sorry to say that the main spring is broken. To put the watch in satisfactory working shape, it² would be necessary for us to rebuild it. The expense of this rebuilding would be so great that we do not³ advise going ahead with the work. We shall hold the watch till we hear from you.

If you decide to take our advice,⁴ we shall be glad to return the watch to you by parcel post. In that case, please send us 50 cents to take care of⁵ handling charges.

If you do not have the watch repaired, we think it will be worth your while to come in to see our full⁶ line of watches of all types, styles, and makes. Among the watches that are in our cases, you are sure to see a model⁷ that will

please you yet that will not be too expensive. Yours truly, (153)

497. Dear Sir: Has your high overhead been a source of worry and bother to you? Would you like to cut your overhead¹ in half with no decrease in production?

Our staff has worked for years on ways and means to cut overhead in businesses² like yours, and it has come up with a plan that we know will strongly appeal to you.

If you will let me know on³ the enclosed card when and where I may meet you, I shall be very glad to call and explain the plan to you. Yours truly,⁴ (30)

498. Dear Doctor Woods: Have you been thinking about where you will send your younger son, Frank, for his vacation next summer?¹ Nothing could be finer than to have him come to the Yale boys' camp at Bangor next summer where he will be able² to play with children his own age. As you know, Frank's older brother, Bud, has been with us in other years; and I am³ sure that he is glad that he came.

Because we can take only 100 children, it will be necessary for⁴ you to reserve space for Frank early. You can do this easily, though, by simply filling in, signing, and returning⁵ the enclosed card. It needs no stamp. Yours truly, (109)

Lesson 58

500. Study

A man named Brown and a man named Black were graduated from high school and secured jobs in business offices. Both¹ men got ahead unusually fast. At twenty-five they were earning big salaries. "Coming men," said their friends.² "If they are so far along at twenty-five, how far will they be at fifty?"

Black did go on. At fifty he is³ the head of his company and is earning more than \$50,000 a year. Something, though, went seriously⁴ wrong with Brown. He did not fulfill the great promise of his youth. He was unable to advance beyond the point⁵ at which he was at thirty.

What was it that occurred to these men of equal training and, so far as the world could⁶ judge, equal talent? I will tell you. Brown was a lazy individual, and he soon ceased to study and to⁷ grow. When Black reached \$5,000 a year, he reasoned in this way: "I have made a fine start in the business world.⁸ Nothing can stop me from advancing if I always keep my health and always keep growing. I must study, study,⁹ study. I have got to become the most important man in my field in the country."

There is the answer. One man¹⁰ studied something new every year, and the other didn't.

Whatever you achieve before

you are twenty-five¹¹ is not of any special credit to you. Your achievements are due simply to the schooling your parents made¹² possible for you—schooling that did not call for any sacrifice from you. Any advancement you gain in this world¹³ after twenty-five, though, must come from your own hard work.

Every year really big and important men make sure¹⁴ that they will keep growing. They say, "I am going to master one new field this year. I am going to pursue a¹⁵ field of study that will help me build up my earning power." The bigger those men are, the longer they keep studying.¹⁶

When you leave school, what are you planning to study in your spare moments? How much will you add to your general¹⁷ store of knowledge in the next year?—*Bruce Barton (346)*

501. Dear Sir: You will recall that on the morning of Friday, June 15, you visited our jewelry store and asked¹ us to set aside for you a Hughes wrist watch, which you planned to give your daughter as a birthday gift. Our records show² that you made a payment of \$10 as a deposit.

Several weeks have now gone by, and you have not called³ for the watch. Do you still want it? If you have decided not to buy the watch, won't you use the enclosed card to tell⁴ us. We shall then be able to place the wrist watch back in the display case for sale. Yours truly, (97)

Lesson 59

503. A Businessman's Secretary

Some weeks ago my secretary, Miss Carpenter, resigned to get married. She very thoughtfully offered to¹ stay as long as necessary, though, in order to break in a new girl. It was while I was watching Miss Carpenter² break in the new girl that my eyes were opened to the vital role she played in our business relationship.

Each³ morning she opened my letters and telegrams and set them before me in the order of their importance. I⁴ could depend on her to handle all routine letters herself. Late in the afternoon she cleaned my desk and carefully⁵ arranged all my papers. She kept my bank account shipshape. For two hours a day she read through the local papers,⁶ clipping from them all the notices that would be useful and helpful in our electric-appliance business.⁷ Every month she faithfully read through more than thirty technical magazines, marking all articles that she felt⁸ I should read. She watched my grammar, checked my punctuation, and verified my spelling. She saw to it that I paid⁹ my bills, kept my speaking appointments, and bought a gift on my wife's birthday. She interviewed new applicants for jobs¹⁰ and passed on their qualifications. I could, if I wanted to, go on and on listing the many jobs of which¹¹ she relieved me. There wasn't a thing she did

not know about my electric-appliance business.

Through all this, she¹² has shown great patience, thoughtfulness, and loyalty.

I am sure there is not a single business executive who¹³ won't testify that he could not get along without his secretary!—A *Businessman* (273)

504. Dear Sir: You will recall that several weeks ago we wrote you about a shortage in a shipment of electric¹ toasters that we received in our Main Street store. On opening the case, we found that four electric toasters were² missing.

You wrote us on Friday, February 10, that you would check into the matter and let us hear from you³ as soon as possible. Thus far we have had no word from you. Have you learned what has happened to the missing electric⁴ toasters? We should like very much to have this matter settled. As long as this matter is pending, we cannot⁵ close our account with you.

We hope you will let us hear from you as soon as possible. Yours truly, (117)

505. Dear Sir: No matter how old you are, it is not too late to start a hobby such as painting. It is a hobby¹ that will enable you to relax both mentally and physically. Many people have started painting late in² life, and they have been sorry that they did not take it up sooner.

Plan to pay our paint shop on Fifth Street a visit³ as soon as possible, and let us show you many ways in which to spend your leisure hours with a worth-while hobby.⁴

May we hope to see you shortly. Yours truly, (88)

Lesson 60

507. Dear Miss Clinton: It is always difficult for a merchant to turn down an order from a customer. That is¹ what we must do, though, at the present time. When we advertised our portable radios in last month's Readers² Quarterly, we had more than 5,000 portable radios in stock. We were certain that this merchandise would more³ than take care of all the orders we might receive because of our advertising. We were mistaken. Our supply⁴ of portable radios was exhausted in less than a week.

We are returning your check for \$20.⁵ We hope, Miss Clinton, that you will give us another opportunity to serve you sometime soon. Yours very sincerely,⁶ (120)

508. Dear Mrs. Temple: Do you like to shop in department stores when they are crowded, when customers are in a hurry,¹ and when clerks are tired? Do you like to shop when the best merchandise is gone and you find it difficult to purchase² exactly what you want? We are inclined to think, Mrs. Temple, that you do not.

That is why we recommend³ that you plan to make your Christmas purchases early this year. Even though it is only October, our Christmas⁴ merchandise is on display.

Why not plan to spend tomorrow or the next day doing your shopping. You will find it⁵ a real thrill to be able to make your purchases leisurely. You will be delighted, too, with the superior⁶ products from which you can choose.

May we expect you soon. Yours very sincerely, (134)

509. Dear Mr. Adams: All of us have only one pair of eyes, and that pair has to last us a lifetime. We should, therefore,¹ give our eyes the best of care.

Our records show that the last time you had your eyes checked was three years ago. In that² time your eyes have probably changed considerably. The lenses that were perfect three years ago may no longer³ be perfect.

Why not return to me the enclosed post card, telling me when you will be able to have your eyes tested⁴ by a doctor on our staff. As you know, there is no charge for this test.

Don't postpone taking action any longer.⁵ Remember that your eyes are of the greatest importance to you. Cordially yours, (115)

510. Dear Mr. Stanton: We are at the present time making extensive plans for our annual January sale.¹ Before we advertise this sale

in the papers and elsewhere, we ordinarily set aside five days for our² special customers, to make it possible for them to have first choice. This year, though, we can set aside only three³ days—January 3, 4, and 5.

There will be many items on sale in which we think you will be interested.⁴ You will especially like our outstanding collection of sporting goods. The prices on these items have been⁵ considerably reduced.

Won't you plan to be with us during the sale. Yours sincerely, (116)

511. Dear Miss Diamond: Thank you for recommending your student, Miss Alice Adams, for the job as typist in our Air¹ Transport Department. I interviewed Miss Adams, gave her a test, and hired her the same day. I am inclined to believe² that Miss Adams will turn out to be a superior worker.

Let me take this opportunity, Miss³ Diamond, to thank you for the many outstanding people you have recommended to me in the last six months. Very⁴ sincerely yours, (82)

Lesson 61

513. This Thing Called Success

It is really too bad that there are not a few convenient rules of magic that we could all follow in order¹ to succeed in life. It would indeed simplify matters. Although

there are no such rules, there are many steps we² can take to make life more pleasant.

Do you want more friends? Then give your own friendship to more people. Do you wish to have² good neighbors? Then be a good neighbor yourself. Do you want to be greeted with a smile? Then greet others with a smile.⁴

The ones who succeed in life are those who realize that there must be giving before there is getting. How often⁵ have you heard a person say, "When my employer gives me more money, I will do more work." This is an attitude⁶ that is bound to result in failure. If you are an employee, give your employer more and better co-operation⁷ than he expects. Put forth extra effort, time, and energy when the occasion demands. Concentrate on⁸ your job as though you owned your own business—then maybe you will own it some day. It is the giving that counts. The getting⁹ takes care of itself. (184)

514. Dear Mr. Gray: We were indeed happy to have the opportunity to repair your glasses recently. We¹ hope that the glasses are comfortable and that you are enjoying complete eye comfort. If you are not, please do² not hesitate to come in and let a member of our competent staff adjust the glasses for you.

We have a³ complete record of your prescription and a full description of your glasses. Consequently, we can quickly help⁴ you

if your glasses should again require attention in an emergency.

We look forward, Mr. Gray, to the⁵ privilege of serving you again. Very sincerely yours, (111)

515. Dear Mr. Harris: The Library Board wishes to express its gratitude for your untiring interest in¹ the construction of our new building and also for your personal contribution. We have all worked hard to provide² our community with the kind of library that both children and adults can enjoy. Although the construction³ work seems to have gone slowly, we can now look forward to a day, not too far distant, when we can move into⁴ the new building located at 500 Crane Road.

We invite you, Mr. Harris, to attend the next meeting⁵ of the library committee on Monday, June 15. At that time we shall have a complete progress report from⁶ the village engineer. Also, the new library superintendent will submit his recommendations for⁷ furnishing the building when the construction work has been completed.

We hope that we shall have the privilege and⁸ pleasure of seeing you at that time. Cordially yours, (170)

Lesson 62

517. A Sign on the Wall

In a little western town the publisher of the newspaper had a sign

nailed on his office wall, which stated:¹ "The man who never did any more than he got paid for never got paid for any more than he did!"²

The sign was³ the publisher's answer to his printers, who could not understand why they were not getting anywhere. They did their⁴ jobs well, for they were experienced craftsmen. However, they stopped there. They never went out of their way to prepare⁴ themselves to handle better positions when vacancies occurred. As a result, they stayed pretty much where they were.⁵ They never did any more than they got paid for.

The publisher had climbed gradually to the head of that⁶ newspaper by doing more than he was paid for when he was hired. When he was a young man, he started as a printer's⁷ apprentice. He not only worked hard at his own position but also took the trouble to observe everything⁸ else that went on around him in the shop. What is more, he studied at night for self-improvement and self-development.⁹ That is why he became publisher of the newspaper.

Today, the motto on that sign is just as forceful¹⁰ as the day the publisher nailed the sign on the wall. (210)

518. Dear Mr. Bates: Are you finding yourself more and more in the position of being unable to get out of¹ the office in the late afternoon in order to catch a train that will get you to Chicago the next

morning?²

You will be glad to know that in the future you can take your time and go to Chicago comfortably on the³ President, a train that leaves New York at 6:45 p.m. and arrives in Chicago at 10:45⁴ a.m. the next day. You can dispose of your work at the office in a leisurely way, board the President any⁵ time after 6 p.m., have your dinner whenever you are ready, and then read your newspaper in comfort.⁶

In addition to the President, we have a number of other convenient trains from New York to Chicago.⁷ If you would like to have our regular timetable each time it is corrected and brought up to date, all you⁸ have to do is request it on the enclosed self-addressed card. Sincerely yours, (174)

Pretranscription Quiz

The words that have been omitted from the printed shorthand are given in italics.

519. Dear Mr. Stacy: Two or three days ago we received from Mr. E. K. Day an application for a¹ position in the Public Relations Department of our organization. We are especially interested² in Mr. Day. He seems to have just the training, experience, and attitude that the position requires.³

On our regular application form Mr. Day stated that *he* worked for a number of years in the public⁴-relations department of your news-

paper. We should like to have any information you can give us about⁵ Mr. Day's experience, his ability to get along *with* people, and any other facts that will help⁶ us reach a decision.

As we must reach a decision within the next ten days, may we request that you write us⁷ as soon as possible. Cordially yours, (147)

Lesson 63

521. He Liked Everybody

"When I die," Will Rogers once said, "my epitaph, or whatever you call those things on gravestones, is going to read: 'I joke about every prominent man of my time, but I never met a man I didn't like.' I'm so proud² of that I can hardly wait to die so that it can be carved. When you come around to my grave, you will probably³ find me there proudly reading it."

When they built the memorial to Will Rogers, they remembered his wish. Below⁴ the bronze bust of the humorist appear these words: "I never met a man I didn't like." When I saw this memorial,⁵ Will wasn't there proudly looking at it. At least I didn't see him. However, I came to the conclusion⁶ that there was a twinkle in those bronze eyes!

Will Rogers lived up to his epitaph. He met men with an open⁷ hand and an open heart. He valued everybody's friendship, and he looked for the best in the worst of

us. He had⁸ too fine a character to dislike anyone. He recognized every man as his equal.

What a successful⁹ world this would be if all of us practiced the art of liking everyone. A search for the good in others¹⁰ will reveal an astonishingly large amount of pure gold. There is something to like about everyone if¹¹ we want to look for it.—*Wilferd A. Peterson* (224)

522. Dear Mrs. Oxford: Congratulations on the birth of your daughter.

As you will doubtless soon discover, babies¹ need a surprisingly large number of things. For example, they need powders, soaps, etc. What is more, they² usually need those things instantly.

We are in a position to make immediate deliveries to³ your house without regard to the time of day or night that you may call. Cordially yours, (75)

Pretranscription Quiz

The words that have been omitted from the printed shorthand are given in italics.

523. Dear Mr. Bradford: I am referring to you all the correspondence that bears directly on the subject of¹ the collision between your agent's automobile and the automobile owned by the Government. I am likewise² referring to you a copy of the testimony that was taken in the hearings in my office³ yesterday. After listening to those

hearings yesterday, I have come to the conclusion that the driver of the⁴ Government automobile was without question *at* fault.

If you can reach an immediate settlement with the⁵ Government that will be to your advantage, I presume you will accept it. Otherwise, I presume that you will⁶ prosecute the case. I am of the opinion that you would be successful *in* recovering for the damages⁷ to your agent's automobile.

If you have any questions regarding the case, you can call me at the Springfield⁸ Hotel. Unless something occurs to change my plans, I shall stay at the Springfield Hotel for the remainder of⁹ May and throughout June. Yours very truly, (187)

Lesson 64

525. Dear Mr. Mason: We are a big advertising house, and during the past twenty years we have handled hundreds¹ of important accounts. Our particular field has always been automobile advertising in newspapers,² magazines, technical publications, etc. We have come to the conclusion, however, that at this³ time we can advantageously take care of several hundred small accounts.

It is our purpose and objective⁴ to make small accounts an important part of our business. Every account, regardless of its size, will be given⁵ the same consideration.

We should very much like to

have an opportunity to discuss your future⁶ advertising plans with you. In our organization there are many recognized and experienced experts⁷ on the subject of advertising who will be glad to give you the benefit of their successful and progressive⁸ ideas.

Why not use the enclosed envelope immediately to let us know when and where we may send⁹ our representative to submit his ideas for your consideration. Any date and hour that you suggest¹⁰ will probably be satisfactory to us. Yours truly, (212)

526. Dear Mr. Underwood: Yesterday the general manager of our company referred to me your request¹ for information about Mr. Henry Brown, who was until last week our head purchasing agent.

Mr. Brown² got along unusually well with all the members of his staff. He quickly won the confidence of everybody³ with whom he worked. In years past we had a great turnover of help in our office. We could not keep our people⁴ for more than a year. Yet, in the last four years we have not had to replace more than one or two persons. In our⁵ opinion, this is an outstanding record.

You will understand, of course, that his opportunities for progress⁶ in a small publishing house such as ours were necessarily limited. We are, therefore, most anxious to help⁷ him obtain a position that will enable him to make good use of his extraordinary talents. Now

that⁸ he is gone, we miss him.

We confidently believe that Mr. Brown will be a valuable addition⁹ to your office staff and wish him the best of success.

If there are any questions you would like to ask, I shall be¹⁰ pleased to correspond with you further. Cordially yours, (210)

527. Dear Miss Dawson: As president of the railroad of which you are now a part, I want to take this opportunity¹ to extend to you a welcome and to express the wish that you will like all of us as much as I am sure² that we are going to like you.

Your first day will be the most difficult you will ever spend in our organization.³ I know that is true because I still remember my first day on the job. Things will seem strange, and some of the⁴ work will seem much more difficult than it really is. Remember, however, there is not a person among⁶ us who does not want to be your friend and to help you get adjusted on the job. Do not hesitate to ask questions.⁹

You are going to enjoy your work here, Miss Dawson. Our company is the finest of its kind in the world,⁷ and that is something of which you can be proud. We work as a team and not as individuals. Everybody⁸ in your department wants you to make good.

I know that you will do your best to promote the interests of our⁹ organization. Cordially yours, (187)

Pretranscription Quiz

The words that have been omitted from the printed shorthand are given in italics.

528. Dear Mrs. Green: This will acknowledge your letter regarding the tax situation on your property on State¹ Street. I returned *from* Washington only this morning after prosecuting a number of difficult cases² for the Government. Otherwise, I should have written you sooner.

It is my belief, Mrs. Green, that in this instance³ you will not have to pay any taxes on the property for the remainder of the year. If I remember⁴ correctly, your last payment covered everything. Nevertheless, I am going into the matter again⁵ and will write you by the end of the week. Cordially yours, (111)

Lesson 65

530. Dear Sir: I am sure that you would never consider throwing away fourteen \$1 bills. You certainly would¹ never throw them away intentionally. Nevertheless, that is what we think you have been doing by not using² our mailing service.

Your present expenses for each 1,000 circulars mailed direct from your office is³ probably about \$30. We do everything for \$16—a saving of \$14.⁴

Our lists are 100 per cent correct, which means that they will

help you reach more individual prospects than you⁵ have ever reached before. When you use our lists, you have the assurance that your message is being delivered to⁶ those merchants throughout the country who are in the market for your goods—and to nobody else.

It is our suggestion⁷ that you send us an order, with your remittance of \$1.60 for each 100 circulars⁸ that you want mailed. If you prefer, we will bill you for the work and you may remit later.

When you see our service⁹ in operation, we think that you will instantly conclude that our service is worth while. Yours truly, (198)

531. Dear Doctor Jackson: I am enclosing all the correspondence of importance that pertains to the speaking¹ engagement I shall be unable to keep in Philadelphia. I am likewise enclosing a draft of the speech² I was going to deliver.

The time on the program will be divided among you and three other speakers.³ Consequently, it will be necessary for you to plan the character of your speech carefully.

Upon your⁴ arrival at the Philadelphia Railroad Station, you will be met by the president, Mr. Davis.⁵

Unfortunately, I am still too weak to leave my sickbed. Very sincerely yours, (114)

532. Dear Frank: I want to take this opportunity to tell you how pleased we all are with the way in which you have been¹ han-

dling your territory. If you keep up your present pace, you can expect a big bonus at the end of the² year. I am personally very happy with your success. You will remember that there was some opposition³ to your appointment because of your youth.

We are at the present time going ahead with plans for our national⁴ meeting in Chicago. This will be your first meeting, and I know that you will derive a great deal of pleasure and⁵ benefit from it. By the way, I suggest that you write for a hotel reservation immediately. If⁶ you overlook this, you may not be able to get a room when you arrive in Chicago.

Once more, Frank,⁷ congratulations on the fine work you are doing. I can see a wonderful future for you with our organization.⁸ Cordially yours, (164)

Pretranscription Quiz

The words that have been omitted from the printed shorthand are given in italics.

533. Dear Mr. Chase: I was sorry to learn that you have been having difficulty with the quantity of paint that¹ we shipped to you a number of days ago. When your letter arrived, we made an immediate investigation² with reference to the matter. We must apologize, for we did make a mistake.

It seems that a new shipping³ clerk filled the order from merchandise that had been returned by a

customer as inferior. When the paint¹ reached us, it was put aside but not marked plainly enough. The clerk thought it was regular stock and then used it to² make up your shipment. Although there is no excuse for such a mistake, I am sure that you will understand how it³ could happen.

Our truck will stop at your factory on Friday morning of next week between ten and twelve o'clock. I⁷ shall appreciate it if you will let our driver pick up the paint. We should like to replace the shipment with the⁸ right kind of paint. We have long been recognized as one of the finest paint makers in the world, and it is our desire⁹ to convince you of this fact.

Thank you for your patience, Mr. Chase. Sincerely yours, (195)

Lesson 66

535. Dear Mr. Underwood: This afternoon I transmitted to the insurance company the report you furnished¹ in which you described the damage done to your house by the recent electric storm. I am enclosing several² documents that I hope you will sign at the places indicated. A self-addressed envelope is also enclosed³ for your convenience in forwarding these papers.

In regard to the claim you entered for damage done to⁴ articles of clothing, the insurance company informs me that under no circum-

stances can the claim be allowed.⁵ The company says that, according to the terms of your contract, you are not protected for this type of damage.⁶

I hope sincerely, Mr. Underwood, that we shall shortly have an opportunity to discuss your complete⁷ insurance program so that we can be sure it includes all the protection you should have. It would be an⁸ unfortunate mistake to postpone doing this too long. Very truly yours, (173)

536. Dear Charles: This letter will introduce my personal friend, James Brice, who represents the Empire Insurance Company.¹ He would like to explain to you a superior type of insurance policy that I am inclined to² believe will be of extreme interest to you.

If you would like to have him put your entire insurance program³ in shipshape condition, I am sure that he would be delighted to do so.

I think you will find James a friendly,⁴ competent, and efficient person. Sincerely, (89)

Pretranscription Quiz

The words that have been omitted from the printed shorthand are given in italics.

537. Dear Mr. Stern: Are you advertising in those newspapers that will enable you to get the most impressive¹ sales results from a city the size of New York? Unless your advertising schedule

includes a page in the Times² at least once a month, you are not. Our circulation is just short of one million. Furthermore, our newspaper is³ the only one in New York that provides for you the complete coverage you need to increase your sales to the highest⁴ possible point.

Because the Times enters the homes of families in both the city and the suburbs, your message⁵ will reach those people who are interested in your superior products.

Why not let our representative,⁶ Mr. Overman, show you convincingly how the Times will increase your sales. He is at your disposal at⁷ any time that you decide you can see him. His services, of course, are available to you at no expense.⁸ Very truly yours, (164)

Lesson 67

539. Dear Mr. Harrington: There are persons right in your own neighborhood who are obtaining their automobile¹ insurance at 20 per cent less than you yourself are paying. Furthermore, they are obtaining it from a large and² successful company that provides the finest service.

You are one of the few persons in your township, Mr.³ Harrington, to whom we are extending this invitation to become one of our members. As you may know, we⁴ select our membership carefully and endeavor to insure only those persons who have proved them-

selves to be⁵ careful and prudent drivers. This results in substantial savings for our members.

Don't decide hastily about⁶ purchasing your insurance from us. Simply return the enclosed self-addressed card. When we receive it, we will send⁷ you some reliable figures that you can compare with the prices that you have been paying.

Mail the card without⁸ further delay. Yours very truly, (167)

540. Dear Mr. Johnston: Every forward-looking businessman should be vitally interested in the answers¹ to the following three questions:

1. What agency actually placed more television advertising last² year than any other agency in the world?

2. What agency handles the advertising for a majority³ of the large modern furniture companies in the United States?

3. What agency has been handling⁴ the advertising of five major corporations from the day they were organized?

Doubtless you have already⁵ guessed that the answer to these three questions is the Southern Advertising Company of Birmingham. If you want⁶ advertising that will increase the sale of home furnishings in your neighborhood and at the same time keep your costs⁷ surprisingly low, we suggest that you employ us.

If you will notify us that you are interested, we⁸ will have our

efficient representative in your locality call on you. He will be glad to help you⁹ formulate a practical program that will meet your specifications. If you wish, he will even help to compose¹⁰ your advertising copy. Sincerely yours, (208)

Pretranscription Quiz

The words that have been omitted from the printed shorthand are given in italics.

541. Mr. Radford: As you know, we have recently had some critical reports about the operating efficiency¹ of our factories in Greenfield, Jamestown, and Danville. The reports have been so serious that I have² finally decided to look into the matter myself. Consequently, I am going to visit these branches³ early next month with the treasurer, Mr. Davenport.

Before we leave, I should like to have a meeting with you⁴ so that I may have *the* benefit of your judgment. I want to be in the best possible position to make⁵ a sensible decision.

On the assumption that you will be free, I am tentatively setting the meeting⁶ for Friday, August 10, at three o'clock.

If you should happen to have another appointment for that hour, please call⁷ me. E. R. Greenberg, (144)

Lesson 63

543. Dear Mr. Henry: The Brown Drug Company in Mem-

phis, Tennessee, was for many years one of our best accounts.¹ In the past we received as much as \$80,000 worth of business from that company. The account was² covered by Mr. Grace, who, I understand, was a friend of Mr. Brown's.

When Mr. Grace retired two years ago,³ our business with the Brown Drug Company started to drop. Mr. Grace's successor has been devoting more and⁴ more time to the account, but he has not been able to get to first base. In fact, on several occasions Mr.⁵ Brown refused to see him.

I realize, of course, that Memphis is not in your territory. I should like to have⁶ you call on Mr. Brown, however, to see whether you can find out what is wrong. I had planned to make the trip to⁷ Memphis myself as soon as the rush season is over, but I shall not be able to do so. I am confident⁸ you can straighten out this matter.

After you have talked with Mr. Brown, please let us have a complete report. Very⁹ sincerely yours, (183)

544. Dear Mr. Evans: Suppose that one of your customers had owed you \$300 for more than a year, but¹ you knew that he was not in a position to pay it. Then his business once again started to make money, and you² wrote him suggesting a plan for repayment. Wouldn't you think that he would respond as soon as possible to

your³ letter and offer to do whatever he could to make payment? If he had a sense of fairness, of course he would.⁴

You have not been fair to us, Mr. Evans. When your business was not doing well, we carried your account for more⁵ than a year even though it was not good business practice to do so. We were sure, though, that you would settle your account⁶ as soon as business improved. We understand that your business has been doing well recently, but we have had⁷ no word from you. You can readily understand our concern.

A check will convince us that you want to do what is⁸ fair and square. Yours very truly, (166)

Pretranscription Quiz

The words that have been omitted from the printed shorthand are given in italics.

545. Dear Miss Mason: The job of a sales manager, of course, is to get business. It is also his job, however,¹ to do all he can *to* hold business.

Two years ago I had the pleasure of taking your first order. Your orders² came in regularly for a long time, but about four months ago they stopped suddenly. This is a source *of* worry³ to me, for it means that there has been some misunderstanding or that our service has not been satisfactory.⁴

If that is the case, I want to do something about the matter as

soon as possible. It is not possible⁵ for me to do anything about it, however, until I know just how we have failed. I hope, therefore, that you⁶ will be good enough to take a few minutes of your time to write me frankly. I need not tell you that your orders⁷ are important to us. Very sincerely yours, (145)

Lesson 69

547. Dear Mr. Macy: One of the most popular men in our town many years ago was Harry Smith. Harry always¹ had a smile on his face. I understand that he even smiled before breakfast! He ran one of the best stores in² town, and everyone had something good to say about him.

Harry made it pleasant and worth while to trade in his store.³ As soon as he learned that any customer wasn't satisfied, he tried his best to make an adjustment. He wanted⁴ the good will of his customers. That was very important to him.

Our feeling about customers is the⁵ same. Your good will means a great deal to us. Unfortunately, letters cannot convey the smile with which we try to⁶ do business. There is, however, a human side to our business—and that human side wants to know why your orders⁷ have not been coming in lately.

Perhaps there has been a misunderstanding; perhaps you just

have not been able⁵ to use our products in your business recently. Whatever the reason may be, we want to know it.

We hope⁶ you will take a few minutes now to let us know why we have not had any orders from you. Your comments, Mr.¹⁰ Macy, will be helpful to us. Sincerely yours, (209)

548. Dear Mr. Blair: As you will recall, about six months ago you came to us and wanted to open a credit¹ account. After you told your story to me, I recommended that an account be opened for you. I had the² feeling that we were establishing a worth-while relationship that would prove profitable to you and to us.³

I was unhappy to learn a few days ago that your account is 60 days overdue. I am sure that there⁴ must be some reason for this, because I cannot believe that my judgment was wrong. One of the best ways you can show⁵ me that I wasn't wrong is to send us your check for \$150 as soon as possible. Yours very⁶ truly, (172)

Pretranscription Quiz

The words that have been omitted from the printed shorthand are given in italics.

549. Dear Mrs. Paine: Did we receive your order for pencils, pads, and other office supplies more than two months ago?¹ We did.

Did we ship your order as soon

as we received it? Of course we did. You intimated that you wanted² the supplies as soon as possible, and we tried to oblige you.

Did we send you a bill showing the balance due³ us on May 15, the date on which we shipped your order? We did.

Did we grant you liberal credit terms for paying⁴ for the supplies? We did.

Has your check for \$160 come to our office to bring your account⁵ up to date? It has not.

We hope that you will place a check for \$160 in the mail today. If⁶ you cannot do so, please avoid any misunderstanding by letting us know when you will be able to pay.⁷ Yours very truly, (144)

Lesson 70

551. Dear Mr. Green: On making the customary room inspection after a guest's departure, our housekeeper¹ reported that two woolen blankets, replacement value \$8 each, were missing from the room you occupied. May² we respectfully ask that, should you discover these blankets on unpacking your luggage, you return them to us.

Very³ often in their haste to catch a train guests unknowingly place such items in their bags. They return them, of course, when⁴ they discover them in unpacking. Very sincerely yours, (90)

552. Dear Mr. Roy: I am deso-

lated to learn after reading your tactful letter of Friday, September 4,¹ that you have guests at your hotel who are so absent-minded as to check out and take such slight souvenirs as blankets² when packing their neckties. By the same token, I suppose that passengers on some of our leading railroads³ are apt to carry off a locomotive or a few hundred feet of rails when getting off the train on reaching⁴ their destinations. Or, a visitor to a big city zoo might conceivably take away an elephant or⁵ a rhinoceros, concealing it in a sack of peanuts—after removing the peanuts.

In this particular⁶ case, however, I may be able to assist you in running down your blankets. As I had a lot of luggage,⁷ I needed all the space you so thoughtfully provide in each room. The blankets in question occupied the bottom⁸ drawer of the dresser, and I wanted to place a few white shirts (replacement value \$3.50⁹ each) in that drawer. Therefore, I lifted out the said blankets and placed them on a chair. Later, the maid came in and¹⁰ I handed the blankets (same blankets and same replacement value) to her, telling her in nice, gentlemanly language¹¹ to get them out of the room. If you count all the blankets in your establishment, you will find that there isn't¹² a blanket missing. Yours very truly,

P.S. Have you counted your elevators lately? (256)

Pretranscription Quiz

The words that have been omitted from the printed shorthand are given in italics.

553. Dear Mr. Green: I wish to thank you for one of the most interesting, understanding, and delightful letters¹ it has been my pleasure to read in my entire business career. My sincere congratulations.

Yes, it is essential² that we do a lot of counting around here. I've counted the elevators, and they're right where *they* should be³ and operating—every one of them. What I want to count now is more important to me. I want to⁴ continue counting you as a friend of this hotel.

Twenty-five thousand dollars' worth of our finest silverware⁵ is carried away annually by our "absent-minded" guests. A similar total is cherished annually⁶ by guests who like our linens as a souvenir of their visit. So it goes.

We are sorry indeed, Mr.⁷ Green, that you were bothered as a result of the maid's mistake. Yours very truly, (154)

554. Recall Chart

1. Harm, becoming, justification, impending, exceedingly, checks.

2. Appears, cold, qualify, misinform, encourages, young.

3. Program, furniture, consumed, names, skates, authorities.

4. Altogether, circulation, shown, amounts, utilities, subdividing.

5. Hopelessness, savings, ounces, kingdom, ultimate, zealously.

6. Thin, pursued, terminations, childhood, family, earth.

7. Perplexing, respectful, forwarded, yield, skillful, musical.

8. Confused, function, joining, threads, township, costly.

9. Distribution, surest, district, afternoon, psychology, desired.

10. Themselves, shortest, conveniently, patiently, creative, encounter.

11. Exportation, quiet, including, dependable, whenever, electric wiring.

12. Scheduled, postponed, circumstantial, awakened, introduce, supervisor.

13. Self-made, compliance, entertain, investment, transportation, maintaining.

14. Shipyard, emphatic, uncompromising, Oxford, Birmingham, Westport.

15. \$3, \$500,000, 3,000,000, 4 pounds, 3 o'clock, \$8,000,000,000.

16. To be, has not been able, to know, it is not, a.m., years ago.

17. Let us, to do, of course, at a loss, my understanding, if you want.

APPENDIX

Brief Forms in Order of Presentation

3. Can, go-good, are-hour-our, will-well, in-not, am-more, It-at,

would, a-an, the, I, he.

4. Put, be-by, but, for, have, shall-ship, which, could, of, with, is-his, their-there.

7. That, right-write, must, desire-Dear Sir, them, were-year, Mr.-market, you-your, to-too-two, Yours truly.

9. Been, they, was, please, when, like, from, than-then, should.

11. And-and, side, business, bill, after, all, what, most, Mrs.

14. This, thing-think, enclose, send, glad, letter-let, about, very, worth.

16. Necessary, doctor-during, yet, believe-belief, satisfy-satisfactory, next, deliver, return, work.

17. Thank, long, among, remit-remittance, where, under, great, over, company-keep.

19. Use, how-out, matter, soon, ever, every, one-won, important-importance, those.

20. Several, any, world, suggest-suggestion, unable, usual-wish, always, gone, week-weak.

21. Did-date, morning, want, individual, office, got, opportunity, general, big.

26. Property, progress, purpose, order, enable, upon, speak, such, street.

32. Time, ordinary, stand, difficult, why, merchant, merchandise, purchase.

34. Body, consider-consideration, else, part, present-presence, probable, remember, advertise.

45. State, never, situation, quantity, public-publish, regular, future, acknowledge.

46. Newspaper, envelope-nevertheless, idea, number, organize, experience, correct, allow, request.

49. Throughout, question, agent, between, cover, regard, value, immediate, opinion.

50. Conclude, conclusion, object, particular, confident-confidence, subject, house, success.

51. Advantage, refer-reference, enough, correspond-correspondence, direct, wonder, yesterday, recognize, railroad.

52. Likewise, otherwise, instant-instance, character, govern, circle, automobile, etc., prosecute, remainder.

