

Joseph Black is at his desk. Walter stands on the other side making his pitch.

WALTER

I have an idea that I think will increase profits during the winter months. It's cold up here. No one is thinking of planting, because, well, you can't. The ground is frozen. But where is it not cold?

JOSEPH BLACK

Uh, down south?

WALTER

Down south! Exactly. So we print catalogs.

JOSEPH BLACK

Catalogs?

WALTER

Yes. There's a printer in Cranbury who can run them off for us. In color too!

JOSEPH BLACK

Color? Isn't that going to be expensive?

WALTER

In the beginning, yes it will be more expensive, but once they have the template set up it's not that much more than black and white.

JOSEPH BLACK

Really.

Walter C. Black: Mensch

WALTER

Plus, it'll make us stand out.
There's a company out of
Philadelphia that sells mailing
lists. We'll mail our catalogs out
to companies in warmer climates,
give them a great deal on the first
purchase, and once they see how
great our stock is they'll continue
to buy from us.

JOSEPH BLACK

And you've run the numbers?

WALTER

Yes.

JOSEPH BLACK

And it's within our budget.

WALTER

Yes.

Joseph Black thinks it over.

JOSEPH BLACK

Ok, Walter. I trust you. Let's do
it.