

"Then I tried to explain to her the only reason I selected the turkey was because it was 39 cents. If it had been marked 49 cents I'd have taken something else.

"To this, her answer was 'You'll just have to pay the 49 cents.' I did, because I didn't want to stand there and create a scene. But I decided on the spot that I'd never eat there again. I spend about \$250 a year for lunches, and you can be sure they'll not get one penny of it."

There's an example of the little view. The checker saw one thin dime, not the potential \$250.

3. *The case of the blind milkman.* It's surprising how people sometimes are blind to potential. A few years ago a young milkman came to our door to solicit our dairy business. I explained to him that we already had milk delivery service and we were quite satisfied. Then I suggested that he stop next door and talk to the lady there.

To this he replied, "I've already talked to the lady next door, but they use only one quart of milk every two days, and that's not enough to make it worthwhile for me to stop."

"That may be," I said, "but when you talked to our neighbor, did you not observe that the demand for milk in that household will increase considerably in a month or so? There will be a new addition over there that will consume lots of milk."

The young man looked for a moment like he had been struck, and then he said, "How blind can a guy be?"

Today that same one-quart-every-two-days family buys seven quarts every two days from a milkman who had some foresight. That first youngster, a boy, now has two brothers and one sister. And I'm told there'll be another young one soon.