

"76.963."

Purchasers of automobiles establish an etiquette of their own," said the city salesman. "Last week I received an envelope containing the visiting card of a friend on which had been inscribed 76,963, or some such imposing number.

"I was mystified. I could not imagine what it meant. Had my friend been convicted of crime, I thought, and had he chosen that delicate way of apprising me of his prison number?

"Inquiry revealed that my friend was not a criminal. That card meant that he had bought a new automobile and was notifying everybody of his license number.

"Pride of possession alone impelled him to do it. Since his friends are not traffic policemen his license number can never benefit them in the least, but this summer that seems the most approved way of letting people know that you have bought a new machine."