

## Sales Contest: Brother vs. Brother

One hot summer day, Justin and one of his friends hatched up a scheme to make a little spending cash by trying to sell some Georgia Bulldog key chains that had been in our basement for years. Their plan was to go door to door and return with pockets full of money. Jeff, then four, wanted in on the action, but knew he was not allowed to leave our front yard unless Margene or I went with him. Justin was doing a lot of big talking about all the neat stuff he was going buy with his earnings, which made Jeff all the more envious. Justin and his business partner launched their sales blitz right after lunch, taking with them two dozen key chains and visions of financial independence dancing in their heads. Shortly after they left, and unbeknownst to me and Margene, Jeff hauled a card table and his little rocking chair to the front yard, and set up a lemonade stand. When Margene saw what he'd done, she had me take a picture. An hour or so after Justin and his friend left home, they returned with what looked like most, if not all, of the key chains they'd set out with. While they were gone, Jeff had some success selling his lukewarm and grossly overpriced (\$2 per half cup) lemonade. Final tally in the brother vs. brother sales contest: Big Brother: zero, Little Brother \$2.00.

