

5070

JAMES T. WHITE.

G. DERBY WHITE.



175 BROADWAY



New York

November 6,

1890.

IN MAKING REPLY, PLEASE QUOTE THIS NUMBER.

No. 9741.

Dear Sir:-

In acknowledgment of your esteemed favor, we beg to thank you for your courtesy and friendliness to our undertaking, and shall take pains to have this sketch prepared in the best possible manner. We are asked to embellish these biographies with vignette portraits, like those shown; and they are in such request, we are obliged to restrict them to only the more prominent persons.

We feel that your position and work in the world entitles you to this portrait. There are over six thousand representative persons living who should have portraits, which would require an outlay that no publisher would be justified in assuming. This expense, however, distributed pro rata, is so small, and we feel that its addition to the biography is so great, that no one can afford to have it omitted. They cost \$70 each. A photo-process plate, such as can only be printed on special, coated paper, cannot be used. This is an etching, drawn by a portrait-artist of the highest ability, and engraved, so as to retain its vigor and delicacy through large editions. This is what gives the LIFE to the portrait, and makes the cost. These are the finest portraits that have ever been produced - they are LIKENESSES which show the CHARACTER of the man.

We claim that we are simply the "Builders of the House", and present it to you with bare walls. The decorations on these walls are determined by you. We make no charge for the building, but we do not think it is fair to you to omit this portrait, simply because we cannot afford to pay for it, when possibly you might be glad to bear the expense.

As this biography is prepared and inserted at no expense to you, are you not willing to pay for this portrait? It will give you a place of honor, which will be gratifying to your friends, and especially to your household. This gives you the original plate, and a permanent and prominent place in this standard work, which, from the present subscription list, will find a sale of not less than 100,000 copies.

These portraits supply the only means of making the character sketches attractive and even noticeable to casual readers. In a Cyclopaedia, where the space is necessarily limited, Biography is only intelligible when accompanied by a portrait. After the book is in press, it will be too late, and then this urgent appeal will be appreciated, and our motive not questioned. Then you will see your mistake, and this is why we say, you cannot afford to have your portrait omitted. It is not for you - it is for your children and posterity.

No portrait will be admitted for a money consideration. An invitation from the editors alone secures the privilege. The biographies are inserted without cost, but every portrait of a living person must, from necessity, be at the expense of the individual or his friends.

Very respectfully,

James T. White & Co.

Please put autograph on the back of your photo. and send at once J.W.C.