

A.W.T. PAPERS Mar 1895

CHAUTAUQUA COUNTY NY HISTORICAL SOCIETY 2013

2295



HIGH TESTING DIGESTIVE FERMENTS
AND
EXTRACT OF BEEF.

ARMOUR & COMPANY

GENERAL OFFICES: 205 LA SALLE STREET.

CHICAGO.

Mar. 1st - 1895.

Wm. H. Busbey,

Managing Editor, Inter Ocean,

City.

Dear Sir:-

I have your favor of the 28th ult., and I hope you will not think we have formed a hasty judgment if we say that while Miss. Tourgee's work is admirable, from an artistic standpoint, I do not consider it suitable for advertising our products. The text is built on the lines of "catch" advertising, a form which I consider open to many objections; more indeed, I think, than the gracefulness of the sketches can redeem.

I trust you will not consider this expression of opinion presumptuous on my part, and thanking you for your kind interest in the matter, I am,

Yours very respectfully,