

Standard American Books.

FORDS, HOWARD, & HULBERT,

William Cullen Bryant,  
Harriet Beecher Stowe,  
Judge Albion W. Tourgee  
Henry Ward Beecher,  
Roswell D. Hitchcock, D.D.,  
Prof. Jacob Harris Patton.  
Maj. Geo. F. Williams,  
William O. Stoddard,  
Dr. John Lord, etc.

No. 27 PARK PLACE,

(GOODS ENTRANCE: 24 MURRAY ST.)

New York, Oct 20 1887

Dear Mrs. Tourgee

Mr. Howard has shown me your favor of the 19<sup>th</sup> and asked if I could suggest anything in the way of enlisting your business energies.

To solicit orders from the Booksellers will of course afford occupation, but there is not much in it for the solicitor. We have a corps of intelligent ladies who solicit subscriptions who make a good income - I have taken some 700 orders in Buffalo earning \$40. <sup>each</sup> per week; another has taken 86 orders in Ashtabula, 26 in Geneva, 30 in Painesville. Has just canvassed Elyria & Norwalk. We have sent two to Pitts-

Burgh, one to Mansfield,  
one to Canton & one to Cleve-  
land. We are doing a  
business of about \$1000.  
per week in that section.

If you cared to do so I  
have no doubt you could  
take the Judge's novels (the  
five in a box) & put on  
a big list of orders by  
having us deliver one  
volume per month; or  
having us deliver the  
set & collect \$1.50 on de-  
livery & \$1. per month—  
thus giving subscribers  
six months time to pay  
for them. A large bus-  
iness is being done with  
Dickens's novels in that  
way notwithstanding editions  
can be had at any price  
in the trade.

Standard American Works.

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New York. \_\_\_\_\_ 188

Caussing is a bug bear to many people, but nearly all who take it up are very pleasantly surprised at the cordial treatment they receive & many find it positively congenial.

If you should care to try it we would of course give you every facility of success & would do our best to make it pleasant & remunerative.

"One volume of the set, say 'Not Plowshares,' & a stretch showing sides & backs of the volumes makes a good outfit. To sell on installments we must work where we have delivery routes &

can make collections  
each month. On such  
routes we do all the de-  
liaery) thus relieving the solic-  
itor of the burden & detail of  
the business after taking the  
order.

If the Judge has no use  
for the set of law books  
we sent him we will try  
to dispose of them at a  
fair price. Perhaps we  
can find a customer.

Yours truly  
Geo. S. Hulbert