

473 Walnut St

Philadelphia May 14

Dear Sirs -

A company with a
capital of \$100,000 is to
begin the publication of
New York and Philadelphia
with success, a special
class journal for young
people devoted especially
to practical subjects, but
with stories and fun in
plenty for variety. It has
been announced that
the name of the journal

is to be "Santa Claus"
but there are some ob-
jections to the name,
and we are willing to
pay liberally for a
better name. May I
ask you under these
conditions to suggest
a name, bearing in
mind that if possible
we desire one that
the public will understand
is for children without
the necessity of
saying on a sub-title

that it is so. We
intend to publish
the best juvenile journal
in the world. A reply
will be great oblig.
and if the name be
acceptable a check
will be sent you at
once.

Very Respectfully

L. C. C. C. C.

Am. N. C. C.

Magazine

N.Y.

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CHAUTAUQUA COUNTY NY HISTORICAL SOCIETY 2013