W. M. HOYT COMPANY

IMPORTERS, MANUFACTURERS,

WHOLESALE GROCERS

1882

CORNER MICHIGAN AVE. & RIVER STREET.

Chicago, Wednesday 1889

My dear Uncle -

This morning as I was reading the "Basis" on my way down to the city - I had an idea. Possibly it may be of some use to you in the matter of new subscribers. Perhaps you know - more probably you don't - that this company does not use Travelers - but does all its business through correspondence & published quotations. As a medium for circulating their prices they use a paper called the "Grocers Criterion" and send you a copy so that you may see what it is. It has a paid circulation of about Ten Thousand principally among mill - & lumber country merchants, in small towns throughout this part of the country. It occurred to me

CRAUTFORD COUNTY NY HISTORICAL SOCIETY 2013

W. M. HOYT COMPANY
IMPORTERS, MANUFACTURERS,
WHOLESALE GROCERS
1882
CORNER MICHIGAN AVE. & RIVER STREET.

Chicago, _____ 189__

that perhaps the Criterion could say something about the "Basis" - so as to interest these people. As it happens I always have one of the Criterion mailing lists in my hands - and if that would do you any good I would send it to you, so that after interest had been aroused you could take the matter up yourself. I know the Editor of the Criterion very well indeed - also the advertising agent and if you think that my scheme ~~I know it~~ might be of use - I know that they would be willing and glad to say any number of good words for the "Basis".

I have written very hastily as it is just about time

CHAUTAUQUA COUNTY NY HISTORICAL SOCIETY 2013

W. M. HOYT COMPANY

IMPORTERS, MANUFACTURERS,

WHOLESALE GROCERS

1882

CORNER MICHIGAN AVE. & RIVER STREET.

Chicago, _____ 189__

for me to go home - but I hope
my letter will not prove
very illegible -
Affectionately -
Grace D. Hall.

CHAUTAUQUA COUNTY NY HISTORICAL SOCIETY 2013