

LETTER to a "Dear Friend"

Dear Friend:

We thank you for the order for patches. We trust you will be pleased with the assortment. Patches such as these sell for .60 for a package equal to 7 yards. The pieces are larger. We shall be pleased to receive orders from you and your friends.

Regarding the sale of quilts we will say that, we operate a quilt selling service for our customers to increase the sale of our patches. We advertise their quilts for sale in some of our leading papers. We do not pay for this advertising but have a plan on which the customers earn their own advertising cost, and at the same time, earn a nice sum of money for themselves. We ask the sale of 36 bottles of our high grade food flavors. We pay them \$3.00 in cash and allow them \$3.00 in advertising on each 36 bottles sold. They may sell as many additional bottles as they desire and receive cash and advertising accordingly. Our food flavors give such perfect satisfaction, re-orders are large and any customer who cares to do so, can build up a nice paying business on them. They sell for .35 for a two ounce bottle.

We give our services free, depending on an increased sale of our patches for our compensation. We show samples of quilts to those who call in response to the advertisements and try to make sales whenever possible. When a quilt is selected, we send the name and address of the prospective purchaser direct to our customer and the business is transacted between them. This we find the more satisfactory plan. A personal transaction is always more satisfactory. We do not handle finished quilts. They get soiled in the showing. We ask a finished block of each quilt that is to be sold. Selection is made from these blocks. Tops sell in some cases if very attractive. Finished quilts are more salable. Of course, all quilts must be well made and attractive to have a market. Inferior quilts will not sell at all. The prices of attractive well made quilts range from \$10.00 up.

When a customer so desires, we advertise for work of quilting and piecing. Many ladies have their quilting done while others have their quilts made from their own materials and designs.

We do not promise to sell your quilts or get work for you. Naturally, every advertisement carries a certain risk as to results, but we give the best service we can in this direction. In addition to giving you \$3.00 worth of advertising on every 36 bottles of flavors you sell, we pay you also \$3.00 in cash so there is no loss on your part in any possible way. We believe you will agree with us that our plan is a fair one in every detail.

Now, if you are interested, send .20 for a full size bottle of the flavors to show when taking orders. This bottle can be delivered as one of the 36 when you have sold that number. When the flavors are paid for, the advertising starts. For every additional 36 bottles you sell, you receive \$3.00 in cash and \$3.00 in advertising as stated.

Awaiting your further favors, we are

Yours very truly
(Rubber stamped) F. McIntyre
128 So Homan Ave
Chicago, Ill

This old, undated letter came to light at the Continental Quilting Congress '83. The JOURNAL would appreciate any information about the company