

The Homeseeker and Investor

PUBLISHING COMPANY

STOCK EXCHANGE BUILDING

Chicago,

March 28th,

R.B. Chaffin & Co.,

Richmond, Va.

Gentlemen:-

We want a large number of legitimate subscribers and you want to sell farm lands. Let's get together. There are probably hundreds of people in your vicinity who want to read up on the advantages and disadvantages of locating in various parts of the United States including its new possessions. With them it is simply to see a copy of our magazine to subscribe for it. Experience proves this. Now we will tell you what we will do with you. Secure for us 10 yearly subscriptions for our magazine at \$1.00 each and we will compensate you by running a one inch advertisement for you in our magazine six months free of all charge. At our present rates this advertisement would cost you \$30. With an increase in circulation it will be worth more. If you sent check for \$29 with order we would probably refuse it as a matter of principle; certainly \$10 wouldn't tempt us to run it. We are after subscriptions. You can either get out and skirmish for them or have your clerk get them but we must have them. Considering the avidity with which people everywhere are subscribing for this unique publication it should not be difficult for you to secure ten names. Our desire to get the magazine into the hands of paid subscribers is our only reason for making this offer. We printed a second edition of our March number bringing the circulation up to 50,000 copies. - It will run from 50,000 to 75,000 during the next nine months and on the basis of one cent per line for each 1000 of circulation an inch ad would cost you more for one insertion than the ten subscriptions amount to and in consideration of your getting these we run your ad for six months absolutely free of all charge. In our efforts to keep faith with our advertisers by mailing the magazine to legitimate subscribers, we are making a better offer for the latter than we would for cash. Whether our circulation remains at 10,000 an issue or reaches 100,000 copies, as it surely will on special occasions, your ad will stand and no extra charge will be made. In the natural order of things it should sell enough farm property for you to prove the best investment you ever made.

If you are agreeable to making a test of this proposition we should know it at once when necessary supplies for pursuing the canvass will be sent you including specimen copies of the magazine etc.

Anticipating an early and favorable reply, we remain,

Very truly yours,

THE HOME SEEKER AND INVESTOR PUB. CO.

Per

B.K.