

The E. H. Wright Company, Ltd.
Manufacturers of



WRIGHT'S CONDENSED SMOKE • THE PURE FOOD SMOKE • WRIGHT'S HOT-N-TOT BARBECUE SAUCE

2433-2435 MCGEE STREET

KANSAS CITY, MISSOURI 64108

October 6, 1964

V. Traverso Company
1050 Battery Street
San Francisco, California 94111

Dear Traverso Family:

We have your form letter dated October 11 advising of your decision to retire from active business and dispose of the assets of your company after almost a half century of serving the public. Sometimes, we think this a wise move in view of the many governmental regulations and ramifications imposed on private enterprise.

As our letterhead indicates, we are forging ahead to celebrate our "Diamond Jubilee" in a few short years, but if we continue to have government interference in telling us how to run our affairs, it becomes a question as to whether we can survive. We have been through two World Wars, weathered two floods, one in 1903 and the other in 1950. In 1910, we were involved in a major fire which threatened to wipe out all businesses in a block long area, but with all this devastation, we seem to emerge much stronger. We are still optimistic in meeting the challenge of tomorrow, but with high taxation and other vicissitudes that pay us almost a daily visit, we wonder if the challenge is worth it.

Now, regarding your stock of merchandise on hand of our manufacture, We have many wholesale outlets in the Bay Area and it would seem to us, rather than prepay freight to some other point, it would be better to offer these goods to another wholesale and give them a little extra discount. You did not tell us how much your inventory amounted to, but are listing some other accounts whom you might contact:

Scandia Finer Foods, 714 Harrison Street (
Gourmet Specialties, 1157 Post Street (
Equitable Cash Grocery, 333 Schwering St. (San Francisco
E. Siegel, Distributor, 614 Lake Street (
Gerald H. Wolfes, Distr., 2650 Ulloa St. (

White Food Products, 1020 E. 14th St. (Oakland

All these concerns buy regularly and enjoy a nice demand on Wright's Bar-B-Q Smoke, hence our suggestion.

What ever your future may be, our best wishes are extended you.

Sincerely yours,
M. D. Smith
THE E. H. WRIGHT CO., LTD.

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