[June 8, 1904]

My dear Mr. Brady:

A sport said to me yesterday your magazine is a thorobred with a great pedigree. "By McClure's out of Munsey's" I was complimented.

The enclosed "ad" is sweeping but I am constrained to subscribe to every word of it. There is no magazine and no newspaper in this world to-day anywhere that speaks with such authority and is heard and listened to as an authority like McClures. All honor to you - "I break my bones on you."

In the words of the sport - "McClures is the greatest stud-horse in the bunch."

Sincerely and cordially

E. J. Ridgway.

Mr. Oscar Brady,

New York City.

We mean to make Everybody's a worthy son of a worthy sire.

E. R.

Digital Image, 2009, The Ida M. Tarbell Collection, 1890-1944, Allegheny College Pelletier Library

My dear Ryder

The man who is responsible for this advt is relieved from further ad-writing absolutely.

I think this is sickening.

I want all advertising dropped unless I approve of advt

S S McC

Digital Images, 2009. The Ida M. Tarbell Collection, 1890-1944. Allegheny College Pelletier Library

Mr. Edmance
Consul at Tie
Palma of Ottos

Zor Mr Boyd

Mr. Edgar Brady, New York City.

My dear Mr. Brady:

We meet to-morrow at noon. I write a short note to make Everybody's acquaintance. R.

Sincerely yours,

Richard Watson Gilder.

Yours cordially,

McClure is the one

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