Mc CLURE'S MAGAZINE,
44-60 EAST TWENTY-THIRD STREET,
NEW YORK.

April 9, 1906.

Gentlemen:

I believe it would be a wise suggestion to form a company with a capital stock of $1,000,000. common and $200,000, preferred, to take over the business of the S. S. Mc Clure Company. I believe it would be possible to sell the preferred and thereby have money with which to build the building in Long Island City. Such stock as I have, over 51%, I shall be pleased to sell to other people in the office.

I believe that it would be worth while considering Bradford Merrill in reference to the circulation department and to economical general office management. I believe that he is a great man in introducing large economies. I think that with the increased beauty and the splendid features the magazine will have next year we will be quite safe in making the price 15¢ a copy, entering upon the campaign of advertising so as to get as many subscriptions in as possible, the great point being that they could come in for $1. for the present.

I believe that a study of municipal and other questions abroad would be a very good thing to do. I believe that during the present insensate wave of reaction against the magazine exposures it will be well to take up now these other constructive sides, as there will soon be a wave of reaction against reaction and we can then go on with our work. I believe to go on now with the heavy exposure articles would not convert those who disagree with us, and those who agree with us don't need conversion.

I believe that, under Harry Mc Clure, a great deal of money is to be made in the syndicate.

Very sincerely yours,

[redacted]

To the
Stockholders of the S. S. Mc Clure Co.

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