



Divonne-les-Bains (Ain)

19

[May or June, 1904]

DIVONNE-LES-BAINS

(Ain) FRANCE (près Genève)

Grand Etablissement Hydrothermique
& Grand Hôtel

OUVERTS TOUTE L'ANNÉE

My dear Boyden

Why in the name of
ordinary decency & modesty
do we have to vaunt our-
selves like this saying we are
the best &c. We had like
this hearts as with all
our good friends. We can
quote from others but
we must not compare

all advertisement, about
the magazine - all copy
must be sent to me for
approval

until somebody writes
adverts that do do some
good & not harm.

Our daily adverts keep
me sick & discouraged.

It is ~~not~~ necessary
to waste money that way
nor is it wise to try to
make people dislike
us. We are like a
spoiled - over-petted -
& over-praised, but ill-
bred small boy.

Quote of the same
about books. always
quote what other people

P 1 the same is true
the smaller
the ad. probe

remains