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Divonne-les-Bains (Ain) FRANCE (près Genève)
Grand Etablissement Hydrothérapique
& Grand Hôtel
OUVERTS TOUTE L'ANNÉE

Divonne-les-Bains (Ain)

19

June 22

1900 [?]

My dear Miss Tarbell

Thank you for your good letter. We must have Schurz. Find out just how we can bring a letter of excuse to the general, we must have him.

I want you to do me a service. Here are ideas that you are to expand to the boys. If Steffens & Baker are there all the better, otherwise write them. 1. Baker. The central

idea of his work is human freedom. Freedom for the laborer & for merchant involves the labor union & the non-union laborer. No body of men can be safely allowed absolute power, yet employers would have absolute power if there were no unions & unions on the other hand would have absolute power if there were no non-union laborers. Therefore the Open Shop is the central idea. ~~The~~ The magazine speaks in Unions, Trusts, Hoards of property of laborers & of Capital, but the tyranny & power of large corporations must be checked by the free laborer & the free merchant.

Elaborate the idea.

Steffens, in McClellan - New York
article. He must see Mr McClellan & he
must have a very open mind & dealing
with him. A direct article will be very
sensational, it must be very accurate
& very accurate. Deneen, he must
be studied + if he is of great promise
he must be featured like Folk.

Folk is always good for an article

Steffens & Baker should see the
the news made by their article.

The Colorado situation is news &
Baker's article is the basis of editorial
in the papers. A new article on the
new facts would be widely read, also
having mastered their style as to speak
& general material. I hope that they
can get between them an article or
each month or every other month.



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Divonne les Bains

Only one thing worries me
I want you to take hold
of it I suppose to help
that Mr Shelly is absent
for the summer & am
writing you in his absence
It is the advertising
of the magazine in the
papers. The little ads
(Please examine those
that were published
in June) are so weak

so puny, or in end
had taste that they
simply hurt us. It is
like seeing a beautiful
woman & when she speaks
her voice is harsh & her
remarks silly
We have wasted two
or three thousand dollars
a month & I have ordered
it stopped.
An ad. like the others
is bad & are a few days
earlier. June 9th these
ads. will do us a lot
of harm. They are worse
than Murray.
We are doing a great
work, but we must

come out & say we are better than
anybody else.

Advertising is our short suit
Our long suit is editing. Let us
spend the money inside
We can spend it as follows.

- 1 More pictures
- 2 " " in color & tint
- 3 Experiments in trying writers.
(We must increase our staff) The
whole field of human achievement
we are neglecting.
- 4 Use better paper
~~changing the ink paper.~~

The vulgar, insipid advertisements injure
us & cost what would double the blank
of the magazine. What is inside
the magazine makes people talk &
increases the circulation. Also we can
print letters to editors for newspapers
as a June number, which serve

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- The double or better purpose
of
1. Advertising the magazine
 2. Making our ideas clear & popular
 3. Furthering the aims of the magazine both by the fresh expression of the new ideas, & by showing people that others agree with us

This letter is giving my idea about advertising

+ about using the money otherwise + how to improve the magazine & using this stuff as in June number is not advising. It is mandatory. I am right, + I want this policy pursued. I will gladly consider copy for any edn + will approve its use if it suits. I will send a letter soon with ideas for articles.

The Turbine Steamers
(Curtis turbine in America
& Parsons " in England)

is a hot subject.

The Empress of Russia & Japa
are both good subjects.

We should cultivate Colliers
people & or page artists in America
& use them men in Japa for
good use Japian subjects.

Oh! I wish I were well!

My love to Boyden & everyone
& to you above all the world.
D. W.