

Copy.

June 9, 1904.

My dear Mr. Phillips:

Sam is in bed, in Dr. Roland's care, on a milk diet, so I am answering this letter of Mr. Tarkington's, to say that it is forwarded to New York, and that the reply will be cabled to the London office, "Tarkington yes," or "Tarkington no," to be transmitted to him in Paris. Sam thinks himself that the arrangement suggested is all right, and is sure you will approve it.

Dr. Roland finds Sam very tired and with a rather poor digestion. He thinks he ought to be very thoroughly rested before he works again. He says he never saw me so well or looking nearly as he thinks I ought to look. He wants me to go to Geneva to-morrow and have my photograph before this particular phase of good looks shall have time to wear off. I think I had better.

Sam is very much worried about the advertising. He talks a great deal about it, and I think he is right. It is very weak and meaningless. He says the copy is hurtful; that it is calculated to make the magazine appear uninteresting. He says that Trainer writes as good copy, probably, as anybody outside the magazine could, but that it can be properly written only by the people who are making the magazine. Then at another time he says that Trainer doesn't know good copy and good ideas, and that not only is the money thrown away that is put into advertising in the present manner, but that we are giving people a wrong impression of the magazine. He thinks that it ought to be stopped. He says that if the money now expended in advertising were put into the magazine it would do far more for its reputation and circulation. For the same money it could be made as large as Scribner's, on better paper, better printed, with more engravings. The magazine could be best advertised by improving it so that its half million ~~circulation~~ readers would be telling everybody else about it, and by putting in every month, as in the June number, a selection of appreciative comments from letters received or from newspaper

comment. Sam says that Mr. White's editorial was copied entire in the World.

I have been to Morges, on Lake Geneva, the past two days, to see Mr. Stockmayer, a German preacher whom I head last winter in New York. He has been famous in Europe for the last twenty-five years, and has preached a good deal in England. He uses English, French and German. The meetings at Morges were in French. He is going to America again to hold meetings in Peekskill, N. Y. from June 27 to July 5. He is a man of extraordinary spiritual power, austere and remote from all human concerns. I learned and received a great deal from him last winter, only hearing him twice, and I wanted to come again under his preaching. I wrote to him and he called to see me. I showed him the magazine, and he was very much interested in it, and in Sam as its editor and founder. He looked it over carefully and settled on the letters in the editorial. He formed a perfectly clear idea of the work and character of the magazine from those letters so that he spoke of it understandingly and with high approval. Before he took his leave he asked for it again, and looked those letters over carefully once more. It was a demonstration of the meaning and value of such a selection of opinions. He has a direct mind, of course, but he has no ideas about publishing. I asked if he would allow his addresses to be published by our house. He said simply "no," after a pause. Then he added, "You know I have a little book published in New York of what I said there last winter." I knew it, it was published by Revell, I said. "I don't know by whom," he said indifferently. He never writes anything or uses notes, or revises the stenographic reports of his addresses. There are about twenty small volumes of them published in England and I hoped we could get them. But this is far from the subject.

Sam says that our magazine this year was not of the right kind to advertise by the contents of each specific number, but in general, by giving intelligent discriminating comment on its entire work and character, using letters from friends, or having the comment made by the editors, who see its really fine points. He says that Mr. Methuen is a very successful publisher and that he writes his book ads. himself. He thinks that a man at work in the office is not able to sense the effect of an ad. and is not the proper one to select material and write copy.

Sam thinks better to suppress that advertising completely.

Mr. Phillips, I have been reading the magazine myself with sensitive attention, and I think that some of

the short stories are very poor, trashy, empty things, inartistic, out of character in Mc Clure's; and I think the same of some of the illustrations. I am sure that some of the stories lately have been far below the old Mc Clure standard. When I said this to Sam he advised me to write you what I thought and ask you to have sent on to me a selection of the stories to be used in the immediate future, to let me read them and see if any of them seem to me to be unworthy. Sam said to ask for fifty at a time, but I think twenty-five are enough to attack in a body, and then send a second twenty-five when I have read the first ones. Send first the ones to be used first, of course, and say how soon they must be returned.

Friday, June 10.

I enclose this ad on Icebergs which annoyed Sam very much. He says it is trivial, undignified and low, not at all in the same tone as the magazine, so as to stand for it in any way. He says it is the sort that would go in a bicycling magazine. He says two or three lines of serious, intelligent comment, quoted from some letter or editorial, and a dignified mention of the leading article might make a good ad. He would like to have some such ads. submitted to him, to see if he likes them. But the only thing he insists on in the policy of the magazine is that such ads. as these should be stopped. He says he knows he is right about this.

Very sincerely yours,

(signed) Harriet H. Mc Clure.

In Mr. Mc Clure's handwriting:

The Do We Care advt. is awful from an editorial standpoint. It emphasizes that quality of the magazine which people may criticize. Our articles are there because they are interesting and in spite of the qualities this ad. mentions.

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Sam says that the iceberg ad. corresponds to the kind of writing found in amateur or sporting journals, or to the personal and local items in a country newspaper.

P. S. With the exception of the ads appearing the first week in July, Sam wants copy submitted to him always before it is used.

H. H. M.

June 15, 1904.

My dear Mr. Phillips:

Sam was delighted to get your letter to-day, and to receive the article in the Norfolk Dispatch. It does him good to see the work of the magazine tell and to have it spoken of with such true appreciation. On the other hand, he asks me to cut out the ads in the daily Sun before he sees them. I enclose the two that came to-day. Compared with the things said of the magazine by people in sober good sense, these silly underbred remarks used to advertise it are sickening. Sam says there is no discretion to be used about these ads. but that none must be used until he has approved them. He is sure he is right and so am I.

Miss Bisland writes, "Have just received assurances from Methuen that their Universal Library is to be held for our further consideration. It appears Sidney Lee and Mr. Methuen have been giving all their time recently to the perfecting of the page form, which they declare is the best ever seen. Mr. Webster says it is to be a crown octave, and tells me, if we do not care to take the matter up, that they have two publishers in reserve who stand ready to accept the series."

Sam thinks this is too important to let go without careful investigation. He doubts that in our office there is sufficient force and initiative, with the aid of Prof. Woodbury, to do anything as good as this. Here is the very best editor there is, and the best publisher, offering us the result of their work, all ready for our use. To accept this series would not make it useless or unwise to issue a series of our own afterward. (Sam quotes the plan of Macmillan in publishing a Bible series of their own along with the Dent Bible). He says we could make good arrangements to is-

sue the series under our own imprint, to buy plates, or partly plates and partly printed sheets. Then the series planned with the editorship of Woodbury could very wisely come, too, when it is ready. He would like you and Mr. McKinlay to come to London to see about it in July, about the middle of July, if you could. Sam is going to send me to London to see Mr. Methuen, about it, with Miss Bisland, and thinks that you had better come then. He wanted---intended---to go himself, but the doctor will not permit it at all. He must do nothing but rest for two months, and then begin to build up his physical strength by gradual degrees, for a year, before he can undertake any intellectual work at all. Dr. Magnin in Paris said this, only giving a period of eighteen months before undertaking any work, and Dr. Roland, treating him and seeing his condition, says that he will never ~~recover~~ recover any strength in his nervous system unless he patiently and faithfully rests and builds up during this long time, before thinking again about his business. He is thin and feeble. All his physical weaknesses are intensified and he is prostrated nervously. Sam says himself that he has been unable to accomplish anything during this past year, because after the exertion of traveling from one place to another, he had no strength to talk with the people he had gone to see. Since sailing last year, May 28, he has had continual fatigue and wearing exhaustion. But he is full of wonderful hope and anticipation. After building up his constitution, and his mind and thoughts, he feels that he will do the greatest work of his life. he has wonderful conceptions of the work and character of the magazine in the years to come. And it is all just as he sees it. This is all the working of God's providence. Sam talks to me all he can, teaching me the a, b, c, he says; and he means to have me go back to New York after awhile, when he is better, to carry his messages and ideas, and help what I can. I will do what is given me to do faithfully and modestly, in the effort to obediently carry out instructions. I am thankful to have Sam once more turn to me, more thankful than I can say. I have profound reason to be thankful and to trust and obey.

Please mail Sam several copies of the Norfolk Dispatch, if possible, and several copies of the World containing the editorial on the Magazine. Kindest regards from us both, and sincere thanks for your good letter.

Very sincerely yours,

(signed) Harriet H. Mc Clure.