

FORDS, HOWARD, & HULBERT,
PUBLISHERS,
No. 80, Lafayette Place.

Dictated.

NEW YORK, Mar. 3rd, 1891.

Hon. A. W. Tourgee.

My Dear Judge: -

I have your howl relative to the little circular. The "damned spot" was not copied from the remedy it seems to remind you of, but was devised to make use of the ancient and concentrated symbol of the Christ, familiar to most Christian readers, and the circular form was adopted in order to attract attention by its clear lettering in a light space, amid newspaper advertisements. The idea was derived from a similar circular ^{cut} used by the Merriams through their wide advertising ^{of} the new Webster's International Dictionary, and wherever we have used it thus far it has seemed to suit the place admirably. Your vehement protest rather surprised us, since we supposed you had seen the thing over and again in the Christian Union and other newspapers and magazines. Since, however, you dislike it, it shall be taken out of the circular before we print any more.

The second sentence from Vincent will also be taken out, although it was put in for the purpose of catching the Chautauquans; and if we could sell the book to one in ten of those we would be doing a very excellent thing for ourselves and for you.

A paper edition of the book at \$1. is very questionable; therefore we will inquire into it further. We do not at present recall any paper covered editions at that price; even Worthington's glazed white paper covers with a picture on the outside, title in two colors, and a number of taking illustrations within, sells for 50c. However, as aforesaid, we will look into the matter further and report.

Hearing nothing still from Father McGlynn, I am trying to get Felix Adler to meet you before the Outlook Club, on Friday the 19th.

Faithfully Yours,

