

My dear Cummings: I have yours with nutter in regard to Parnis' Battery. As regards this you omit to give a full list of the officers of the Battery. You can probably supply it. The account is very good, indeed.

I enclose you a circular which I am just sending out to the members of the National Citizens' Rights Association, as a test of what may be so relied upon in the starting of the Weekly Magazine I spoke to you about. We have a very large membership who are, as I believe the character of men who may be relied upon not only to take it themselves but to push its circulation. Ten thousand subscribers is a paying

basis. If the 1,000 circulars we are now sending out yield a good ratio of subscriptions I will work the rest; if not I have only lost the \$25 it will cost to "try it on a dog". If by working the bulk of the list we can get \$20,000, or \$25,000 subscribers, it will be a good thing from the start without any dragging or pulling or borrowing either. My experience with the Continent, tough as it was, satisfied me that there is no better thing going than such a weekly — only I would do two things — 1 — do very little illustration — a

rely on nice printing and good matter,  
few portraits and head-pieces ~~would~~

2 - I would make the ~~con~~ ~~writers~~  
contributors pay for their own  
work; that is, I would offer  
prizes for certain sorts of liter-  
ature and require every one who  
competes to furnish a cer-  
tain number of friends or sub-  
scriptions. By limiting the clauses  
by number, when there is doubt of  
enough competing to make it  
pay, the thing will be entirely  
safe and I think a skilful  
use of this will ~~also~~ give  
immense results — especi-  
ally in hard times when people  
are looking out for chances to win.

(over)

At any rate the whole thing is safe — which is its great charm to me — and would seem to have all the elements essential to success —

1 — A specific idea or basis principle of wide and increasing interest.

2 — A man; I have a wide and very fervent following.

3 — The "Bystander's Notes" have been read by about 500,000 people every week for 5 or 6 years.

4 — A good bit of experience and a fixed resolve to avoid the rocks on which I "bust" before.

If I get good returns I shall look  
out for some one to put a little money  
in to print the first few numbers  
and of course give him a good  
show, for he will keep his money  
on a certainty and it will not  
take much.

Can you give me the  
address of that man Hartwell  
at Oil City, who was with us  
on the train? What sort of a  
fellow is he?

Yours

AWP