

Bank House

October 3rd 1894

Dear Mr Laurie

I shall if I can give you a hand with the advertising if I only know how. I think however you select with great taste the suitable extracts.

I would advertise second edition 15th thousand or 20th 1000 or whatever it is whenever it comes out. An advert in the Scotsman front page and if possible in the Glasgow Herald would do great great good. But the Scotsman is exceedingly important. They gave Hall Caine a leader after advertising like that!! they boomed him tremendously.

Here are the two phrases which have come to my eye already and which might be used along with the announcement about the first edition of 10,000 exhausted. Nothing could be better than this for our purpose.

'a charming love story bright tender and vivacious marked by distinction of treatment and steeped in the sweetness and pleasures of the open air' Daily News.

The other notice is from the Star but as I see of Sir Uchtred 'Nor was a warm welcome likely to be lacking seeing how widely the Sassanach had surrendered himself to the charm of the Stickit minister and the Raiders' The Star.

Glad to hear about the repeats. 3 dozen Raiders not arrived but you might send two dozen more if many firsts yet remain. Thanks for care.

Don't think Maxwell's man was at right places but he might go back. Photos not arrived yet.

ever yours

SRC.