

Private here till 30th

Care of John Ruskin, Esquire

Brantwood, Coniston Lake, RSO

23rd November 1894

Dear Unwin

Your letter about the signed titles came to me today. They were sent off from Penicuik on Wednesday or ought to have been and should have been in Clarke's hands the same night.

I am glad you think the Lilac does not need advertising. but I tell you what I do want you to do - 'want it bad'.

Stodder's people are booming 'the Bonnie Brier Bush' like mad, advertising 12,000th which means they are printing, they have finished or nearly the second 4000. I see all over Scotland and the North of England 'the new Scottish writer Ian McLaren' posterred and that '12 thousandth' of a first book made manifest. Now that arouses a desire that my dear and able bodied publisher TFU should so soon as the second Lilac seems on the way and at the end of the 10th 1000 fairly propinate [to] proceed the printing of a third of 10 or 12,000 and advertise twentieth or 30th thousand as may seem good to him in his manifold wisdom. Say out depart unto Hades and mind thine own business - for the business of TFU is also at very abundantly the business of SRC.

Think well on this thing and in thy wisdom direct. I enclose a note of Lang's. He thinks the Academy people are giving us a magnificent ad. So thanks also Dr Nicoll who has I believe written to remind the enemy that I expressly owed my indebtedness 'as' material to the Book of Legends' in the Bookman the same month in which The Raiders was published. He says however that the silly columns will deceive nobody. It has been done to every author, to Scott, Charles Reed, Dickens, (Tale of two cities) and Hardy and Haggard and Barrie. And does not matter a pin. Save as an ad to any of them. No more will it matter to me

ever yours

SR Crockett.