



FARMING

DOUBLEDAY PAGE & CO.
135-137 EAST 107TH STREET, NEW YORKCOUNTRY LIFE
IN AMERICATHE GARDEN
MAGAZINE

December 3, 1908.

Dear Miss Tarbell:

Mr. Lanier tells me that he saw you last week, and that you told him that you did not like to have your books, formerly published by Mr. McClure, transferred to us, giving as a reason that I was the personal friend of Mr. Rockefeller, and had written an article about him which you did not approve of.

I am sure you must realize that we should be very unwilling to publish for anybody who was unhappy in our company. We run the publishing business chiefly for the pleasure we get out of it, and it is not a desirable thing to hold an author against her will; but before you finally decide, I want you to understand our position, and to hear from us directly, because so many humorous newspaper paragraphs have been published on the subject that we wish to be sure there is no misunderstanding.

If you hold the opinion that we would injure your books because we have published any article or articles that you do not approve, in one of our magazines, or that for this reason we would not live up to a publisher's responsibility, which we have assumed in taking over the contract that Mr. McClure made with you, or even that we should neglect the sale and supply of your books, that, I can see, might be a good reason for wishing to transfer their publication to another house. I may say in this connection that Mr. Rockefeller would be the last to approve of such a course, he is not that kind of a man, and if he, or anyone else, suggested such a thing, I can hardly believe you can think we should heed it beyond expressing our opinion of such tactics. I doubt very much if Mr. Rockefeller knows that we purchased the publication rights of your books among the nearly five hundred titles we took over. The subject has never been mentioned between us.

It may be that I am unduly sensitive to silly newspaper rumor, but I should hate to have anybody think that we are afraid to publish your books, and do so properly, or to express our opinions for or against anyone we see fit. It seems to be productive of more trouble for me personally to express my faith in Mr. Rockefeller, over my own signature, than to print an attack on anyone; but I cannot see that there is any reason for my not doing so if I feel that way. There is no man who owns a penny's worth of interest in Doubleday, Page & Company outside of the officers of the



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(2.-- I. M. T.)

company; and no outside person could, and so far as I can recall no one has ever attempted to, influence the expression of our opinion on public questions.

I am troubling you with this long letter, to put the facts fairly before you. We shall be glad to go on and publish the books, if it would not make you unhappy or uncomfortable; but if after reading this tiresome dissertation on publishing ethics you want to have someone else issue your books, let us know to whom you would wish to transfer them, and we will take the matter up.

Yours very truly,

Miss Ida M. Tarbell,
341 Fifth Avenue,
New York City.