

# Cosmopolitan

C O P Y

October 10, 1932

To: Mr. H.P. Burton  
From: Mr. R.E. Berlin

I like Ida Tarbell's "American Plan". Am wondering if she is not getting a little bit too much Westinghouse and General Electric into it. She covers Owen D. Young and Gerard Swope very carefully in the first article. *not mentioned*

Then I notice she says she plans to write articles #4 and #5 covering the electrical industry. Why not take a swing at the food industry, then oil? There must be some outstanding figures in these two industries.

I like the Naumkeag article best.

Article #3 deals with the social problem in a common-place way where she injects Mike Connolly.

Tell Miss Tarbell to be careful not to over-write but to keep it down so that the lay reader will be interested in it. She does it best in article #3.

P.S. Just another thought for possibility of Ida Tarbell incorporating into her "American Plan". One of the major problems in industry today is the training of young men. Why would it not be a good idea for her rather than reviewing Westinghouse, General Electric, Insurance, Old-Age Funds, etc. etc. report definitely a plan whereby various large industrial organizations, whoever they may be, are definitely educating and bringing up young men fitting them for executive positions in their respective organizations?

For instance, practically everyone in the Standard Oil Company today holding a top position started in a gas station. Abraham Straus, in Brooklyn, have something like seven or eight hundred employees working in their store that came to them when they finished college and were trained in their method of salesmanship. George Eastman works somewhat along the same lines -- have one or two hundred men in training in the main plant. General Electric and Westinghouse also work along these lines.

Let us have Miss Tarbell get in back of this sort of thing. This is a constructive move that would awaken the eyes of the leading industrialists of this country and make them appreciate that it is good dividend payer to take the boys out of schools and colleges and put them to work under a systematic plan whereby they could make \$15. to \$20. a week at the beginning and train

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them thoroughly in the method of operation for their respective businesses.

At the present time I am contemplating a subsidiary organization to our company whereby we will keep from twenty to thirty young men fresh out of school working in various departments. In short, when a plan of this nature begins to work smoothly you will find that you are training your own people to carry on for you.

M.  
Encls.