

121 Madison Avenue,
New York, April 29, 1935.

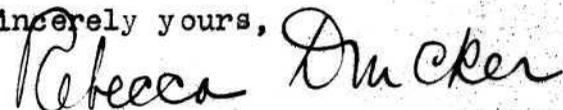
My dear Miss Tarbell:-

I am writing to inform you of the organization of a League of Women Shoppers. The purpose of the League is to inquire into the issues involved in strikes in which they, as consumers, might be interested and, further, the enlightenment of the buying public on the questions involved, with a view to bringing to bear their power as consumers toward some outcome which should be fair to labor. A number of liberal women have already expressed themselves as deeply interested and willing to co-operate in such a venture -- among these are Mrs. Arthur Garfield Hays, Miss Mary Van Kleeck, Miss Suzanne LaFolletté, Mrs. Ruth Pickering Pinchot, Miss Evelyn Preston and Mrs. Helen Woodward.

I need not tell you how difficult it is for the consumer to learn what are the disputes involved in a strike, especially if the strike concerns an advertised product or a large newspaper advertiser. The newspapers then seldom carry any account which would give the consumer any idea that his sympathies may possibly lie with the forces which are striking for better working conditions. The power and sympathy of the consumer constitute a huge unmobilized force which has never been called into play, except sporadically. We propose to make detailed inquiries into given strikes -- going to both the employers and the strikers and, where possible, to mediating boards to find out what are the issues involved. This information will go to our membership in the form of a printed pamphlet with the conclusions of the League and its recommendations for action. This can be individual and voluntary, such as the withdrawing of patronage, or concerted action in voluntary groups. In this way we hope to inject a new element of the conscious and liberal participation of the consumer toward bending strikes to some fair conclusion. Inevitably the entrance of this new element must shorten the conflict and lessen the waste attendant upon strikes.

Will you allow us to place your name on our letterhead as one of a group of fifty well-known women who will serve as sponsors of this organization. This letterhead is necessary before we can start on the main work of organization, and we are in some haste to do this. May we have your answer to this request soon. If you are in sympathy with this plan, your name would add greatly to our strength.

Sincerely yours,



Acting Secretary
LEAGUE OF WOMEN SHOPPERS

Miss Ida M. Tarbell,
120 East 19th Street,
New York City.