

LEADERSHIP MAGAZINE

An Instrument of Public Relations

EDITORIAL DEPT.

BRYANT 9-9032
25 WEST 45TH STREET
NEW YORK

September 25, 1939

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

My dear Miss Tarbell:

I regret exceedingly my inability to have answered your welcome letter of September 15th. As Mr. Bibb of our Editorial Department wrote you, I was ill but am now back at my editorial desk.

It is thrilling to me to know that you have had in mind an article written around your experience as President of the Pen and Brush. Your idea of its value to women, etc., is exactly the slant LEADERSHIP would like you to take. Naturally, some of the story of Pen and Brush will have to be incorporated in your material and this does fit in with our purposes.

We will need your material by October 15th, and three thousand words will be just about right. Naturally, I cannot suggest anything to a journalist of your rare contribution and experience, so do this in your own way.

My dear Miss Tarbell, could you let us have a list of 100 persons from your own choice to whom you should like us to send copies of the Foundation Number of LEADERSHIP, containing your article on the Pen and Brush? We should be glad to do this for you in gratitude for your cooperation, inasmuch as the magazine will sell at \$1.00 per copy, it is equivalent to \$100.00.

We expect to use a photograph of you with your Pen and Brush story, and you might be interested in knowing it is one taken in the door way of your own house in New England by Jessie Tarbox Beals, unless you should have some other preference.

Thanking you in advance and looking forward eagerly to your story, I am most

Editorial Department

Sincerely
LEADERSHIP

Rachel Mack Wilson

Rachel Mack Wilson

RMW:V