

**MC CALL'S MAGAZINE**

232 TO 250 WEST 37TH STREET

NEW YORK

OFFICE OF THE EDITOR

February 4, 1926.

My dear Miss Tarbell:

Since talking to you over the telephone this morning, I have had the matter of the Florida stories up with Mr. Warner, the President of The McCall Company, and he is just as enthusiastic about having you write these for us as I am.

Our idea is that there should<sup>be</sup>/probably no more than three stories, and that the general title should be something like "Florida -- And Then What?" In other words, as I see it there would be one story about what has happened in Florida this winter, a second story about how this sort of expansion is probably going to take place all along the Gulf Coast, and a third story suggesting the sort of scientific colonization which you spoke of, with perhaps interviews with the various Chambers of Commerce and Government officials of these States. As the result of such a series, I believe we might not only interest a great public, but that we might also get some Governmental action along the line of scientific colonization, which I think would interest you a great deal. This material, if you care to, could of course be expanded for a book, or if you found it could not be done in three articles, I am sure we would be glad to arrange for more.

Mr. Warner suggests that I offer you \$3500 per article, with a minimum of three, and others to be arranged for if you find them necessary. These articles should run anywhere from ten to twenty thousand words, each.

I am hoping that your enthusiasm for an exploitation of this whole Florida situation, together with the possibility of presenting the cure, will convince you that you ought to undertake it. Our little talk this morning made me feel that no one in the country can do it justice as you can, and I want to assure you that if you do consent, I shall do everything in my power to cooperate with you, and that I trust it will be only the beginning of a very profitable mutual relationship.

With all best wishes, believe me

Sincerely yours

*Sacharow*  
*57*  
*Harry Payne Burton*  
H. P. Burton  
Editor.

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

*P.S. If you are interested in the project, Miss Tarbell, may I ask you to telephone me as, of course, this is an essential element?*