



LADIES' HOME JOURNAL
The Curtis Publishing Company

Bruce Gould
Beatrice Blackmar Gould
Editors

PHILADELPHIA

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Dear Miss Tarbell:

Some months ago you were kind enough to write me commenting on the editing of the Journal.

Now we are starting an innovation in journalism for women that we consider even more fundamental than the Journal's surveys on "What The Women of America Think".

Beginning in its February issue, the Journal is launching a study of "How America Lives". Month by month, the Journal will enter and report on the homes and lives of families who, taken together, are representative of America's 30,000,000 families.

In this series many of the women's departments of our magazine will, for the first time, be projected in terms of real homes, real families, real people . . . giving living answers to the problems of living which the nation's women face today.

I am enclosing a copy of the February Journal, and I will be glad to hear any reactions you may have to this editorial project which starts on page 47. A stamped return envelope is enclosed for your convenience.

Sincerely yours,

BG/A
Enc.

Miss Ida Tarbell
120 East 19th Street
New York, New York