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BENNETT A. CERF, *President*

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February 10, 1938.

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

Dear Miss Tarbell:

Under separate cover, we are taking the liberty of sending you, with our compliments, a book we are just about to publish, entitled *THE PROMISES MEN LIVE BY*, by Harry Scherman. Everybody who has read this book so far has said the same thing about it; that it is of such a character that no effort should be spared to give it the widest possible circulation, particularly at this time.

— It may seem a very strong statement to make, but I think you will agree, when you have read the book, that for the first time it provides, for the layman, a crystal-clear exposition of those fundamental processes that lie behind the political and economic problems, which have been so bewildering to common men and women during the past ten years. This public confusion of thought, as the author himself says, is the prime problem men and women of today must face; and we believe—and not only we, but all others who have so far read this book—that here, at last, is that unconfused, clear-sighted guidance, in fundamental economics, that every thoughtful citizen has been crying for in the past ten years.

I need hardly tell you that any book on economics, no matter how extraordinary nor how lucid, has a hard row to hoe with the general public, but we strongly feel that concerted opinion, from a few leaders of thought, may well enable us to launch this book and ultimately get it widely read as it certainly ought to be.

If you agree, after reading *THE PROMISES MEN LIVE BY*, that our view of it is not extravagant and that it should indeed have the widest possible circulation, we shall appreciate it very much if you will write us fully what you think about it, and allow us to quote you.

Sincerely yours,

Donald S. Klopfer

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