

THIS WEEK

UNITED NEWSPAPERS MAGAZINE CORPORATION
420 LEXINGTON AVENUE
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Mrs. WILLIAM BROWN MELONEY
EDITOR

May 26, 1939

Dear Miss Tarbell:

For some time we have been running on page 2 of THIS WEEK MAGAZINE articles which we classify in our own mind under the general heading, "For a Better America." They are inspirational in nature; some point out ways in which the individual reader may improve his lot, and some show how America as a whole can improve and is improving. I attach one or two samples of articles which have run on this page. As you see, they are really editorials, pointed up preferably with as many concrete facts as can be squeezed into the space.

The catch is that the articles occupy just one page -- meaning that they cannot be over 1200 words.

It seemed to us that perhaps the most direct way of presenting the ideas which we feel sure you have in the back of your mind on the subject, would be to run an editorial foreword along the lines of the paragraph on the attached memorandum. From that we should like you to jump directly into giving us some of the concrete reasons for your hopefulness about what looks like such a sorry world.

We can pay you \$300.00 for first and second serial rights in America and Canada. You can take as much time as you need, as we do not have to meet a press date on it.

Sincerely,

Richard L. Field
Mr. Richard L. Field,
Article Editor.

Miss Ida Tarbell
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New York City