

CITY OF ROCHESTER

NEW YORK

OFFICE OF THE MAYOR  
8 CITY HALL



February 4, 1932

Miss Ida M. Tarbell  
Bethel, Conn.

Dear Miss Tarbell:

It is, we hope, with pardonable pride that the City of Rochester takes advantage of an opportunity to call to your attention the campaign used here to stimulate business and thereby improve the employment situation.

The enclosed reprint of an article in the March issue of the Ladies' Home Journal tells you of the results obtained in the Rochester campaign. This plan or a similar plan can be used successfully in almost any community.

The Rochester plan is stimulating business. The \$6,000,000 pledged is creating jobs and is moving retail stocks. It has offered the city optimism in place of gloom.

The Ladies' Home Journal will be only too glad to send you further details of the Rochester plan, or an analysis of several other employment-making campaigns that may be more adaptable to your local conditions. They would welcome an expression of your opinion with the understanding that they may use it for publication to further the battle against unemployment and the depression. A letter to this office will start the above material to you.

Sincerely yours,

*Charles S. Owen*

Mayor of Rochester

*L. M. Todd*

Chairman of the Board,  
Todd Company, Inc.

*Edwards Pursh*

President,  
Bausch & Lomb Optical Company

*C. F. Karcher*

Manager,  
Rochester Community Chest, Inc.

*Samuel B. Woodward*

Executive Vice-President,  
Rochester Chamber of Commerce

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