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# Letter: Herbert R. Mayes to Ida M. Tarbell, January 31, 1935

Mayes, Herbert R.

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PICTORIAL REVIEW, 222 West 39 Street, New York

*Herbert R. Mayes, Editor*

January  
31st,  
1935.

Dear Miss Tarbell:

This is to confirm the agreement arrived at in our conversation yesterday to the effect that you will prepare for publication in Pictorial Review a series of six articles, and then an additional six articles if both of us believe the series should be continued. For the first six articles we are to pay you \$600. each, on acceptance. For the second six articles we are to pay you \$1000. each, on acceptance.

Each article should run approximately 2,000 words. And each article, with the exception of the first, should deal as far as possible with some specific phase of America's problem in trying, not merely to outwit the depression, but in restoring the confidence of the American people in their country and in the institutions - industrial and social - which are so definitely a part of it. The first article, in accordance with your suggestion, should be fairly general in scope, perhaps outlining the general problem, and in general setting an inspirational note which undoubtedly should pervade the whole idea.

As I said yesterday, I think that a person like yourself, in a magazine like Pictorial Review, can raise a standard of optimism which our people will cheerfully follow. Today so many of us hear of nothing but unemployment. We should hear / more about the people who have jobs and are happy with them. Today we hear too much of people who, in their declining years, have no money on which to live. We should hear more of people, along in years, who are being taken care of by the industrial and other organizations to which they gave loyal service.

In other words, it seems that the time has come for some one to step forth and express in convincing language a deep and abiding faith in the fundamental institutions of the United States, and in the soundness of the American Republic.

PICTORIAL REVIEW, 222 West 39 Street, New York

*Herbert R. Mayes, Editor*

Miss Ida M. Tarbell - 2

This very morning I was told of the extraordinary work which Mr. P.W. Litchfield (I think I got his name correctly) is carrying on with his employees in the Goodyear Tire & Rubber Company. ~~Would~~ you mention <sup>and</sup> some other industrial organizations of whose welfare activities you are aware. By all means contact any of these that you choose, with the understanding that expenses involved in making such contacts and visits will be borne by us.

If it is at all possible, I should like very much to have the first article in the series by March first.

Please permit me to tell you how grateful I am for the time you gave me yesterday, for your willingness in undertaking this venture, and for the opportunity of meeting you. And as a final word, please let me say, that I am so enthusiastic over the prospect of publishing your autobiography that I find it difficult to await final word from you.

Sincerely yours,

*Herbert R. Mayes*

HRM/aes

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