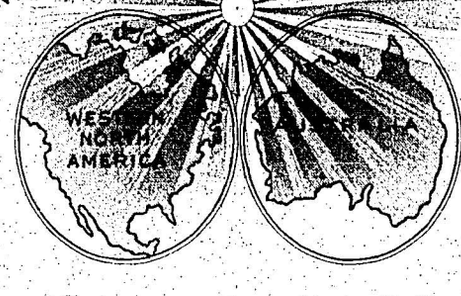
C. H. WHITE, President
BOISE, IDAHO

J. R. ELLISON, Gen'l Manager.
PORTLAND, OREGON

# Ellison-White Chautauqua System

THE SUN IS ALWAYS SHINING ON ELLISON-WHITE TERRITORY




CALGARY, ALBERTA
SYDNEY, AUSTRALIA

PORTLAND, OREGON
BOISE, IDAHO

TENTH FLOOR
BROADWAY BUILDING **Portland, Oregon**

Dec. 12, 1918

Miss Ida M. Tarbell,
132 E. 19th Street,
New York, N.Y.

Dear Miss Tarbell:-

We are pleased that you are going to be with us for the 1919 Chautauqua season and we want to do everything possible to make our relationship as pleasant as can be.

A great deal depends upon the publicity. We do not want to say anything about you that can not be substantiated, or that will make it difficult for you when you appear before our audiences. Our advertising is your printed introduction to each community, and for your success and our own it is very necessary that you be presented in the proper light.

If you have any suggestions or ideas regarding your publicity, kindly write us. We will do everything we can to carry them out.

To get good results in our advertising we must have good pictures and plenty of them. We would like about 8 shiny, unmounted photographs, 6 x 8 or larger. Some of these may be duplicates if necessary, tho we prefer different positions if possible. If it should so happen that you do not have pictures on hand and must have them taken, patronize a theatrical photographer if possible. They put more life and snap into their work than the ordinary studio.

Then, too, we need whatever press matter you can forward to us and any material that will work up into newspaper stories. We would also like about 25 of your office circulars, to be sent out to our representatives for use in promotion work.

We will always be glad to hear from you and we hope to receive your photos, press material and circulars soon.

Sincerely yours,

ELLISON-WHITE CHAUTAUQUA SYSTEM

Kay Andrews

pm/fj

Publicity Manager.

Digital Image, 2009. The Ida M. Tarbell Collection, 1890-1944, Allegheny College Pelletier Library