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Publicity

June 20th, 1935.

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

My dear Miss Tarbell:

With reference to your letter of the 17th in connection with the Shriners' Hospitals for Crippled Children, wish first to say that we deeply appreciate your interest in our work. I had the pleasure of reading your fine tribute of some years ago which appeared in the Delineator, although it did not come to my attention until recently.

Needless to say, we have suffered greatly during the depression years, as have all fraternal organizations, and it is only by the strictest economy in management that we have been able to keep all our Hospitals operating without lowering our standards or deviating from our original purpose. There has been no let up on the demand for our services. Each Unit has a long Waiting List - some 2,000 for all Units to-day.

We know that there is no similar organization doing the work that the Shriners' Hospitals for Crippled Children is doing. We are proud and happy to say that we have completely cured or greatly benefited over 51,500 little children in the twelve years of our existence. It has cost the Shriners of North America approximately \$10,200,000.00 to accomplish this work up to the present time. Children under fourteen years of age whose parents are too poor to have them cared for in regular hospitals are accepted. There are no restrictions as to race, color or creed but they must be of normal mentality. In addition to the above maintenance expenditure, the Shriners of North America have spent over \$6,000,000.00 for grounds, buildings and equipment with which to carry on the work. Every Shriner is mighty proud of this most worth while service to humanity conducted by his Order. We are all struggling against tremendous odds to keep this charity going. We realize the need is greater than ever before. Many Shriners have to make a real personal sacrifice to pay his \$2.00 a year Hospital dues these last few years in order that someone's little child might be made happy and a useful citizen of the future.

As you have stated, the Shriners love their Conventions and have a great time. If you happened to be in Washington two weeks ago you doubtlessly again would have been annoyed by the Shriners taking over the City. The general public, however, does not know all that transpires at these

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Conventions. If you could have peeped in a Board Meeting room of the Willard Hotel, you would have seen fifteen prominent Shriners seriously discussing the problems of their Hospitals - figuring out ways and means of keeping the 15 Hospitals operating as efficiently and economically as possible. These serious minded men had little time for ~~for~~ pleasure - in fact worked nights and on Sunday to accomplish their purpose. As you probably know, our President is a Shriner and interested in the Hospitals.

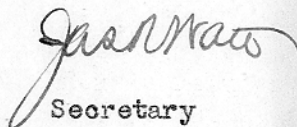
I am enclosing our latest Report, also latest Pamphlet. The Report ordinarily does not go out except to the officials of the Order, but I think it will help you to better understand what we are doing, our financial status and problems. You will note that our fiscal year is as of March 31st, the new fiscal year beginning April 1st of each year, so this Report is the very latest information. A new Pamphlet is in the process of construction and will be published in the early Fall.

Any kind publicity that you feel that you can give to our Hospitals will be deeply appreciated by every Shriner, numbering some 400,000 to-day, as well as by the kiddies.

If your Secretary will advise me when your article is to appear in the Pictorial Review I will be very much interested in obtaining several copies of that particular issue.

I trust that the information given is what you desire, and if I can be of any further service, please be free to call on this office at any time. This is the office of record for all fifteen Shriners' Hospitals for Crippled Children.

Very truly yours,


Secretary

JRW:H