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IN CHARGE OF BOOK DEPARTMENT

HEADQUARTERS:
LIBRARY OF CONGRESS
WASHINGTON, D. C.

31 West 15th Street
New York

January 24, 1920

Miss Ida M. Tarbell
132 East 19th Street
New York, New York

Dear Miss Tarbell:

You will doubtless recall that the day you were in the office Miss Scranton told us of the method she used to create interest in one library. Briefly, it was this: if a play was dramatized directly from a book, the book and other books by the same author were advertised on the screen with the information that they could be secured free of charge at the public library. The title of the book, and books by the same author, or on similar subjects, were posted on the library bulletin board with the information that the book could be borrowed from the library; and that a dramatization of the book would appear at the local theater. She used the travelogues to stimulate interest in books on travel and about foreign countries and the United States.

If you are not going to use this account we would like to give it to one of the editors of a moving picture magazine. Will you please let us know?

Very truly yours,

Marion Humble

Special Publicity Representative

MH/Ta

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