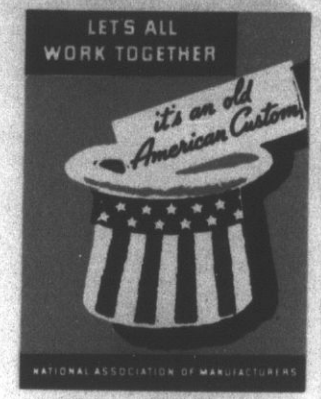


National Association of Manufacturers
OF THE UNITED STATES OF AMERICA
14 West 49th Street, New York

February 3, 1939

Miss Ida M. Tarbell,
120 East 19h Street,
New York, N. Y.

Dear Miss Tarbell:

As one who is active and influential in the work of women's organizations, you must have felt the current tendency toward increasing interest in the future of American Industry. More and more each day this topic is invading the discussions of all groups, because it so greatly affects the security and happiness of our loved ones - the greatest interest we can have.

Moreover, if the channels of business opportunity are to be kept open to our Youth, as they must be, it is imperative that Industry be free to play its tried and basic role of producing needed goods, jobs and profits for the good of all.

The members of the organizations to which you belong, no doubt, would like an authentic expression of Industry's recommendations as to what should be done to achieve this end. The enclosed copy of "Industry's Program for American Progress" is exactly that. Because its adoption by the Congress of American Industry provoked such enthusiastic comment from the press and the public, I am proud to present it to you. But, I am wondering if you and your associates would like a more personal contact with this philosophy. Would you be interested in hearing a qualified spokesman for Industry discuss certain of the vital national issues which affect us all?

The National Association of Manufacturers has developed facilities for making qualified business men, themselves, available as speakers before state and regional meetings of women's organizations. They do not "talk shop," but speak, with the practical authority their experience commands, about the benefits of Industry and the conditions necessary for Industry to make its all-important contribution to the solution of the major problems with which we are commonly confronted.

The accompanying folder, "America's Biggest Drama," gives you a brief but complete picture of the way in which you can bring one of these speakers before one of the larger meetings in which you may be interested.

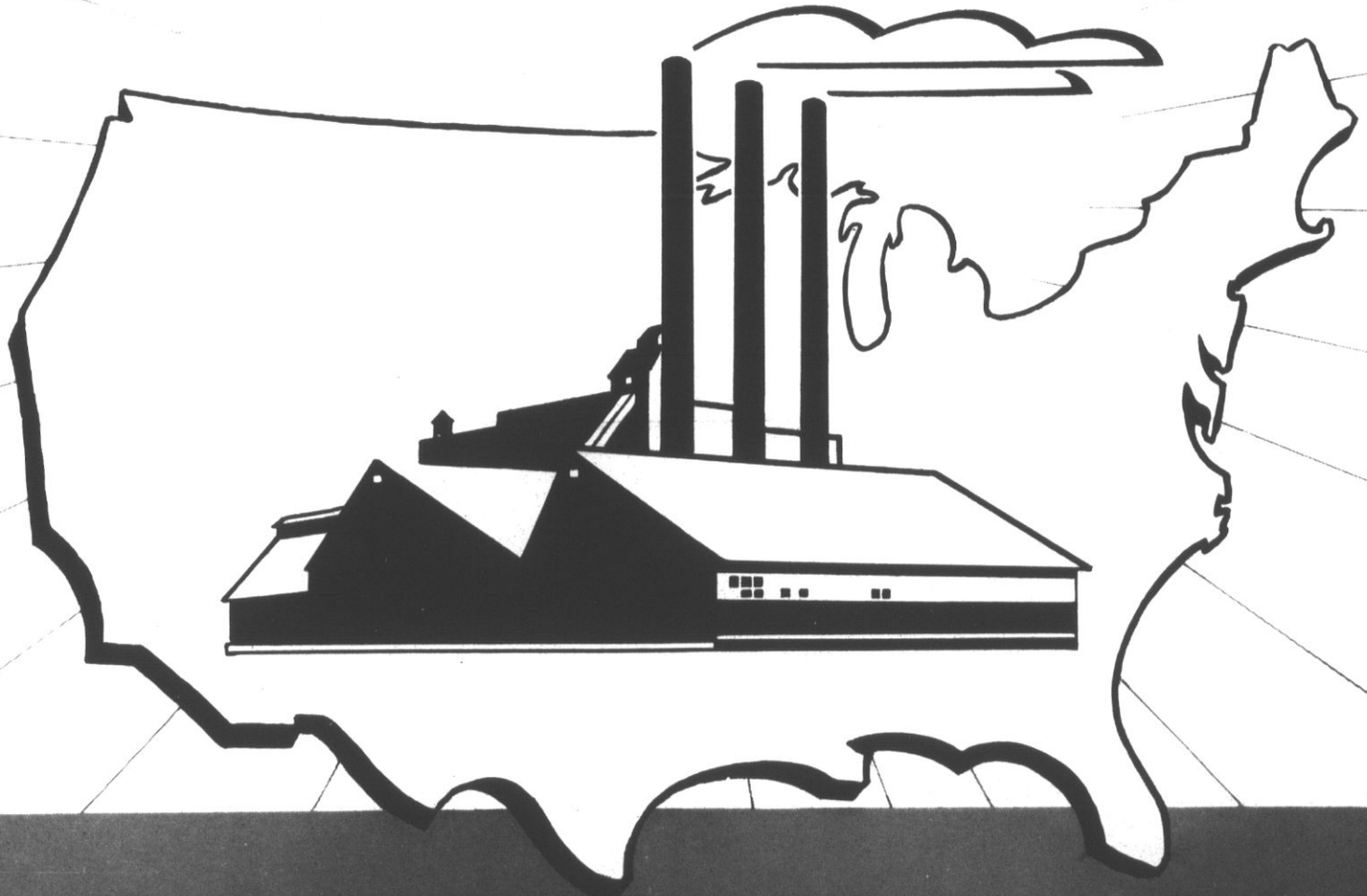
Sincerely yours,

Howard Coonley

HC/ggm
Encs. 2

Digital Image, 2011, The Ida M. Tarbell Collection, 1890-1944, Allegheny College Pelletier Library.

AMERICA'S BIGGEST DRAMA



WILL INTEREST YOUR ORGANIZATION

Digital Image, 2011, The Ida M. Tarbell Collection, 1890-1944, Allegheny College Pelletier Library.

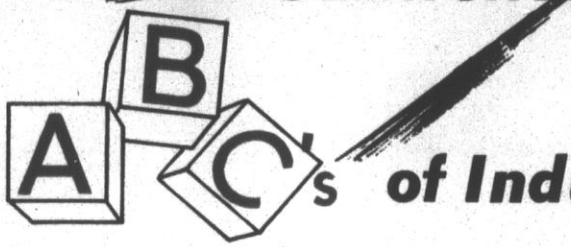
No, it isn't any of the long run Broadway or Hollywood masterpieces that we mean by America's Biggest Drama. For we speak of a dramatic story that has enjoyed an unbroken run of more than 162 years . . . one which has 11,000,000 people in the cast . . . that cost $13,000,000,000 in payrolls last year to enact . . . that vitally affects every one's life, and plays night and day to bring comforts and better living to its audience. It's the DRAMA OF AMERICAN INDUSTRY of which we speak, America's biggest, most interesting, most inspiring drama!

The Speakers Bureau of the National Association of Manufacturers is now engaged in bringing this vibrant story to America via the speakers platform.

The following pages outline the work of the Bureau and show how it is helping to reveal America's Biggest Drama to organizations such as yours.

Digital Image, 2011, The Ida M. Tarbell Collection, 1890-1944, Allegheny College Pelletier Library.

TURNING ~~THE SEARCHLIGHT~~ On the A B C's of Industrial America



The relations between business, government and the public are under close scrutiny today. Industry is examining them minutely. So is government. The public is too—and well it should for of all three, it has the biggest stake in a sound solution of America's problems.

More and more the American people are awakening to the realization that industrial employment, industrial prices—every industrial policy, *per se*—have a direct and intimate bearing on their welfare. They have accordingly set up a demand for "Facts, facts, and still more facts about business and its policies."

Industry Brings the Facts

Industry is prepared to supply those facts, feeling that the individual has a full right to hear these facts, and to hear them delivered straight from the shoulder. Not technical facts about production, sales and advertising problems, for these are but businessmen's problems and concern them alone. But facts all about the broad national and industrial policies that affect the individual as a consumer, as a citizen and as a taxpayer.

We believe the members of your organization feel a personal responsibility for contributing to the betterment of America's future. For all organizations—religious, educational, fraternal and civic included—are founded primarily with the object of serving the cause of America. Thus, if your members were not interested in this objective they would not belong to an organization with principles like your own. Industry's message is a vital one and one they should have the chance to hear.

Qualified Speakers Available

Who is making this message articulate? Men in Industry. Qualified executives and representatives of management in key positions of all industries are being requested to appear before meetings such as yours bring this message to the waiting public. Outstanding public speakers, some of the best known in the nation, are assisting in this program.

What specific topics do their talks cover? The following list of titles of addresses that have already been presented will give you an idea:

Your Stake in Industry
Increased Production the Key to Prosperity
Machines, Jobs and the Standard of Living
The Future of America
The American Standard of Living
Taxes and You
Big Business and Little Business
More for Your Money . . . . the Pattern of American Progress

By all means arrange to have one or more of these talks presented at the next convention of your organization. They are live and of supreme interest to your group today.

Digital Image, 2011, The Ida M. Tarbell Collection, 1890-1944, Allegheny College Pelletier Library.

HOW TO ENGAGE SPEAKERS

The Speakers Bureau of the National Association of Manufacturers cordially invites all organizations who receive this leaflet to avail themselves of its services. Arrangements for a speaker can be made by contacting the Speakers Bureau giving simply

a. Time, date and place speech is to be given (give first, second and third choice of dates in order of your preference)

b. Estimated attendance

c. Type of meeting (audience of men, women or both)

d. Subject of speech

It is advisable, although not always necessary, to contact the Bureau with your request well in advance of the actual date of your meeting. This is to insure time for the Bureau to make changes in itineraries, if necessary to accommodate your meeting, and to enable the speaker assigned to make his arrangements.

TYPICAL ORGANIZATIONS THAT HAVE BOOKED SPEAKERS

Advertising-Selling League of Omaha
Allegheney Valley Foremen's Association
American Forum, Town Hall
American Legion, Department of New York
Annual Sterling Camp Meeting of M. E. Churches of Central Massachusetts
Chautauqua Institution
Chicago Rotary Club
Commonwealth Club of California
Delaware State Education Association
Educational Conference Bucknell University
Executives Club of Chicago
George F. Geisinger Memorial Hospital (Commencement Exercises)
Industrial Nurses Clubs of N. Y., N. J., Pa. and New England
Industrial Relations Conference, University of Michigan
International Convention of Disciples of Christ
Jr. Chamber of Commerce of the U. S. (National Convention)
National Association of Retail Druggists (National Convention)
National Restaurant Association
National Safety Council (Silver Jubilee Convention)
National Stationers Association (National Convention)
New Jersey Medical Society (Regional Meeting)
New York Credit Men's Association
New York State Federation of Women's Clubs
New York League of Business and Professional Women (National Business Women's Week)
N. Y. State Education Dept. Bureau of Industrial Service (11th Annual Convention)
Northern Illinois Dental Society
Ohio State Pharmaceutical Association
Ogdensburg Free Academy (Commencement Exercises)
Oswego State Normal School
State Teachers College, East Stroudsburg, Pa. (Commencement Exercises)
Student Christian Movement of New England
Super Market Institute (National Convention)
Union Meeting of 25 Churches, Pittsburgh
Veterans of Foreign Wars of U. S. (Nat. Convention)

No Charge for Services

The Speakers Bureau makes *no charge* for its services. At times, however, speakers are required to travel considerable distances to keep their appointments, and transportation expenses result. In cases when such expenses are not otherwise provided for, we ask that the engaging organization defray them.

When lack of time prohibits the booking of a speaker, the Bureau is glad to supply facts and speech outlines which can be used as the framework for talks to be presented by members of your group.

Plan now to have America's Biggest Drama brought to your members at the next local, regional or national meeting of your group. It's a message they want to hear and *need* to hear.

THE SPEAKERS BUREAU
National Association of Manufacturers
14 West 49th Street New York, N. Y.

Digital Image, 2011, The Ida M. Tarbell Collection, 1890-1944, Allegheny College Pelletier Library.

Industry's Program for

AMERICAN PROGRESS

1939

Adopted at the National Association of Manufacturers' Congress of American Industry

New York, December 8, 1938

Digital Image, 2011, The Ida M. Tarbell Collection, 1890-1944, Allegheny College Pelletier Library.