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June 17, 1935

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

My dear Miss Tarbell:

Herbert R. Mayes, editor of Pictorial Review, has written Mr. Swope, who is to be the new chairman of the 1935 Mobilization for Human Needs, to this effect:

> "Perhaps the articles by Miss Ida M. Tarbell, which I am attaching, will be of some interest to you. I am sure that of definite interest to her is the Mobilization effort you now have under way. Will it be possible for some one in your organization to acquaint Miss Tarbell with its activities? Her address is 120 East Nineteenth Street, New York City."

Mr. Mayes' letter was sent in response to one written by Mr. Swope, asking if it would be possible for Pictorial Review to run an article "interpreting private welfare services and their importance at this particular time," during the fall months.

I judge from Mr. Mayes' letter, which was accompanied by two very excellent editorials written by you, that he thought possibly you might be interested in using our material in one of these editorials.

The slogan under which we go out this fall to raise money for private welfare services is "Be a Good Neighbor." This makes me wonder if it would not be possible to discuss neighboring from the early days in this country up to the present time. I do not know whether this would interest you or not, but we have some excellent material which would play into such an editorial, if you thought you wanted to lend your help to it.

September, October and November are the important months for us.

I shall be glad to talk the matter over with you or to write you more fully regarding it, if you think there is a possibility of editorializing this subject for Pictorial Review.

I hope you are out at your country home, away from the city heat. Cities were surely never intended for occupancy during the summer months.

With every good wish,

Cordially yours,

Louise Franklin Bache

Louise Franklin Bache
Director of Public Relations

LFB/bh

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