COPY

October 20, 1932

TO Mr. H. P. Burton

From: R. E. Berlin

Subject: Ida Tarbell "American Plan"

I had luncheon today with J. M. Linforth, Assistant to the President of the Goodyear Tire & Rubber Company. Was talking to him about Ida Tarbell's "American Plan" that we are going to run in Cosmopolitan.

He tells me that the Goodyear Tire & Rubber Company have an Employees Council patterned exactly after the legislative bodies of the United States - namely, there is a House of Representatives consisting of 78 men; a senate consisting of 25 men.

All problems with regard to salary adjustments, welfare of the workers, etc. are taken up before the Congress and Senate, so to speak, before being definitely acted upon by the Management.

Last year Goodyear were forced to cut the time of their men from 24 hours to 16 hours a week. The President of the Company appeared before the combined bodies of their legislative branch, showed them the balance sheets; showed them the condition of their orders; pointed out definitely to them that it was impossible to continue on the 24 hour a week labor plan - hence the cut to 16 hours.

In the ten or fifteen years that P. W. Litchfield has been President of the Goodyear Tire & Rubber Company they have never had a strike, never had any labor dissatisfaction.

I think it would be an excellent idea if Miss Tarbell would go to Akron one time in the not too distant future - talk to Mr. Litchfield, talk to Mr. Firestone and others in the tire industry with regard to incorporating into her forthcoming articles in Cosmopolitan something about the rubber industry along with General Electric, Westinghouse and others. This is just another thought I happen to have with regard to the proposed series.

Wish that you would convey to Miss Tarbell again that I think her proposed series of articles can be the most constructive bits of writing that have ever appeared in a magazine in America. She has it in her power to do a job far superior to the job she did many years ago when she broke up the Standard Oil. As Miss Tarbell realizes, we are confronted with an entirely different set of conditions today compared with 25 years ago.

Now is an opportunity for Cosmopolitan to point the way and lead the industrial leaders out of all this chaos. Miss Tarbell is the one person I think that will be able to do this.

B.

Some > or of these
Unintended Barrels

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