

PUBLISHED BY
S. S. McCLURE COMPANY,
44-50 EAST 23RD STREET,
NEW YORK CITY.

WESTERN OFFICE
McCLURE'S MAGAZINE.
1451 MARQUETTE BUILDING.
CHICAGO.

LONDON OFFICE
HASTINGS HOUSE,
NEPOLL STREET, STRAND.

November 27th, 1905.

Dear Miss Tarbell;

I was glad you finally broke your silence and sent me a letter, and I am going to reward you by confiding in you a tremendous secret. I am doing it also because you and Mr. Phillips might naturally be getting anxious about me, and in case Mr. Phillips should be so, you can tell him now that everything is all right. I enclose prospectus of a little scheme I have for the founding of a magazine, and I may say that I shall be able to leave this town at the end of the week with about \$200,000 capital pledged, and can easily raise the rest within a month. The scheme is a goer, please everybody to whom it is proposed.

Our struggle to get up an editorial page may be a struggle in somewhat the wrong direction. My notion of an editorial page was not so much an editorial page as a news department with editorial expression, whenever necessary, to make things clear. There might for example be editorial expression on the Sunday closing of saloons, which is very generally agitated and which Folk has demonstrated to be possible in St. Louis; and I am sure an editorial expression of the fact that the magazine is after the absolute truth and is inimical to no class, and especially is not inimical to corporations, and is eager to do them absolute justice, would be very good. This idea properly worked up would be a good thing I know from what large corporation men are think-

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ing and feeling.

I saw the Wyatts and had Edith to lunch. She still feels just the way she did about that other matter, but she is in New York now -- that is, she is going to New York to-morrow, and going to have the Bryn Mawr girls (some of them), including Miss Diamond. You remember her, and I hope you will be able to see them all.

Now in regard to Mrs. Williamson, let me hear from the office at once with her exact address, so I may be sure to see her. I am stopping at Cleveland as well as Pittsburg on this little business I have.

Now tear up this prospectus I send you and forget I have told you anything about it, excepting if Mr. Phillips should be anxious, you can tell him that you know all about what I am stopping in Chicago for and everything is right as right can be.

I was going to see White. He was coming to Kansas City to see me just as he was telegraphed from John to write an editorial, and I felt very dubious about being able to get stuff that way.

By the way, I wish you would suggest to the boys that the most timely kind of an ad at the present time, judging from the news in these western papers, would be announcing Folk's success as set forth in the magazine in closing the saloons in St. Louis on Sunday. That is going to be a pretty warm question through this country. Going on to this editorial department, I think that we could try to cover both ideas - that is, editorial expression of opinion in the

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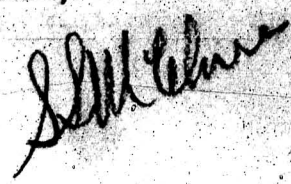
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magazine, and secondly, little news articles like the one about Hughes. If we could get up sixteen pages, with an average of sixteen different titles, vital and timely and interesting, it would add enormously to the popularity of the magazine. As soon as I get back I will help work on that.

This new magazine I am getting up is going to have an enormous circulation, and we shall be able to publish more stuff than we do in McClure's. Also it will be more flexible in its editorial policy in the sense that we can publish any amount of short stuff in it. We can use the pages more as we would a weekly.

It is difficult for me to tell when I shall get home. I shall not be home certainly short of a week. However, I shall undoubtedly be home by the middle of next week. I am unusually vigorous in every way, more so than I have been for years.

Very sincerely yours,



Miss Ida M. Tarbell,
New York City.