

THE LADIES' HOME JOURNAL
PHILADELPHIA

MR. BOK'S OFFICE

January fourteenth
Nineteen hundred
and fourteen

My dear Miss Tarbell :

I think there is a good chance to attract the attention of men to the whole woman question by a, say, twenty-five hundred or three thousand word article under the title of "If I Were a Man : How I Would View the Modern Feminine Tendencies" : the tendencies in dress, dancing, extravagance, vote, apartment house life, etc., etc. With your knowledge and ability, and your sane view of the situation, I think you are the woman to do it. Will you, if I pay you two hundred and fifty dollars for the article ? There is a chance here and a good

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one, it strikes me, for the kind of straight-from-the-shoulder, direct talk that a man likes, and you can do this better than any woman writing.

What say you ? Copy whenever you can.

Sincerely yours,

Edward Bok

Miss Ida M. Tarbell

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