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JOHN R. DUNLAP
EDITOR AND PROPRIETOR

New York, January 29, 1921.

My dear Miss Tarbell;

I send along the enclosures only because I am sure the reading of them will rest you.

And all I want to now say in addition is that I am sure we shall be able to persuade MacMillan & Company to undertake the publication upon fair terms, and I am even more confidently sure that ultimately we shall be simply obliged to publish the "Handbook of Women in Industry edited by Miss Ida M. Tarbell," precisely as we planned in the beginning.

Sincerely and faithfully yours,

John R. Dunlap

Miss Ida M. Tarbell,
General Delivery,
Sioux Falls, S. D.

JRD/MH

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Copy
For Miss Tarbell
JRD

January 20, 1921.

My dear Mr. Latham:

Your kind favor of the 20th instant came promptly to hand, and I have since had the pleasure of a most inspirational interview with Miss Tarbell on the proposed 250-page book which we have planned.

Miss Tarbell is quite ready and eager for the work, and she plans to take it up immediately upon her return from the current lecture engagement. More than this, she is anxious that you and I shall come to some agreement so that you, rather than Doubleday, Page and Company, with whom we have recently come into association, shall undertake the general sale of the work. She tells me, however, that she fears you will balk at the proposal of assuming any share of the actual and necessary cost which we have already incurred in equipping her for the production of a book which must be genuinely and authoritatively technical in its foundation. This stumps me at the start because we have already expended considerably over $2000 in preparation for Miss Tarbell's work, and every penny of that outlay has been both wise and necessary. In the nature of things, therefore, I feel that you should be willing to share at least a reasonable portion of this outlay, because the papers which Miss Tarbell has already written for our pages make it plainly evident to me that such a book as she now plans to write, will undoubtedly have a very wide and steady sale, with absolutely certain profit to those who publish it.

Heretofore, the sale of our books on the science of management have had only a limited sale to our strictly technical constituency, because we have absolutely made no effort outside of that. In recent months, however, Messrs. Doubleday, Page and Company have been in active negotiations with us, of their own volition, to undertake the popular and general sale of all our books, and especially our new books. As the result of our negotiations, I now have before me a letter from Mr. H. S. Houston, vice president of their

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company, which begins as follows:

January 6, 1921.

Dear Mr. Dunlap:

Following the interesting conference I had with you and your son at the Engineers' Club the other day, I am putting in the form of a letter what I understand to be the general spirit of the agreement that we have reached.

We are to at once enter upon a friendly alliance which we both hope and believe may continue for a long time to our mutual advantage, but which we both agree can be terminated at any time, upon reasonable notice, providing either party to it should become dissatisfied.

I have as yet made no mention of our new plans as to Miss Tarbell's book, because you have long been her publishers and naturally she prefers that we should undertake the publication of the book through you. This would not only be doubly agreeable to me on Miss Tarbell's account, but I really see no necessity for having the negotiations terminate otherwise. We can not only handle the one thousand copies of the book at ninety-five cents per copy as you propose, but I am entirely sure that we can sell many more copies besides without in the least interfering with your general sale.

Under these circumstances, I hope very much that we will be able to reach an agreement on the subject, and since my son, Mr. John R. Dunlap, Jr., and my colleague, Mr. John H. Van Deventer, are in entire charge of our book department, I want to suggest that you and perhaps Mr. Brett also can arrange to have a conference upon the subject at as early a date as practicable, because I am definitely booked

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to leave for Florida on Tuesday next for a much-needed vacation and rest.

Hoping that you will be able to reach an agreement, I am

Very truly yours,

M. S. Latham, Esq.,
The Macmillan Company,
64 Fifth Avenue,
New York, N. Y.

JRD/VAL

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