

IVY LEE AND T. J. ROSS

FIFTEEN BROAD STREET
NEW YORK, N. Y.

W. J. ROSS
NORMAN CARTER
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EDWIN P. DAKIN
J. M. REPLY
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IVY LEE, JR.
F. E. DULLES
WILLIAM W. CARRY

Handwritten signature: Ross
GIVEN ADDRESS: 15 BROAD STREET, NEW YORK

Handwritten notes: Sg, PL, me
November 2, 1935.

Dear Mr. Burton:

You asked me for a memorandum which you might use in your discussion with Miss Ida Tarbell in reference to the proposed article about the Chrysler Institute of Engineering.

Perhaps the simplest way to comply with your request is to send you the enclosed copy of a radio discussion of the Institute to be given Sunday night by Mr. Fred M. Zeder, Vice Chairman of the Board of Chrysler Corporation and Chief Engineer, and Mr. K. T. Keller, President of the Corporation.

To what extent you would be interested in the research activities undertaken by the Chrysler engineering laboratories, I do not know, but it is a fact that many of the fundamental advances in automobile design and construction have been pioneered by Chrysler engineers, viz., four wheel hydraulic brakes, low center of gravity, floating power, inter-locked body and frame, scientific distribution of weight.

If Miss Tarbell undertakes this assignment, I would think she would want to talk with Mr. Carl Breer who, I understand, is the father of the idea of the Chrysler Institute of Engineering, with Mr. Zeder himself, who is head of the Institute, and with Mr. K. T. Keller, who for many years has been in charge of all production activities in the Corporation's plants and who would be in a position to give Miss Tarbell some interesting views as to how the Corporation's educational activities tie in with production.

If this does not give you the start that you want, please let me know. Perhaps it would be of some real value to Miss Tarbell if she undertakes to do the article to spend some time with me during which I could give her, briefly, some of the background that she might like to have.

Looking forward to hearing further from you,

Sincerely yours,

Handwritten signature: T. J. Ross

Mr. H. P. Burton,
Editor, Cosmopolitan Magazine,
57th Street & 8th Avenue,
New York City.