

December 5, 1934

Dear Mr. Mills:

I am enclosing the Times editorial containing a few remarks of mine at the dinner of which I spoke to you the other day. My friend, Dr. Finley, wrote the piece and I am not sure whether he was jibbing or complimenting me when he called me "an American slyll!"

I had some more things to say on this matter. My notes are very rough, but the gist of them was something like this -

"Economic, political and much of the social philosophy of today is summed up in that terse and brutal phrase, 'Business is Business.' Wealth is the major of progress.

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"We have given that philosophy *its head* for fifty years, given it a chance to see what it can do for itself. The miseries and bewilderingments of today are the result - the logical conclusion of giving the moral law a secondary place in human affairs."

Now as to that letter I wrote you over a year ago - I think I destroyed it, but it suggested what I suggested the other day to you a discussion of this whole business of salesmanship. What I particularly wanted was to get your notions of creative salesmanship. You had been telling an experience of your own which seemed to me to put salesmanship on a higher plane than I had ever seen it. I think that should be done and at the same time there should be developed out of your experience the "iron glove" of which we talked.

I am sure there is a great article there. If you are willing to sign it I should be delighted to act as a ghost writer. Can we talk it over sometime after the holidays?

I should say that I was delighted at your response to my suggestion.

Kindest wishes to Mrs. Mills.

Very sincerely

Mr. James R. Mills
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New York City