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FRANKLIN SQUARE, NEW YORK

July 7, 1923.

My dear Miss Tarbell:

Although your book will not be on the market until fall, you most likely know that it is already in process of publication. Our salesmen are already paving the way for publication date and it is at their request and at the request of our mail order and advertising departments which also work far ahead, that I am writing to you at this early date.

First, may I bother you for a short autobiography or biography (preferably the former) of from two hundred and fifty to five hundred words, giving not only the bare facts of your life such as may be obtained in Who's Who but the "human interest stuff" as well. The more detailed you make it the more the insatiable public will like it.

May I also bother you for a list of the various cities and towns in which you have lived? This information helps our advertising department place the ads of your book most advantageously, provides a good selling talk for our sales staff, and shows me what newspapers will be especially hospitable to publicity stories.

We also need a list of the organizations and clubs to which you belong so that we may send out circulars to the members announcing the publication of your book. If you know of any special list of names to which you would like us to mail circulars, won't you make note of it?

As every author can describe "the" book better than can anyone else, would you care to send us a little descriptive matter to be used in circulars, advertisements, publicity notes, etc? Any other plans and ideas for the sale of your book that you have in mind will be deeply appreciated and conscientiously carried out.

And last but not least, won't you please send me your very latest and very best photo? If you haven't a photograph, please do have one taken at once if only the three for a dollar postal variety.

I know this seems an awful lot to ask of one defenseless author! I really could not scare up the courage to write you this letter if I did not realize that your co-operation is necessary for the success of your book. I am sure that you will realize that too - somehow or other, our authors always do.

Sincerely yours,

Ruth Raphael

RUTH RAPHAEL
Publicity Manager.

Miss Ida M. Tarbell,
119 E. 20th St.,
New York, N. Y.

RR/CD.

Digital Images, 2011. The Ida M. Tarbell Collection, 1890-1944, Allegheny College Pelletier Library.