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New York, August 2, 1920.

Mr. John R. Dunlap,  
New York, N.Y.

Dear Mr. Dunlap:

In conformity with your request for suggestions concerning the first article in the series on Women in Industry by Miss Tarbell, I wish to present the following:

First, however, I must express a sincere admiration in the extremely careful and comprehensive way in which Miss Tarbell has inevitably approached this work. It indicates a thorough belief in the importance of such a Handbook. I am sure that no one piece of work could be more important in advancing the cause of Women in Industry than the preparation and publication of a Handbook of this kind.

To make this book achieve its full purpose with the least resistance and in the shortest time, it must present the facts of the case to executives and leaders in industry who are in the best position to assist in a practical way in obtaining for Women in Industry a position that we know they are capable of filling.

These men are all busy men and are approached from many different angles every day. By introducing Miss Tarbell through the pages of Industrial Management a great deal will be done to facilitate recognition by these men, but I would suggest going one step further and shaping the first article or at least part of it definitely from the executive's point of view.

This can be done in two ways, both of which I think are desirable. The first is by an introductory editorial written by yourself, and calling attention to the importance of the series, the reputation of its author, the various points of view kept in mind for the purposes of this work, and the amount of care and time that is expended in compilation of the data. I would even suggest going so far as to make this different from an ordinary editorial by enclosing it in a box or border on a full page opposite the first article, which would in addition make the same type matter suitable for distribution by circular.

The second way of "selling" this series to executives is in the introductory article to call attention to something that they do not probably know and which will indicate some of the valuable points that they may learn by reading this series and obtaining the Handbook. I am sure that among the various data that have been collected will be found a number of instances which could be worked up for this purpose.

Very truly yours,

