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1934 MOBILIZATION FOR HUMAN NEEDS

1810 GRAYBAR BUILDING
420 LEXINGTON AVENUE
NEW YORK, N.Y. · MOHAWK 4-6605

OCTOBER 21 TO NOVEMBER 11

NEWTON D. BAKER, Chairman
MRS. FRANKLIN D. ROOSEVELT, Chairman
National Women's Committee

ALLEN T. BURNS, Executive Director

September 14, 1934

Miss Ida M. Tarbell
120 East 19th St.
New York City

My dear Miss Tarbell:

I am very contrite about not sending you, as I promised, the feature which came out in the New York Post, September 5th. We are delighted with it and we hope you will be, too. Mr. Burns was particularly pleased and asked, "Do you know who is the most popular woman in the National Women's Committee?" Then, before I had time to answer, he said, "Miss Tarbell."

I shall be anxious to hear what happens in connection with the Liberty article, also the Herald Tribune one.

In the meanwhile, as if it were proof of Mr. Burns' statement, the Parents Magazine has written to us, saying that it had seen your name in the National Women's Committee and wondered if you would write an editorial for it for December. I am loath to submit this request to you but, inasmuch as it was put up to me, I feel that I should pass it on. I do not want you to feel in any way embarrassed by it, but if you should feel that you have time to write it, it would of course be a very wonderful thing. They want something on the Mobilization. Editorials are run on only one page in that magazine, so it would not have to be a long article.

It occurred to me that an article on teaching children to know about their neighbors and getting them interested in giving would be an interesting one for the Christmas season of the year and for such a publication as the Parents Magazine. Such a theme could easily be attached to the Mobilization and its educational campaign.

I feel that we have "knocked at your door" altogether too many times and I am embarrassed about this last request that has come in, so please have no hesitation in saying that it is not possible, if you are busy.

I am sending you also a duplicate copy of the article which you are now sending to Liberty. I had three copies made and thought you might want this

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one for your file.

With every good wish, I am,

Cordially yours,

Louise Franklin Bache
Director of Public Relations

LFB/bh

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