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Evelyn Reynolds

RADIO AUTHORS, INC.

120 WEST 42ND STREET
NEW YORK

October 1st, 1930

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

Dear Miss Tarbell:

It is the purpose of this organization to secure the work of authors of outstanding reputation with a view to extending their output in the larger field of radio broadcasting. You will, we believe, agree that radio is progressing toward a higher plane of achievement. The quality and character of programs we purpose making will exceed all previous efforts in this direction.

Many distinguished persons in letters and the arts are cooperating with us in the preparation of worthwhile though definitely popular programs. The audience is limitless.

This corporation has been the leader in its field for two years. It is a company affiliated with Warner Brothers, Inc., Brunswick Radio Corporation and Brunswick Recording Laboratories, Inc. We have offices and plants in New York and Chicago and offices in Detroit.

Our plan embraces broadcasting through the medium of electrical transcriptions (records) made from the author's script. These transcriptions are released simultaneously to chains of stations and broadcast, at fixed hours, throughout the country.

We should like to include you among our authors and if you desire enlistment in our plans, on a pay-in-advance basis, please sign the attached working arrangement, keep the original and return the copy for our files.

It would be a pleasure to see you personally if you care to stop in and discuss this matter more in detail. In any event, we will appreciate a line from you about this matter.

Sincerely yours,
Perriton Maxwell
PERRITON MAXWELL
Editor

PM:HC

Digital Image, 2009. The Ida M. Tarbell Collection, 1890-1944, Allegheny College Pelletier Library