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FIELD DIVISION
OF THE
COUNCIL OF NATIONAL DEFENSE
WASHINGTON

October 24, 1918

Miss Ida M. Tarbell,
132 E. 19th St.,
New York City.

My dear Miss Tarbell;-

I have yours of October 21st. First, Mrs. Becker; Mrs. Becker herself asked me if there was any possibility of getting her on this pay roll, and as I understand it, she is now out on a lecture tour. On her return, I am going to ask that you talk with her and make the necessary recommendations covering the expenditure. You will of course know her conditions, and how much she should have, better than I do.

Second; In regard to the Foreign News. I am strongly of the opinion that we should continue this Foreign News in some fashion, if we can get Mrs. Becker to get the stuff together. I believe we can make distribution all right, if we can get the money to handle it.

Third; In regard to the dummy, we will send you a copy of that as soon as it is prepared. The fact of the matter is, I had no intention of making up a dummy until you asked for one, but simply arranged forms of set-up in such fashion as to get the best use of the type of the Government Print. Generally, when I have made up the first issue of a new publication, I have gone into the printing shop myself, and worked with the printer on the stone, studying his type founts and mechanical arrangements for his printing. In that way, we have been able to get the very best line-up with the conditions as they exist, rather than asking for something which in the case of the Government Print, they would probably be unable to furnish.

My idea is that we will have a box on the front page, carrying the title very much after the style which appears on the first page of reading matter in Colliers; that the first page will run two columns 10 point, with a dividing rule; that our captions should not be in center, but should break at the left, under a 4 m slug rule. All headings to be upper and lower case, department headings large, and sub-heads small. All articles to be short and not many departments in the magazine, mostly straight, general reading, on as wide a number of subjects as possible. The interior pages will probably run three columns 8 point. The magazine title to be run along inside bound edge, just about the double rule, the rule to be just as long as the title type.

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A rather general idea of the whole thing would probably be the make-up of the New Republic.

Mrs. Wilkes and Mr. Murphy are working out the details in pretty nice fashion.

I have asked Mr. Buehl to mail you a copy of everything that goes out.

Very truly yours,

NEWS SECTION

J M Rogers

ASSISTANT CHIEF.

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