

Pictorial Review
222 West 39th Street
New York

Herbert R. Mayes, EDITOR

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9th,
1935.

Dear Miss Tarbell:

Because we won't have the privilege of publishing your autobiography in *Pictorial Review*, your decision has left all of us here with a feeling of disappointment. Each one of us, however, holds you in even higher esteem. There are very few people who, on any basis, would have foregone the opportunity of receiving a substantial sum of money. To do so for the sake of a principle is, in our experience, pretty rare indeed.

As a book, your autobiography will be sought and read by that large public which, with admiration, has followed your glorious career. Serialized, in a popular magazine, it would reach but a small portion of these people; and it would lack a popular appeal which is demanded by the masses. It is my aim and ambition gradually to bring to the pages of *Pictorial Review* the highest standard of fact and fiction, but I am under no illusions about the rapidity with which this goal can be achieved. Constantly I am faced with the problem of deciding between what I believe to be good and what I believe will build newsstand circulation. I do not believe that the two are incompatible; but in the operation of a property which is not my own my conscience compels me to follow the proved rather than the unproved course.

Your graciousness in general, and your quick understanding of our problem in particular, leave all of us here more than a little abashed. I do not know what more I can say than this, that jointly and severally, we wish you the fullest measure of success with your autobiography, and that we hope the coming year will bring you an abundance of good health and good luck.

Very sincerely yours,

Herbert R. Mayes

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