

1934 MOBILIZATION FOR HUMAN NEEDS

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OCTOBER 21 TO NOVEMBER 11

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August 31, 1934

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

My dear Miss Tarbell:

Even if the Saturday Evening Post was founded by my great, great, great grandfather, I have always nursed a very real grudge against it. In view of the events of the past few weeks, this grudge has grown.

This is all by way of telling you that I like both of your articles and can see no reason why, now that they are written, they should not be placed in other publications and bring in to you some dividends. If you approve, what do you think of this suggestion: that we try to place "Love Thy Neighbor" in the Herald Tribune Sunday Magazine ~~Section~~ and the second article in Collier's? Both of these magazines being weeklies, I think we might be able to get the articles in just at the time that they would do us the most good.

I have not taken the matter up with Mrs. Meloney, nor with Mr. Chenery. I thought you might prefer to do that. For some reason, I think that they rather dislike having social workers bombard them, as we do only too frequently. I think Mrs. Meloney would be quite agreeable to the idea, because your last article in her magazine received a great deal of comment and she seemed quite delighted with the appreciation expressed.

Mr. Chenery has written a very nice letter to Mr. Baker, promising cooperation with him in the campaign and indicating a desire to publish articles on welfare work.

If these suggestions meet with your approval, I think that the article "Love Thy Neighbor" should be published under your name only. I have gone over the copy which I have and indicated the parts which I thought you would want to take out. The first part so marked referred to the

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Saturday Evening Post, which I imagine you would not want to mention if the article were used elsewhere. The last section was Mr. Baker's comment and I thought you might like to add your own ending to this.

The second article I am keeping a day or two longer, because I want to check up on a few facts...If you would like me to take the matter up with Mrs. Meloney, I should be very happy to do so, or if you think you would prefer to send it to her, you might state that Mr. Baker was very anxious for such an article to be published and that the 1934 Mobilization for Human Needs would give it wide publicity if used.

I am hoping to see you again in the near future. It has been a very real treat to have had ~~these~~ few glimpses of you during the past year.

Cordially yours,

Louise Franklin Bachs

Louise Franklin Bachs
Director of Public Relations

LFB/bh

*We are so happy to meet
you and to see you in the office
if you wish.
LFB*