

GENERAL ELECTRIC COMPANY
120 BROADWAY, NEW YORK

OFFICE OF THE
CHAIRMAN OF THE BOARD

October 6, 1950.

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

Dear Miss Tarbell:

I told Mr. Young what a very nice talk we had the other day and he has given his consent to your proceeding with the project as you have outlined it.

Personally I am delighted to be able to give you this report. I have mentioned your plan quite confidentially to several people down here who I thought could be most helpful to you, and without exception they were enthusiastic and more than ready to cooperate. I am certain you will encounter no difficulties on that score.

You asked me to put in writing, as a matter of record, my understanding of the proposal which we were agreed on the other day. From my point of view this is quite unnecessary, because I don't anticipate any misunderstanding in any case, and I have every confidence in your discretion. However, since you requested it, this is my understanding:

(1) Your subject is Mr. Young as a business man, his philosophy of business and its significance to our social and economic development. Your aim is, of course, a critical and dispassionate study, and would include a study of Mr. Young's career as it illus-

Miss Ida Tarbell.

- 2 -

trates or is otherwise related to recent trends in business development.

(2) The result you seek is an interpretation and evaluation which will be brought to the public in a series of magazine articles (you mentioned the American Magazine) which could then be expanded into a book.

And now won't you consider me at your disposal? I want you to feel free to use whatever material we have, and of course you will form your own judgments from it. My only part in this enterprise I conceive to be to point out to you such material as I know exists and suggest those who might be the most likely to help you further. If you are to be down town in the near future it might be helpful if you could pay me a call here at the office so that I could show you in a preliminary way what we have down here.

Finally, may I say in all sincerity that it was the greatest pleasure for me to discuss these plans with you the other day and I am delighted that we were in such complete agreement as to the nature of the work you propose. Most people want to write mere eulogies and Mr. Young is sick of them, and has even said he should think the public would be too!

With kindest regards, believe me,

Very sincerely yours,

Ernest Case