

D. APPLETON & COMPANY  
35 WEST 32ND STREET  
NEW YORK

LONDON OFFICE 25 BEDFORD ST. COVENT GARDEN  
CABLE ADDRESS HILANDERO

21 March 1925

*dictated - sent by S.*

Dear Ida:

Congratulations upon the opening installments of the book. Excellent. Full of life and interest. Your approach is just right. I am more than pleased.

Please send me as soon as possible the chapter analyses, also a few brief stories touching the high spots. I need too some biographical data about Ida M. so send me a list of your most important books and anything that would be of interest to librarians and make a good story for the salesman to tell to the buyers in the book trade.

Please look over your supply of photographs and send me a good one of yourself. I wish this for two reasons, -- first, I need an autographed picture of you to hang between my photographs of Margaret Deland and Edith Wharton, flanked by Joe Lincoln and Brand Whitlock. This for inspiration at the daily job. Second, I can have this reproduced for post cards to be used through the publicity department with literary supplements, periodicals, etc.

When can you send me the needed data?  
I am working on salesman's dummies.

Yours faithfully,

*Roger*

Miss Ida M. Tarbell

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