

Gould, Bruce
Curtis Publishing Co.
1946-49

*File
she called me*



LADIES' HOME JOURNAL
The Curtis Publishing Company

Bruce Gould
Beatrice Blackmar Gould
Editors

PHILADELPHIA
May 20, 1946

Dear Miss Thompson:

I feel sure Mrs. Roosevelt will be glad to know that the response to our article on her interview with the Goulds has been overwhelming. We have now some two hundred letters addressed to her, aside from those to the editors and hundreds to the agencies themselves. We, of course, are much heartened by the warmth of our readers toward less fortunate people, and we are anxious to channel their desire to help in the best direction.

We are drafting a letter to all the relief organizations in order to find out how many of them furnish individual names and which ones of them would prefer to have the letters sent directly to their office.

In the meantime, I should be extremely grateful for a letter from you clarifying a couple of points. Among the group of letters received on May 16th from Mrs. Roosevelt were three with notations but no indication as to whether or not they had been answered. My questions are: 1) Has Mrs. Roosevelt answered any of the letters you sent us? 2) Does she prefer in certain special cases to answer them herself? 3) Will you send us a list of the individual names Mrs. Roosevelt mentioned in the Palmer article that she had? British names would be especially helpful, since we have had a great many requests for them and know of no agency which has them available.

The enclosed letter is one which Mr. Gould feels should be brought to Mrs. Roosevelt's special attention.

The Greek letters sent to us by Mrs. Roosevelt have been forwarded to the Near East Foundation for translation, and if she wishes to see the translations, I will be glad to send them on. More are coming in all the time.

I feel that we all have a responsibility to the readers who were inspired to write us by the May article, and I will be grateful for anything you can do to help us fulfill it.

Sincerely yours,

(Mrs. Harrison Cole)
Assistant Editor

Miss Malvina Thompson
29 Washington Square West
New York 11, New York
Enclosure
EC:ph



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PHILADELPHIA 5

FROM THE OFFICES OF THE
EDITORIAL WORKSHOP
1270 SIXTH AVE.
ROCKEFELLER CENTER
NEW YORK CITY 20

May 20, 1946

Dear Mrs. Roosevelt:

This week the Journal editorial staff had the very gratifying experience of being notified that our magazine was selected as the outstanding magazine of the year by Missouri's famous School of Journalism for "its brilliant contributions today toward a better realization of significant phases of the American social scene, toward international understanding and friendliness and toward intelligence in the home and the family."

Because Mr. and Mrs. Gould feel that this award is largely the achievement of their outstanding writers, artists, and staff, they asked me to tell you about it. Since the full text of the citation itself and Mrs. Gould's speech of acceptance are far more eloquent and inspiring than any words I could use to paraphrase their content, I am enclosing transcriptions of them for you to read.

This distinguished publishing award has been conferred on only three magazines, Harper's Magazine and the Atlantic Monthly having been the other two.

Sincerely,

Mary Bass
Executive Editor

Mrs. Franklin D. Roosevelt
29 Washington Square West
New York, N. Y.

...that was that the working intelligence of the average
...was greater than was generally believed. It was our aim to bring

JOURNAL HONORED AS OUTSTANDING MAGAZINE

The University of Missouri's School of Journalism Selects Ladies' Home Journal as Leading Periodical

In presenting the medal award to Beatrice Blackmar Gould, Frank Luther Mott, Dean of Missouri's famous journalism school, read the following citation:

"To the Ladies' Home Journal, in recognition of

"Its long career, marked by effective and persistent efforts to reform advertising abuses, to protect the public against adulterated foods and quack medicines, and to lift the vocation of homemaking to a higher level;

"Its brilliant contributions today toward a better realization of significant phases of the American social scene, toward international understanding and friendliness, and toward intelligence in the home and family; and

"Its promise for the future as shown by its leadership in new developments in its special field of journalism."

In replying, Mrs. Gould said:

"It gives me great pleasure to receive this award for the LADIES' HOME JOURNAL. To be thus recognized by your great school, which so ably nurtures and sets forth the ideals of our profession, is an honor any journalist must accept with real pride.

"To Mr. Gould and to me there is an added pleasure in that we are both middle westerners; and your university standing as it does in the heart of the country seems to us to embody those traditions of American democracy -- that concept of the dignity and status of the individual human being -- which is the hope of our civilization.

"When we took over the LADIES' HOME JOURNAL ten years ago, we had one predominating idea -- that was that the working intelligence of the average American woman was greater than was generally believed. It was our aim to bring

our reader not only the most accurate and honest information possible in her traditional fields: health; nutrition; education and moral guidance of her children; social and cultural activities in the community (fields which, because of their importance to our society, we have never agreed can be lightly dismissed as "mere women's interests") but also to widen the boundaries of what had been considered her traditional areas of interest. Our readers have not followed us -- they have constantly been one jump ahead. The best we could find to bring them has never been quite good enough. Our audience of more than four-and-one-half million subscribers have been beads on one string -- "this isn't quite good enough." So in a sense, this award today is a tribute not so much to us as to the women of America.

"Thomas Jefferson said: 'Men by their constitutions are naturally divided into two parties: 1---Those who fear and distrust the people and wish to draw all all powers from them into the hands of the higher classes; 2---Those who identify themselves with the people, have confidence in them, cherish and consider them as the most wise depository of the public interest.'

"Even more startlingly true than when Jefferson spoke them, these are the alternatives of our day. These two opposing concepts as to the sense and wisdom of the people apply as clearly to publishing as to politics.

"Political and economic questions of today sometimes seem overwhelming--- each of us would welcome an easy solution. It would be pleasant to believe that by voting the straight Republican ticket (or straight Democrat) we could solve the world's ills. Or by hating the communists. Or by joining them. To drop an atom bomb on our enemies (possibly even on everyone in the world but ourselves!) or to pass a law which would eternally rule out its manufacture -- how simple, how reassuring.

"How complex is truth; how difficult, tolerant and many-sided is wisdom. Yet in this day, it seems to me the greatest need of the world is to be thoughtfully

[Gould]



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 PHILADELPHIA 5
 September 26, 1946

Dear Mrs. Roosevelt:

George Bye tells me that Clare Boothe Luce is about to do a question and answer page for McCall's. I don't know anything which more quickly makes known the stature of a person than this kind of a page. Since you have survived with so much distinction through all these years, I am sure that you will agree with me that we can wait the advent of Mrs. Luce's page with equanimity, not to say, serenity.

I hope Tommy is recovered from her illness, and that you are in the best of health and spirits.

Beatrice, Sesaly and I spent August in Wyoming, and now Sesaly can think of nothing more fascinating than to marry a rancher.

With best wishes, I am

Sincerely yours,

Mrs. Eleanor Roosevelt
 29 Washington Square, W.
 New York, N. Y.

BG:f

*I am glad to help
 that boy - Beatrice
 this fall look at Boston
 help her for hours
 some day -*

Dear Mr. Erick -
Mama thanks for
your letter. I am
so glad you feel as
you do about my
page.

Tommy is quite
recovered & anxious
to forget an unpleasant
experience!

Would you &
Mrs S + Resaly like
to drive up here for

about some Sunday?

With all good
wishes -