

J.B.S. -- 9.

be a commonplace. In the Society we recognize this so clearly that we look forward even to collecting novels that deal with business aspects, directly or indirectly, because they will be needed in giving a valid understanding of trends of thought. They also will be valuable for citations in developing theses of various kinds, especially advertising.

I believe that as you look into the subject you will see that The Business Historical Society is needed, that it is practicable, and that, indeed, it may be differentiated from that dangerous classification of being merely another new society. Of course, its effectiveness will depend largely upon two factors -- right understanding by business men and a capable executive agent or manager. We have such a man in view.

Personally, however, I rank above even the great practical value of the Society the ultimate influence that it is bound to have in strengthening Dean Donham's work towards the development of "straight thinking and thinking through," not only inside the ranks of business but on the part of the public in regard to business.

Are you any longer surprised by my opening statement that I am convinced that you are going to be one of our active members?

Sincerely yours,

George Woodbridge  
(Member of Board of Trustees and the  
Council of The Business Historical  
Society, Inc.)