

GOOD BUSINESS

In these days, when the voice of the social reformer is abroad in the land, usually raised in lamentation, it is encouraging in the highest degree to read such a book as Ida M. Tarbell's *New Ideals in Business*, based on an extensive study of the methods by which some of the richest and most powerful industrial organizations of today strive to promote the well-being of their employees. The most hopeful part of it is that the regulations for safety and sanitation, the rest rooms and lunch rooms and gymnasiums, the better hours, better houses, and better pay, spring, not from motives of charity or from a sense of duty, but from a business policy.

The fact that a man does his best work when he is well fed, sufficiently rested, sober, well paid, justly treated, and, above all, satisfied with his job and his employer, is beginning to be perceived and some of the wealthiest corporations are putting it to the test of a thorough trial, and finding that it can be proved.

Optimistic, however as the book is, it is not in the least visionary. The writer knows only too well how ample is the room left for improvement, especially where the employer is not intelligent enough, or not rich enough, to pro-



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vide for his employees all the costly paraphernalia which great and progressive corporations offer for the health and comfort of their workers. But once the principle that justice is the best policy is established, the rest will follow, and perhaps the vexed problem of Capital and Labor will work itself out along these lines to their mutual satisfaction.

New Ideals in Business, by Ida M. Tarbell.
The Macmillan Company. \$1.75.

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