

Dennison Manufacturing Co.

THE TAG MAKERS

WORKS AT
FRAMINGHAM, MASS.

ESTABLISHED
1844

FRAMINGHAM, MASS. August 19, 1921.

Miss Ida M. Tarbell,
120 East 19th Street,
New York City.

Dear Miss Tarbell:

I received your manuscript when on the way back from the West and read it aloud to Mary and the two girls. We were all delighted. As soon as I got back last Monday I tried it out on a variety of our people so that I might have every angle of opinion upon it before writing you. You seem to have caught just the note that I hoped for and at about the happy medium. Where I found myself wishing for more strength of appeal to our people here against waste, I got from two more sensitive souls less given to preaching the comment that any more direct appeal than you had made might be suspected as propoganda. I am certain that we shall want illustrations, not photographs, and I want to ask you first whether you have any suggestions to make as to the illustrator. Mr. Van Ness is going to Brunswick next week to get a lot of pictures and some suggestions to guide said illustrator when we connect up with him.

I asked three of the readers fairly well qualified to go over it a second time as critically as possible so that you might get all possible reflections from the Dennison point of view. I will take these up in order. Most of them are matters of detail.

*from Adams
number - not*

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✓ Isn't there too much space and emphasis given to the "coat-of-arms"? It seems likely that it would be even more effective if given less space and thus relegated to the mental background instead of the mental foreground of the reader.

✓ On page 3 - from the Dennison point of view stringing tags always means shipping tags and those weren't the sort that we sent to Brunswick. It was the marking tags strung with the old pink twine. You could give a more actual picture to the Dennison reader if Grandpa and Grandma strung "jewelers' tags" or "little tags with silk strings", or "little tags with pink twine". Perhaps the first has the best descriptive power for our ears. Aunt Tildie didn't make them in Falmouth. E. W. made them in Boston and sent them to Tildie to string, which she did to a considerable extent in Falmouth and apparently also sent some to Brunswick;—but I don't think the point is worth correction. I don't demand of this old girl who is talking an historically accurate memory. I will leave this point to your judgment but personally would let it stand as it is.

✓ Page 5 - the troche boxes were always Brown's, Brown's Bronchial Troches, an institution about as old as we are I suspect. I suggest that you put in his name as adding to the flavor of antiquity to those who know and doing no harm to those who don't.

✓ On page 6 - the sentence on the third and fourth line has implications somewhat broader than I think you intended.

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At the bottom of page 6, I happen to know that you are quoting almost exactly but Mr. Van Ness who didn't know whether you were or not said that the point was "fine if it was not manufactured for the occasion." At first I said that it was ^{not} and let it go at that and then I realized that if it impressed him that way that it might also a number of other readers, none of whom could know that it was an accurate transcript at this point. If an extra sentence or two could make the paragraph on dolls flow into the paragraph on paper hats and dresses, I think any risk of this sort would be avoided.

✓ At the bottom of page 7 - Amos seems to need a last name. The old girl would certainly know it and wouldn't expect you to. Of course it doesn't have to be the real name but would gain, I think, if it were.

✓ On page 9 - Aaron's father shows up for the first time and is called "the old colonel". Wouldn't it be better to give him a bit more of a name and call him Colonel Andrew?

On page 13 - I think the Round Robin ought to have a word of description because the old girl would not expect a stranger in Brunswick to know what it was from its mere name.

On the top of page 14 - it might be well to be more special about Tildie's society that looks after animals. Was it the Brunswick branch of the S. P. C. A., or did she have a hand in the Society itself? I suspect the former, of course, and

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in that case would think it well to localize it with a word.

On page 15 - there is a little twist given to the ideas of Dennison folk because Brunswick first moved to Roxbury and stayed there five or six years before going to Framingham. Therefore, the notion of moving right from Brunswick to Framingham doesn't conform quite to the realities. Roxbury was a part of Boston and you could use the latter name as well as the former. We have a sort of feeling that the Roxbury move ought to show up. Jane probably went to Roxbury first. Almost nobody came from Brunswick to Framingham direct.

The project of making boxes in England, mentioned on page 15, is one which I remember now to have existed but which has escaped most of our historical records. Could you easily put in the date because otherwise we are left a little in the air in our grasp of this part? Could you say back in 1875 or whenever it was? I, of course, can find out the approximate date.

Page 18 - Maudie is an important factor to show the make-up of these folk and something of their lives, but shouldn't the space devoted to Maudie be diminished somewhat?

Everybody agrees in their enthusiasm about the warming up to the end. It is very strong and leaves a good flavor. The dress-up of the story will be a very important matter. We will first tackle the illustrator problem and be meanwhile thinking as to how to get this outand to just what people for its

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greatest effect. I shall want to talk with you when you are here next month about this.

I don't dare to begin the story of our Wyoming trip. We had a riotously good time from start to finish and better than a good time. For I am certain the effect of our naked contact with those great mountains was almost a rebirth to the girls.

Yours very truly,

