

HOOKLESS FASTENER COMPANY



PLEASE ADDRESS REPLY
ATTENTION OF WRITER

MEADVILLE, PENNSYLVANIA

NEW YORK OFFICE
393 SEVENTH AVENUE, ROOM 1126
PHONE PENNSYLVANIA 0832

September 6, 1927

My dear Mrs. Tarbell:

Thank you! Thank you, for your very interesting and important letter of the 22nd ult. I have just returned from a little over two weeks' absence from touring with eight members of my family for 1800 miles through New England — hence the delay in acknowledging the receipt of your very important and delightful letter.

I was sorry indeed to learn of your indisposition after your return from Meadville and the consequent inconvenience that followed therefrom.

I was greatly delighted to have the opportunity of receiving you in the new Hookless plant. Our standards and ambition for this plant and industry are very high. I felt on extending the invitation to you its condition and purpose justified your attention and would be of interest to you in connection with the welfare and social problems at which you work so usefully and constantly.

This pioneer industry has received over thirty years of my constant effort and I believe the results achieved give evidence of its basic inherent value as an industry and utility product for the public.

I am not surprised that publishers have failed, as you put it, to "see it" as an interesting, worth while story and announcement that a new important development has been established that will bring much and long needed relief in the fastening of all articles. I consider this development not only basic, but of unusual importance. Its present status is a business romance far out of the ordinary and has claimed the highest approval and closest analysis of all experienced producers that have seen this plant and have instantly grasped its importance in its generic quality and usefulness.

I am delighted and gratified to know the impression it made on you and will gladly abide your time and convenience to give this matter your consideration and attention. I feel confident when you have crystallised this situation into an article such as I know you can write and will write when you approach the subject, that there will be very few editors who will hesitate to accept your MSS.

Recently we have retained the Gardner Advertising Company to take charge of our advertising development. They are the highest class organization that we know of. They spent three days in our plant studying it and advising with us, and as an industry they have placed its possibilities at the top of their list. They gave expression to the fact that in all their experience they had never examined an industrial enterprise that was as firmly established and prepared in its early experience as is this enterprise of ours.

Anticipating hearing from you again as soon as you can take up this matter, and awaiting your convenience and opportunity, highly appreciating and valuing your interest, believe me with all highest regards,

Very sincerely yours,

Lewis Walker

President.

Mrs. Ida M. Tarbell,
120 East Nineteenth St.,
New York City.

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P. S. Permit me to suggest that for the time being you lose sight entirely of any expense connected with this suggestion of mine, as it will be amply provided for, when we have an adequate measure of its amount and the provision to meet the expense liberal from every standard that can be applied.

L. W.