



READER PRESS, *Publishers*

70 East 45th Street

NEW YORK 17, N. Y.

Jan. 24th, 1951

Marriner S. Eccles, Esq.  
% Federal Reserve Board  
Constitution Ave. & 20th St. N. W.  
Washington, D. C.

Dear Mr. Eccles:

Even as with your remarks on the proposed war emergency budget, as reported in a recent issue of the New York Times, we always read with interest any comments or statements made by you.

With our compliments, therefore, we are mailing you today a copy of *THE STEED SUCCESS*, a novel by William Lobell, which we published in 1949.

Works of fiction, merely as such, may have little attraction for you. But we believe this particular work, a study of a certain kind (sometimes called "meteoric") success, and dealing to a large extent with big business and advertising, holds much that may be of interest to you.

The circumstances surrounding the publication of *THE STEED SUCCESS* also may not be without interest. Written by a former newspaper and advertising man whose previous books (which we published) won considerable critical acceptance, news of the novel virtually was suppressed by the press.

The reason, perhaps, is the author's complete honesty in dealing with the subjects of big business and advertising. As the Literary Editor for King Features Syndicate said, "Mr. Lobell addresses himself to an intelligent audience in language which refuses to compromise."

We hope you will enjoy reading the book which the reviewer for the Nashville Tennessean found to be "a novel that will satisfy the most exacting reader who reads for pleasure and not for a short course in social science or psychology."

Sincerely yours,

H. W. Lewis

for READER PRESS

P. S. We especially wish to call your attention to a passage on advertising which begins on page #569. . . . The country's two leading advertising publications requested review copies. Notices have not appeared.

February 1, 1951.

Mr. H. W. Lewis,  
Reader Press, Publishers,  
70 East 45th Street,  
New York 17, New York.

Dear Mr. Lewis:

It was thoughtful of you to write me on January 24, advising me that you have always read with interest any comments or statements made by me, and that you were mailing to me a copy of Mr. William Lobell's novel, "The Steed Success".

I have received the book and want to thank you for it. I am setting it aside and hope to have an opportunity to read it some time -- I am so busy at the present time I find it impossible to take care of or read anything other than current business matters.

Inasmuch as you state that you have read my past comments and statements with interest I am enclosing herewith a copy of my recent statement before the Joint Committee on the Economic Report in its hearings on the President's Economic Program.

Sincerely yours,

M. S. Eccles.

Enclosure

VE:dls