

GOLDIE & GUMM
1340 BROADWAY
NEW YORK

January 31, 1929.

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

Dear Miss Tarbell:

Herewith find proposed contract
covering broadcasting of "HE KNEW LINCOLN" on
February 12th.

If the contract meets with your
approval, will you kindly execute the agreement
and return one copy to us for the N. W. Ayer
Company?

Yours very truly,

H. Harold Gumm

HHG:ES

ENC.

January 29, 1929.

N. W. Ayer & Son,
Philadelphia, Pa.

RE: EVEREADY HOUR

Gentlemen:-

I, IDA TARBELL, the author of the literary work known as "HE KNEW LINCOLN", hereby agree to grant to you the right to broadcast a reading of my said work "HE KNEW LINCOLN" from and by means of the broadcasting station in New York City known as WJAF and its "net work" stations during and as part of your program, upon a single occasion, to wit: The EVEREADY HOUR during the evening of February 12th, 1929, and in payment for the said right hereby granted, you agree to pay to me immediately after the completion of the said broadcasting the sum of \$200.00

The right above granted is conditioned upon your making an announcement to the effect that "HE KNEW LINCOLN" was written by Miss Ida Tarbell, one of America's distinguished authors and lecturers, over twenty years ago, and the book has assumed the position of, and is recognized as, one of the standard classic works on the subject of Abraham Lincoln.

You agree to cause to be broadcast the said announcement as above provided. You further agree not to use or grant permission to use the said work for broadcasting purposes or in any other manner, except at the time and in the manner above set forth.

If the foregoing is in accordance with your understanding of the agreement between us, your signature beneath the word "ACCEPTED" below, will make this a contract between us.

Very truly yours,

ACCEPTED BY:

N. W. AYER & SON,

J. S. Swigert

Ida M. Tarbell