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ERIE AVENUE.

# The McClure Newspaper Syndicate

373 FOURTH AVENUE,

New York.

September 9, 1922.

London:  
40 FLEET ST., E. C. 4  
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Sydney:  
AUSTRALIA  
127 YORK ST., N. S. W.

P. G. Eastment  
Vice-President and Secretary

F. E. O'Dell  
Assistant Treasurer

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

Dear Miss Tarbell:

I have your letter of September 8.

I am glad you are pleased in regard to the Pittsburg Gazette Times, and not I have to tell you that we have also closed the Cleveland Plain Dealer, which gives us another approximate \$2,500.00. The series is going over big without a doubt.

I am advising Mr. Hardy of the Decatur Herald in regard to what you say, and I know he will be on the lookout for you. You, of course, will give him exact notice as to the time you will be there, either directly or through us. I am also quite certain he will want to buy the articles.

The Managing Editor of the Minneapolis Tribune was in the office the other day. I started to talk about the series to him and handed him a copy of the outline. He waved it aside and said: "I don't need to go over that. The combination of the Lincoln subject and Ida M. Tarbell's name is all that I need. I am thoroughly sold on it, and when I return to Minneapolis will get the formal approval of my business office." This will be another \$1,500.00, and that is the way it is going to go right down the line, I am sure.

I am terribly sorry to hear that you are so bothered with neuritis. I cannot quite understand why you above all people in the world should have to be afflicted in that way. You certainly have done nothing to deserve it. However, I suggest that you take the best of care of yourself and do not overwork until you get it under control.

As to the release date, it has not taken me a moment to decide that the first Sunday in February would be a better date than the first Sunday in January. You see it would come just before Lincoln's birthday, and would give an excellent advertising angle to the papers. The starting of the series about Lincoln's birthday would be a timely thing, so let's figure on the February date from now on.

Wont you keep me advised from time to time as to your whereabouts so that if I have any news I can pass it along quickly in case you are out of town.

Miss Tarbell -- p. 2.

With very kindest regards from Miss O'Dell and  
myself,

Yours faithfully,

A handwritten signature in cursive script, appearing to read "P. R. Ashurst". The signature is written in dark ink and is positioned above the typed name.

Vice-President.

PCE.D