January 25, 1929

Mr. James J. Maloney
N. W. Ayer & Son
200 Fifth Avenue
New York City

My dear Mr. Maloney:

I have just written Mr. Gumm that I think you are quite right in your feeling that it would be much wiser not to make any mention of the publisher in the presentation of "He Knew Lincoln." It is much better taste.

I appreciate your efforts, as you say, to reduce commercialism to a minimum in presenting the piece. I think it would be wiser not to make any reference to the book at all - not to speak of it as a book which has, in a sense, become a classic. I was quite wrong in suggesting it to Mr. Gumm.

You see, I had been talking with the publisher's representative, and, naturally, he thought it would be a fine thing if you could do it. But I would not want it done, so, as I have written Mr. Gumm, we will drop it.

Very truly yours

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