

GOLDIE & GUMM
1540 BROADWAY
NEW YORK

December 27th, 1930.

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

Dear Miss Tarbell:

I have just been advised that the Eveready Hour is discontinuing its annual broadcasting, and that it will no longer have need for "He Knew Lincoln"; and, in that connection, I have received a letter from Nicholas DeVore, manager of the Musical and Literary Research Bureau of the National Broadcasting Company, Inc., a copy of which I am enclosing herewith.

In my viewpoint, the offer contained in Mr. DeVore's letter is ridiculous; and further, that if N.B.C. were of the opinion that the right to broadcast your work was worth not more than the quoted amount, it would not be really interested in using the work; and furthermore, I, personally, would not think of recommending the granting of the right for such an amount.

I would be glad to have your view of the matter. Pending receipt thereof, I will make some inquiries around and will see what other opportunities, in different quarters, exist.

With kindest regards, I am

Sincerely,

HHG:RR
Enc.



NATIONAL BROADCASTING COMPANY, INC.
711 Fifth Avenue

New York

December 23rd, 1930.

C O P Y

Mr. H Gumm,
Goldie & Gumm,
Loew's State Building,
New York City.

Dear Mr. Gumm:

As I explained to you over the telephone, the first time Eveready decided to do Tarbell's sketch it was mixed up somewhat with Chic Sales, and he managed to get \$200.00 out of them, and thereby established a very bad precedent. If we can get plays by Arnold Bennett, St. John Ervine and Chesterton or Augustus Thomas for \$50.00, or Clyde Fitch for \$25.00, it does not seem fair to those authors to turn around and pay \$200.00 for a non-dramatic excerpt like this.

At the time I think Miss Tarbell felt that she would personally have been quite willing to have the radio use it as a courtesy or for a very nominal fee. Most of the literary publishers are giving us permission to use their material. However, the public have been in the habit of looking forward to Miss Tarbell's "He Knew Lincoln", and since Eveready have gone off the air and there is no other sponsor who does it, we would like to offer it to the public as a so-called sustaining feature, which means a program for which we receive no income.

Considering the precedent that has been established, I do not feel like asking you to waive the matter of a fee entirely, unless you feel compelled so to do. However, I will try and

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offer the fee of \$25.00 which is already going above the average, and I doubt if there is another broadcaster who will pay a fraction of that. On the other hand, I will frankly admit that after having had our audience taught to expect this as part of a Lincoln Day celebration, we would be very unhappy if we had to disappoint them. Besides, I have a son who celebrates his birthday on the same date, although to prevent him from getting entirely too "stuck up" about it, I remind him that this is also the birthday of Harry Thaw. Sincerely though, this is not entirely a commercial matter with us, and I do not believe it is with Miss Tarbell, so pass on to her if you will the thought I have tried to get over, and if she does not see fit to act, she might communicate to us just what would be the extent of her requirements.

Yours very truly,

NATIONAL BROADCASTING COMPANY, INC.

(Signed) Nicholas DeVore
Manager of Musical and Literary Research.