

N. W. AYER & SON

ADVERTISING
HEADQUARTERS

NEW YORK

April 19, 1929

D.C.

Mr. H. H. Gumm,
Goldie & Gumm,
1540 Broadway,
New York City, N.Y.

Dear Mr. Gumm:-

I have before me your letter of April 18th, addressed to Mr. A. B. MacKain of our office, about the broadcasting of "He Knew Lincoln" by station WADC.

The only reason I ever brought this matter to your attention was because of the fact that I did not see why the Eveready Hour should pay for the exclusive rights of broadcasting "He Knew Lincoln" and then not get those rights.

Personally, I think it would be silly to go after those fellows in Akron - they have been warned and I believe that after this they will be good.

I would suggest, however, that it would be a good idea to send out a form letter to all major stations in the country, (I can furnish you with the names, call letters and managers' names of these, if you so desire), warning them of the restrictions on "He Knew Lincoln".

If I can be of any further service to you please let me know.

Sincerely yours,

(Signed)

DOUGLAS COULTER
For N.W. Ayer & Son