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The McClure Newspaper Syndicate

373 FOURTH AVENUE.

New York.

December 1, 1922.

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

Dear Miss Tarbell:

I have just returned to town, and I am sorry that I did not have an opportunity to talk with you about the Lincoln material when you and Mr. Eastment had your talk here. I am thoroughly in accord with the plan laid out for handling the material in the newspapers. We shall do everything we can to make the series a success, but, on the other hand, you must not anticipate too large returns. They may not be as large as we thought at our previous interview.

I want to make our position clear to you and, therefore, at the risk of repetition, I will state it fully for I believe in this sort of friendly understanding in order that we may avoid questions which might otherwise arise in the future.

When you and I first talked over this Lincoln project it had not taken on definite shape. "In the Footsteps of Lincoln" interested both of us very much. I do not claim any prophetic vision, for I did not then see the extent or scope of the material any more than I can now see its possibilities in the way of profit to us both. That is still an open question. Then you set forth on your investigation, the Syndicate paying the expenses. As your researches went on we were both impressed by the growing scope of the material, and I think I am right in saying that it was only after you had made your investigation, for The McClure Syndicate, that the material took on its present importance. I believe the Syndicate has continued to pay these advances and you know our willingness to do so, which is based on our confidence in you. If the series is spread over a year in the newspapers, as we now plan, you can readily see that it will be a long time before our money comes back.

I have put these facts before you because we are unable to have a talk before I sail. This Lincoln material cannot be regarded as an ordinary manuscript which is offered for serial or book publication. It is something which the Syndicate has assisted in developing, and in which I feel we have proprietorship rights. It is quite possible that in addition to the Syndicate series there will be two or three magazine articles. There is likely to be an eventual book in this material, although the extent of it would probably mean a very elaborate work in which the sales might well be very limited.

Here at the Syndicate we feel that we must control this material with whatever rights there are in it, for the reasons I have set forth above. I am sure that we can arrange between us the details

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of the magazine and book by-products of the series. Mr. Eastment will be glad to come and see you, and make whatever arrangements are necessary in my absence. In the meantime, I want to assure you of my continuing belief in you and this big job you are undertaking, and in which I am proud to be a partner.

Sincerely yours,

C.T. Bruinard
per *md*
President.

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