

April 22nd, 1929.

N. W. Ayer & Son,
200 Fifth Avenue,
New York City.

Attention of:
Mr. Douglas Coulter.

Dear Mr. Coulter:

I have yours of the 19th inst.
in reference to the unauthorized "HE KNEW LINCOLN"
broadcasting by Station WADC. Note your conclusion that
an action against Simmons, the proprietor of WADC, would
be inadvisable for the reason that a repetition of the
offense by them is improbable. I feel quite certain
that Miss Tarbell is in agreement on this point.

Your suggestion that it would
be well to send out a form letter to all major stations
in the country advising them of the restriction against
broadcasting "He Knew Lincoln" is well taken. I will
convey this suggestion to Miss Tarbell, and upon receipt
of her reply I will communicate with you further.

With kind regards, I am

Yours sincerely,

(Signed) H. HAROLD GUMM.

HHG:ES