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PRESIDENT'S OFFICE

April 18/1912

Dear Miss Tarbell,

I am afraid that I cannot satisfy your requirements in regard to the proposed cheap edition of the Life of Lincoln as this edition is, as I explained to you over the telephone, not to be sold to the public at all in the ordinary sense of the word .

The purchaser, who is willing to take not less than 15,000 sets of the book, proposes to offer these sets to newspapers and others throughout the country for use as premiums, and the price which he will obtain for the books will undoubtedly warrant the normal selling price of \$1.00 at retail but what the price will be that the newspapers and magazines will ask for the books in connection with their sale as premiums with their journals is something over which we have no control nor can we have any control over this matter under the circumstances under which such sales are always made.

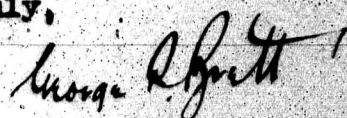
I must be frank enough to say that it is quite possible that if this book did not answer the purpose of these papers for sale as premiums in subscription campaigns that the books might then find their way into the hands of dealers, in which case again we should have no control over the price at which they would be offered to the public

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but if this should take place, it is most unlikely that the books would be sold at more than the dollar which we have mentioned as being the probable retail price.

As I have already arranged this matter, relying upon our telephone conversation, I hope that you will very kindly see fit to sign and send to me the formal authorisation in the matter for which I asked you.

Yours very truly,



Miss Ida M. Tarbell.