N. W. AYER & SON

ADVERTISING
HEADQUARTERS

NEW YORK

March 2nd, 1929.

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

Dear Mr. Gumm:

Attached you will find a clipping from the February 17th issue of "The Plain Dealer" of Cleveland, Ohio, which gives some detail regarding the use of "He Knew Lincoln" the Hour preceding that of the Eveready presentation on February 12th. In addition to this, our records show that Station WADC is owned by Allen T. Simmons of Akron, Ohio, the official title of the station being "Allen Theatre Broadcasting Station". The announcer is George F. Houston. This station was founded in March, 1925, and broadcasts with a strength of 1000 watts. We trust that this information is sufficient to permit you to get after them.

Very truly yours,

A. B. MacKAIN

For N. W. Ayer & Son.

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