



# THE McCLURE COMPANY

PUBLISHERS OF BOOKS

44-60 EAST TWENTY THIRD ST.

LONDON OFFICE  
HASTINGS HOUSE  
NORFOLK STREET, STRAND

CABLE ADDRESS  
AIDDECAMP, NEW YORK

NEW YORK

Sept. 4, 1908.

My dear Miss Tarbell:

A week or two ago I wrote you in relation to "He Knew Lincoln." You probably are aware that both The American Magazine and Mc Clure's have united in a campaign of advertising for circulation through which they are using this little book as a premium.

Inasmuch as we have to make both magazines a fairly low price on this book, I wrote you to see if you would be willing to accept on this special arrangement a royalty of only three cents a copy. The plan is to use the present trade edition, and if this scheme works out it will mean a big sale for the book, as well as considerable advertising, which ought to help the regular trade edition. Won't you be so good as to let me know whether or not you will be agreeable to this arrangement?

I also want to take up the question of the two volume Life of Lincoln. It seems that the syndicate department has been planning to use this book in connection with work all over the country with the big newspapers. They will use portions of the book for serialization in the papers and at the same time try to arrange with the newspapers to canvass and sell a special edition in two volumes of the Life of Lincoln. This edition would in no way interfere with the regular trade edition, as we would have to make it a different kind of book and sell it at a comparatively low figure in order to induce the newspapers to push it. If it goes at all it may mean the sale of many thousand sets. What I am leading up to is this: In order to arrange with the newspapers for this book we will have to make it very cheap, and the question of royalty arises. In going over the matter with Mr. Robert Mc Clure yesterday, he figured out that in order to do anything of any consequence with the book it would be necessary first to arrange with you on the question of royalty, as it would be impossible for the syndicate to do anything with it on the present basis. His idea of royalty on this particular set would be fifteen cents a set. This, of course, seems like an absurdly low price to you after you have been receiving fifty cents a set on the present edition. But, as he figures it out, it is about all the scheme will stand.

Miss Tarbell (2)

Sept. 4, 1908.

If the newspapers take hold of this in any sort of reasonable way, it will mean a tremendous publicity for the Life of Lincoln, and ought to be the means of stimulating the sale in the book stores to a very marked degree. I don't think it will interfere.

Won't you be so good as to think this matter over and let me know your decision at your earliest convenience?

Believe me,

Yours very respectfully,

*J. H. Corrigan*

Miss Ida M. Tarbell,  
R. F. D. 25,  
Bethel, Conn.