

January 25, 1929

Mr. Harold Gumm
1540 Broadway
New York City

Dear Mr. Gumm:

I heartily agree with N. W. Ayer & Son about the advisability of eliminating all business references in broadcasting "He Knew Lincoln." If I had given a second thought to the matter, I should have realized the impropriety. I was talking with my publisher about utilizing the interest in the broadcasting in pushing the book, and of course it seemed a fine scheme to us to have it mentioned and I immediately phoned you as I did. Be sure, though, that I don't want it. They are quite right.

Sincerely yours