

The United States Printing & Lithograph Co.

85 to 101 North Third Street

Brooklyn, N.Y.

WILLIAM OTTMANN
VICE PRESIDENT

PHONE - GREENPOINT 4400

Sept. 18th, 1930.

Dear Dr. Penfield:--

I am glad to have your letter of the 13th inst. informing me of the progress you are making. Inasmuch as you ask my opinion about the name to give your organization, I shall give it to you very frankly.

My objection to the name "Wilconfield" is that, while those intimately connected with the project would understand that the term is coined from a combination of your name and that of Dr. Cone, to the general observer at large it will be meaningless, and your identity and that of Dr. Cone will be concealed and not emphasized.

The second term you suggest "Foundation for Research in Epilepsy" has the obnoxious word "Epilepsy", which would be my reason for expressing an unfavorable opinion in regard to the title, but it may not be wise to take my opinion too seriously in this matter. However, if it is not absolutely necessary to use the word, I would think it best to leave it out.

I think the term "Penfield Foundation for Neurological Investigation" is too long. I have had considerable experience with trade names and trade marks, and find that the shorter ones are the best. Your name is becoming so prominent and is so generally associated with neurological investigation, that I am wondering if the term "Penfield Foundation" would not be sufficient.

If you consider it important to bring Dr. Cone, owing to his growing progress, into the picture, I would suggest "Penfield-Cone Foundation". If the word "Neurological" is (and it probably is) important, it could be inserted before the word "Foundation". In that case, you would have either of the following names:

Penfield Neurological Foundation
or
Penfield-Cone Neurological Foundation.

These names would be descriptive as well as individual. I believe you owe it to yourself to give

prominence to your name, and I personally would be very much disappointed if your name were left out of any term you finally selected. I have often found that in a new project, when it naturally is in its inception and therefore not generally known, there is a desire on the part of the organizers to create a name which will in itself automatically explain its purpose and activities. If such an organization is destined to succeed, its purposes and scope will soon have a wide spread understanding, and will need no description or explanation. Take two of the biggest corporations in this country - General Motors and General Foods. Certainly those are short names for two of the largest enterprises in the world, yet everyone knows all about the business conducted by them. If they were to attempt to coin a corporate name to describe their activities, they would have a problem that probably could not be solved.

Without any attempt to compliment or flatter your ability, I feel that your name is rapidly becoming known all over the world, and therefore should be one of the two or three words used in creating a title for your Foundation. If, in your opinion, Dr. Cone is also rising rapidly in the medical world, the same theory would apply to him.

I am going into this matter at length, first, because I know how very important it is to you, and, second, because you honor me by asking for an expression of my opinion.

William is very well, and since Gordon Petrie left, has been living at my home - 105 E. 73rd St., New York City, where he is very happy and very comfortable. Mrs. Ottmann has taken a tremendous liking for the boy, who manifestly reciprocates her feeling, and he is quite content to wait until I can have a further talk with Mr. Mooney, upon the latter's return in October, about an apartment or a house to live in. As a matter of fact, I personally am convinced that William would rather stay where he is, as he does not want the cares of house-keeping. Nevertheless, I am anxious to discuss the matter with Mr. Mooney and come to a decision which will be to William's best interests. Of course, his own personal inclination and happiness will undoubtedly be with Mr. Mooney, as they certainly will be with me, the chief consideration.

I am planning to have him go to Mr. Mooney's office at least three times a week to study the many details in connection with his mother's estate. I want him to manage his own personal expenditures and affairs, and,

in addition, I am making investigations at Columbia College and the New York University, where it might be possible for William to go a few hours a week to take up some practical business course, to which could be added the study of rhetoric and grammar, which would give a touch of academic influence to the practical education he will need in order progressively to understand, and, some day, manage his own affairs.

I will be glad to have your reactions on this general plan for William.

Very sincerely yours,

A handwritten signature in cursive script, appearing to read 'Wm. Ottmann', with a long, sweeping flourish extending to the right.

Wm. Ottmann.

Dr. Wilder G. Penfield,
Mc Gill University,
431 Main St., West,
Montreal, Canada.

WO--G.