



GARDNER, KANSAS  
March 11, 1938

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Lawrence, Kansas

Dear "Phog":

I have your letter of the 10th and just this morning received the electro for the picture. Gosh, but you are a handsome devil!

We are putting in the announcement as you have suggested. Unfortunately, this will be our last issue this spring and we will not be able to follow it up before your school, but feel free to use our mailing list and let us help you in any way we can. We have 30,000 names of coaches on stencils, No. 859 in Kansas - 895 in Missouri - 668 in Nebraska - 725 in Oklahoma - 1478 in Ohio - every state in proportion, so you can see that our coverage is pretty complete and we hope the first announcement will do a lot of good.

However, if you want to follow this up with direct mailing, we would be glad to address your envelopes here for you, or do anything else we can to help.

Really, Phog, I am not in position to advise regarding cost of a course, as I have not become acquainted with comparative prices on this and I really am not in a position to know much about it, but I do think you should charge enough to keep out the loafers and get in only those serious minded people who really want to learn. By the way, if it is at all possible I want to enroll Bill in your class this summer, as I believe he could learn more during this class than he would get during a year at college. Of course, a lot depends on how busy we are at the time.

Feel free to call on me for anything I can do and awaiting your reply, I am

Very truly yours,

THE CRAMER CHEMICAL CO.