

Alone

January 13, 1955

Mr. A. W. Hughes, President
J. C. Penney Company, Inc.
330 West 34th Street
New York 1, New York

Dear Mr. Hughes:

Your letter of January 11 is in our hands, and we shall make sure that 2,500 copies of Dr. Phillips' address will be sent to you when they are received from the printers.

It is my understanding that the editor's note, to appear on the inside of the front cover, will indicate the date of the meeting and the name of the organization before which Dr. Phillips spoke. For your information, this release will be published in a format similar to the enclosed In Brief.

Thanks for your interest, and we shall make sure that shipment is sent to your attention.

Sincerely yours,

Bettina Bien

BB:rt
Enc.

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J. C. PENNEY COMPANY, INC.

330 WEST 34th STREET, NEW YORK 1, N. Y.

January 11, 1955

Miss Bettina Bien
The Foundation for Economic Education, Inc.
Irvington-on-Hudson, New York

Dear Miss Bien:

Thank you for your prompt reply to my letter of January 6th. In this you quoted us a price of \$115.00 for 2500 copies of Dr. Phillips' address, "Competition, Yes But."

We would like 2500 copies as promptly as we can get them. They should be addressed to me, personally, c/o J. C. Penney Company, 330 West 34th Street, New York 1, New York. I am stressing the request that they be addressed to me, personally, because, in an organization the size of this, carelessness in addressing sometimes means a considerable delay.

I am also wondering whether it would be possible on our 2500 copies to imprint on the front of them something to this effect: "This address was delivered by Dr. Phillips before Penney associates at the District Managers' Meeting in December, 1954." If this can be imprinted on our copies, what would be the additional cost?

Sincerely yours,

A. W. Hughes

President

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WESTON BOND

25% RAG CONTENT

*Ret. to
Pent.*

January 7, 1955

Mr. A. W. Hughes, President
J. C. Penney Company, Inc.
330 West 34th Street
New York 1, New York

Dear Mr. Hughes:

Your letter of January 6 has been received. The talk by Dr. Phillips, which we are planning to publish under the title of "Competition, Yes But", is not yet ready for distribution. We expect to receive copies from the printer in the next three or four weeks. We shall, of course, be pleased to fill an order from you, if you care to make a purchase. The cost of 2,500 copies would be \$115.00.

N.B.

For your information, we are enclosing a Quantity Price Schedule.

Thanks for your interest, and we shall hope to hear from you.

Sincerely yours,

Bettina Bien

BB:rt

Enc. Quantity Price Schedule