



STAFF MEMORANDUM

FROM Bette

DATE Dec. 8/54

TO Jim Hance

RE

I think you will want to read over the attached correspondence and then please send it to general files. I don't know how you will arrange to handle this. 500 persons will be offered a free Mainspring and a record will have to be kept and Mr. Ingram billed on March 31, 1955 for any requests received. He is to be billed at the rate of \$1.20 per book.

Mr. Ingram is also to be billed for the cost of printing the announcements and cards. These costs should be given to Mr. Read and he will decide just what to charge Mr. Ingram.

December 8, 1954

Mr. L. J. Ingram, President
Capital Finance Corporation
42 East Gay Street
Columbus, Ohio

Dear Mr. Ingram:

Thanks so much for your letter of the 6th. We shall go ahead and print 500 copies of the message about Mainspring and shall send these to you along with 500 reply cards.

I shall also use your message as an example of what others ought to use.

You are quite right about Frank Chodorov being a cigar smoker. I know he will be pleased to have this gift from you.

My best!

Cordially,

Leonard E. Read

LER:bf

P.S. I am sending a copy of Mainspring to you under separate cover to replace the one you have mislaid.

→ Grace -- Please have 1500 of these made up and send 500 directly to Mr. Ingram and 1000 here for Mr. Read's use. Ask them to keep type standing and if we have other requests, we can merely change name of company and man's name. Also, please have 500 cards made up as per attached, and have these sent to Mr. Ingram. Please let Mr. Read know when these (announcements and cards) are shipped so that he can write Mr. Ingram. Also let Mr. Read know cost of printing announcement and card (final costs) as soon as possible. Please talk to Dr. Bierly about this on Thursday as he has an idea about where it should be done.



Mainspring

THE FOUNDATION FOR ECONOMIC EDUCATION, INC.
IRVINGTON-ON-HUDSON, NEW YORK

LEONARD E. READ, *President*

MEMORANDUM

To:

From: Leonard E. Read

This is in response to your inquiry about our Mainspring promotion piece.

Attached is the sample of what we have in mind, including reply card, this set-up prepared for Mr. Ingram of Columbus, Ohio.

You need only indicate the changes in heading, date, and signature on folder, and change of name on reply card. We shall advance the date on your reply card to 90 days beyond date on folder.

The folders and cards, changed to your specifications, can be supplied at the following prices, delivered:

	<u>Folders</u>	<u>Cards</u>
100 copies	\$ 18.00	\$ 7.50
500 "	30.00	9.00
1000 "	40.00	12.00

(Prices for larger quantities on request)

The reply cards are addressed to FEE. We shall package and pay postage on a paper-bound copy of Mainspring to the name and address on each card, leaving you free of any detail. At the end of the expiration date on reply card, we shall invoice you for the total number of books -- packaging, postage, and labor included -- at the rate of \$1.25 each. The reply cards will be sent to you at this time.

How many returns can be expected? This will depend on the kind of list you use and the relationship you have with the persons on your list. Plan on a 25-40 per cent return.

Be assured of this: For every ten persons who thoughtfully read Mainspring, at least five will want to study more about freedom and work more diligently in freedom's behalf.

As this memo is written, a business leader is sending this folder and card to every school teacher in his state -- some 9,000. Others are sending them to friends, students, associates in their businesses.

I shall hope to hear further from you.

LER:bf
Encl.