
John Allen Chalk: Personal Correspondence

John Allen Chalk

10-7-1958

To: CEI Stores, attn Bennie Lee Fudge

John Allen Chalk

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October 7, 1958

C. E. I. Store
Box 858
Athens, Ala.

Attention: Bennie Lee Fudge

Dear Brother Fudge:

I have just received the new catalog "Books for Pleasure and Profit".

I am very very well pleased with the composition of this book. I am wondering if it would be possible for your dealers to be able to purchase this catalog to use in our own selling. I feel that as far as my participation in the company is concerned this is possibly the best catalog for practical purposes that you have ever published.

I would appreciate your kind attention to this matter and look forward to many more pleasant associations with you and the C. E. I. Store.

Fraternally yours,

John Allen Chalk