
John Allen Chalk: Personal Correspondence

John Allen Chalk

2-20-1970

To: Dudley Lynch

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February 20, 1970

Mr. Dudley Lynch
Campus Advance
P. O. Box 3367
Pasadena, Texas

Dear Dudley:

The dummy lay-out on CA Book Views looks good. I like the way the title was put in the little brochure about the 1970 program in which slash marks were placed between CE/Book/Views. However, the format you suggested in the dummy you sent was fine.

We are making good progress toward the next deadline. You will have the copy even earlier than before if all goes as now appears.

I'm glad to know that Sweet will be furnishing the books. I do think they need to be careful, however, about stocking up a large number of each of these books due to the fact that some of them will not sell as many copies as others. However, I'm sure they will know what to do about that--you might check though to be sure they are not doing an unnecessary amount of investing for books that may not sell very well.

I made some suggestions in my letter to you about ways we may be able to communicate better on the telephone. I can certainly appreciate the turmoil you've been in down there. Thank you for keeping everything going.

Your brother,

John Allen Chalk

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