

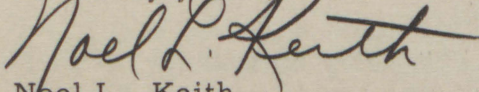
January 23, 1953

Dear Faculty Member:

The report has come to me that some members of the faculty have been telephoned by a man purporting to represent Americana Encyclopedia. He promises to give the teacher a complete 30-volume set of the encyclopedia absolutely free in return for using the teacher's name for advertising purposes. The only charge, he insists, is the cost of using the company's research service, if desired. He generally telephones at the dinner hour and requests an invitation into the home that same night, providing both husband and wife can be present to complete the contract. One teacher so approached found that he would have to purchase "extras," including shelves on which to place the books, approximating \$125.00. The Better Business Bureau of Fort Worth states that it has warned men purporting to represent this company in connection with similar sales approaches to other Fort Worth citizens.

I thought it might be of value to you to have the above information.

Sincerely yours,



Noel L. Keith

Assistant to the President