

LEBHAR-FRIEDMAN PUBLICATIONS, INC.

3 PARK AVENUE, NEW YORK, N. Y. 10016

August 22, 1966

Mr. John Friedman
3506 Beech Avenue, Apt. F
Baltimore, Maryland

Dear John:

Attached are estimates for the reproduction of the submitted copy of "Whitewash" as you requested.

If there is any further information that you may need, please do not hesitate to call.

Cordially,

LEBHAR-FRIEDMAN PUBLICATIONS, INC.

Daniel J. McNamara
Production Director

DJM:jn

Enc.

COPY

SUBJECT: REPRODUCE SUBMITTED COPY "WHITWASH"

1. Run 5,000 - - Type 10/12 Baskerville - - Page size - 6 1/2 x 9 1/4
244 pages at present - + 48 pages = approximately 292 pages
Process - letterpress - - Black & White inside; 2 colors cover

	<u>Hard Cover</u>	<u>Paper Back Cover</u>
Composition	\$ 3,212	\$ 3,212
Presswork	1,000	1,000
Binding	3,150	1,000
Paper (60#)	1,760	1,760
Engravings (24 HT + 6 line drawings)	208	208
Designer	<u>400</u>	<u>400</u>
	\$ 9,730	\$ 7,580
Delivery	5 mos.	3 mos.

- 2. Run 5,000 - - Type 10/12 - - Page size 4 5/16 x 7 1/4
Process - - Offset
Paper - - 50# - - Black & White inside;
10 pt. 2 colors cover

	<u>Paper Back Cover</u>
Total Printing	\$ 4,700
Designer	<u>400</u>
	\$ 5,100

- Run 20,000 - - Type 10/12 - - Page size 4 5/16 x 7 1/4
Process - - Offset
Paper - - 50# - - Black & White inside;
10 pt. 2 colors cover

	<u>Paper Back Cover</u>
Total Printing	\$ 9,500
Designer	<u>400</u>
	\$ 9,900
Delivery	<u>3 mos.</u>

- 3. Run (minimum) 25,000 - - Type 9 or 10 pt. - Page size 4 1/8 x 7
Process - - Rubber Plates
Paper - - Ground wood stock - - Black & White inside; 2 colors cover
10 pt.

	<u>Regular Paper Back Cover</u>
Total Printing	\$ 8,500
Designer	<u>400</u>
	\$ 8,900
Delivery	<u>3 mos.</u>

August 26, 1966

Mr. Harold Weisberg
Hyattstown, Maryland

Dear Mr. Weisberg:

Enclosed is the maximum cost breakdown for paperback and hardback printings of Whitewash. In all cases, the cost can be reduced by almost \$1,000 and the printing and binding time by one month.

Distribution of the hardcover edition will be arranged by Lebhar-Friedman Publications Inc., 2 Park Avenue, N.Y. The paperback edition will most likely be handled by Dell Publishing Inc. It has the organization to distribute copies into the thousands of drugstores and other paperback outlets.

All advertising and promotion, approved by you, will be paid for, of course, by the publisher. In your case, a new corporation might be created so that you will receive both a fixed amount per book and a share of the profits.

On the basis of the estimated printing and distribution costs, your share and income will approximately be as follows:

1. Printing 10,000 copies of a hardcover volume, you will receive about \$1 per copy or \$10,000 if the printing is sold out.

2.

2. If the book were set in type and a plastic cover were used, you would receive about \$1.25 per copy or \$12,500 for 10,000 copies.
3. If the book were printed in 4 5/16 x 7 1/4 paperback size with a plastic cover, you would receive \$1.40 per copy or \$14,000 for 10,000.
4. If the book were printed in standard 4 1/8 x 7 paperback size, you would receive \$.20 per copy or \$2,000 for 10,000; however since this size retails for \$.95 and the minimum printing would be 100,000 copies--- you would receive \$20,000.

These figures are estimates only. Final amounts will depend on the sale of the present Whitewash.

Obviously, the amounts you will receive are substantial. The question is not whether you are earning enough per book, but whether the book will continue to sell. Your public appearances and an advertising budget of \$1,000 per 10,000 copies, at least, offer promising hope.

The most profitable printing arrangement is, of course, the 4 5/16 x 7 1/4 paperback size with a plastic cover. This printing combined with a limited hardback edition for libraries would be extremely profitable. And there will be Whitewash II and the European rights.

3.

Above all, you would not have to make any investment nor spend time worrying about distribution.

If you have any further questions, you can contact Roger Friedman or Miss Marilyn Greenbaum at Lebar-Friedman Publications. However, I prefer that you wait until I return September 12.

Sincerely,

A handwritten signature in cursive script that reads "John".

John S. Friedman

T. FRIEDMAN
RANCHO PASADY
~~LEHMAN-FRIEDMAN PUBLICATIONS, INC.~~
~~2 PARK AVENUE, NEW YORK, N. Y. 10016~~
PECOS, NEW MEXICO

AIR MAIL

MR. HAROLD WEISBERG
HYATTSTOWN, MARYLAND 20734

