

11/9/74

Dear Sammie, *all right*

Mannie not only hasn't delivered the books yet - he hasn't even called to tell me when he will so I can be ready. They all have to go down the cellar. To ease this burden on Manny I've had more than he'll need delivered to Lesar and each time I'm there I'll bring a couple of cartons back.

Meanwhile, I do need these books urgently. He has already cost us enormously by these delays.

Maybe he'll pay a bit more attention if you speak to him?

I'll be away Friday of next week. But I hope he'll be able to do it before then.

Meanwhile, there is another problem.

The mailing envelopes were printed on the wrong size envelope and the wrong way!

The fool printed at the flap end.

And used too large an envelope. The one I gave you was the right size, as you'd figured with the first book. You gave him the correct measurements in my presence, by phone.

If the book is as loose as it has to be in this envelope, or less by damage will be great, so will the correspondence and the replacement.

I've traced the actual size of the one you selected to begin with on the wrong one he used so you can see. When the book shakes around this muck, it can't help but be damaged.

Taping the envelopes to the right size is also an impossible task for those who keep our hours and can't keep up.

This one won't even get into my typewriter for addressing!

I don't know what we can do about this but I do know that with all the delays added to the other costs we can't afford to pay him to do what he was supposed to do to begin with and we can't afford the loss of these or the time each and every package will take to make snug or the time and cost of typing labels and pasting them on. I have to leave this up to you and him. But I do hope he will see fit to do the right thing. If you still have the sample I took you or the original selection and design you made, you'll see the stock size printed on it. If you don't it is 7x10, Karelton.

Hope you and Ruth can get up soon.

We have fixed pub date at 11/22. We are still hopeful of selling some ancillary rights, which means we can't risk any early release just for publicity.

While our Ray work was a great success, it sure did interfere with what we could do with this book!

Thanks and best,

Dear Sammie,

2/29/74

Enclosed is a draft of copy for the ad we'll be placing in the New York wholesaler's weekly catalogue, several samples of the kinds of displays he uses, and their specifications.

We talked about using a cut of the cover for display. They did agree to accept typewriter face instead of set type if neat. When you decide how you'd like it we'll retype it as you want.

Because they seem to want the art work we'll have to shoot for our own purposes before sending it. We discussed using this as a mailing enclosure to be supplied to other wholesalers in the future and for Jim and me to use as enclosures in our own mail. We may also send a copy to my mailing list, if we can swing it.

If Jim did not tell you, we'll need legal letter envelopes, window and regular. I think the size is 4 1/8 x 9 1/2" - maybe No. 10s. How many will depend on the price. We'll need 2,000 regular and 2,000 window. If the price is better we'll make it 3,000 window. We'd want to use the name and address in the upper left corner as before, with the same used on the larger book envelopes.

By the time we print from this wholesaler ad for our own use we'll have an order blank and other material for the back.

No word from Harry yet on me going in to check the new blues or to help with the shooting, as I'd offered to do. (I was there for that purpose before but Jim said he didn't need me.)

Thanks for everything. Hope you are taking a long weekend.

Best,

Of course cutting is necessary. I believe you would have better judgement on this. But the extra copy is for marking in case you want me to do it. Parts come out in toto. The "Quotes on" I had intended to single space.

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