

Dear Jim,

11/13/74

Here is a suggested makeup and copy for the reverse sheet of the flyer. I think you are right about having it all down on the same typewriter. I also think it will fit. I suggest that you type each segment separately and paste or have Sammie or your friend paste it all up. This will be easier, especially if there is any retyping. Or editing to make it fit. I think I have it line-fer-line.

And there should be a dotted line around the coupon.

I have allowed 5/8" top and bottom, 1/2" on sides.

The line PUBLISHERS' WEEKLY should be from the printed page. But the date on the review should be eliminated. I've done it. But I've not trimmed fully.

If you think this o.k., when we have to decide on the number we want printed.

There is no reason you/ can't put this together, with magic tape that has to be burnished, or rubbed so that all air is eliminated from under it. Your friend can do it. It must be done before photographing or shadows will show in printing. Or, you can use rubber cement. If you have any questions, we can work them out Friday.

It is calculated for 1 1/2 spacing except where indicated.

A sample of one of the order order forms in enc, used so you can see how we made it up.

I'll try to get to writing Bookazine today. It will take two letters. Then you'll have to ship the books and the art work, each separately, the art work strongly backed. I'll have a duplicate of the bill to include with the books when you ship.

If I get these done before the mail I'll enclose.

Because Jordan did not phone me yesterday, I assume he has left town and that he won't or nobody will.

I did hear from Langley, of the National Star last night. They are so unenthusiastic they offered only \$500. I told him I'll have an answer by Friday or Monday from the other publication considering and that if I have any choice I won't accept his. (I spoke to him frankly because he did to me, telling me he thinks the offer entirely inadequate and that he sees three separate stories, each worth more.) I also told him that I'd not sell the rights to the entire book and that his people had not indicated the part in which they were interested. That for this price I would expect but one story and that of a specified number of words including specified material. He agrees. This is the norm. He is going to be in touch with them today. However, it means we'll have that much attention and that much for you to give the bank. At worst.

It also is another reason now that you have taken responsibility for Paul over that you find some way of getting him out and staying out for some time. With a magazine this will be more important because the time spread is greater. The news attention we need and want is enough of an undermining of the value of the ancillary rights.

I'm sorry about this Paul situation. However, it should be apparent that my reading on him, his intentions and his probable course were accurate. My experience over the years made no alternative reasonable. These are things that have to be dealt with firmly or they are never dealt with and never end. My view is simply this: there need be no jeopardy, no matter how slight. And I have too much I can't help having to worry about without this kind of entirely needless ~~worry~~ worry. Here of the old. And heavy. I wrote Paul but decided against mailing it. However, if you do not end this danger - and whether or not it eventuates is not the point, that it is needless and exists is - I'll feel that I have to. Please send me a carbon.

Please don't go off on a modesty kick about the copy. However, if you don't like any of it, we can change it. But not for reasons of playing you down.

Best,