

Dear Dave,

7/20/77

Glad to hear from you last night. Just as I was writing Jim about the remaining possibilities in our spectro suit, which may be what it can mean or make possible for others like you. Howard will be too busy, so will Jim. This in turn leads to my asking about the possibilities of appearances anywhere near the time I'm at Milton. It provides a means for getting together to talk. Your press is getting off to a proper non-commercial start but it ought not collapse to begin with or impede itself for the future with unnecessary inefficiency and waste. I think the estimate I got for you from Banta shows much of the difference there can be from listening to me. Apparently the letter I wrote did not enable you to make much headway. So separate from other interests I was raising the possibility of a mechanism for getting together with others, like the dean, by then the chancellor may well be into a campaign.

Now that you know about the new typewriters that are available and the flexibility they provide you really should be thinking about appearance more than I've been able to. With time I could have made a vast difference in WW IV, which was also the worst printing job I've ever had.

But I think you have some basic decisions to make now, that they are not all that difficult, but that they require both thought and consultations. You plural.

We have moved into new areas without the scholars (professional) beginning to realize it. Like the cheapness of facsimile reproduction of important records. The ease of offset book publishing for those of limited means. Really the success of a printing venture by a college, rather a publishing venture, depends on two things: the wisdom shown in determining what to publish and minimal effectiveness in distribution.

Anyway, whether or not you can arrange ~~other~~ other appearances for me* I have a few thoughts for you.

* The crook of the lecture bureau claim they have a gross figure of what was to be the net. In the end if there are no other appearances I may refuse it because if it is so the costs will eat up the gross to me.

One is that you should try to decide on a standard size for the pages. My strong recommendation is the outside dimension of my books. We can go into reasons in the future because when Lil is up and about I want to get to other work.

Next is that you discuss appearance with your art people. Get all the literature on the typewriter balls you can get from IBM and Sperry-Remington, which has a cross-licensing deal with IBM. Almost all the parts and the balls are interchangeable. You can get a wide variety of type faces. Mixing them and changing spacings and margins can make for greater attractiveness. I do not do these things because of fractional cash costs and time, both close for me. But I am aware of them.

You will have to have a machine that half-spaces between lines. If there is a cash question to being with the modern standard IBM or Sperry-Remington machine is adequate. Look at Jim's essay in WW IV. Note that the double spacing between the lines is a little jarring to the eye but how legible, small as it is, the text is. Now enlarging that on-page size is simple and I will, I hope, be addressing that in the near future. If you decide to go with Banta they will help you by inexpensively giving you proofs of varying sizes of reductions. I have told you how to try them and how to do them for yourself. Very inexpensively, once you fix on a standard size, you can arrange a means of making it all automatic for the typists, who become your type setters.

For my purposes originally I wanted all those words on a page. But there is serious disadvantage to it, too.

I am sure that with a little time with your art department I can get you off to a good start in these ways. But the very first thing I want to impress upon you is that you can't use a standard double-spaced typed page and get an attractive end product. This is what you presented to me to present to my friend at Banta.

I began making up my own books without spending a penny for equipment. Now I have a total investment, except of time, of much less than \$50 besides the typewriter and paper. I recommend more than this for you, and you may already find what you need in the school. If not it can be made, as one of my gadgets is. Other simple adjuncts are readily and inexpensively available.

If I had my druthers from now on I'd never leave home. But I'd like you to get off to a good start. Thus the desire to get together there, with your other people. Best,