

JOH. ENSCHEDÉ EN ZONEN / GRAFISCHE INRICHTING N.V.
HAARLEM

BD/1854 JPE/RA

Haarlem, September 23rd, 1959.

Mr. Burton Cumming
Director of Publications
New York Graphic Society,
Greenwich.
Conn. USA.

(Mr. Graybeek
to Dr. Guimau)

3 July 2 o'clock Acknowledged

Dear Mr. Cumming:

We herewith have the pleasure to submit to you below our figures on the printing and supply - either in flat sheets or completely bound - of the publication planned for 1960 and entitled THE BARE FEET.

Our figures have been prepared along the lines of your inquiry dated August 27th, 1959 and, furthermore, with the knowledge that a top class production is required. We may ask you to please consider our figures realizing that we are fully aware of the great value you attach to a first class performance.

THE BARE FEET.

INSIDE : with a planned total of 76 pages on trim page size of 10"x13", measured horizontally (oblong size with back running over the 10" side) to be printed in black photogravure only for,

39 pages with full page photographic reproductions ;
32 pages with 4/5 page photographic reproductions plus the remaining 1/5 part of the page with a grey tone ;
5 pages with a grey tone
76 pages totally.

END PAPERS: besides, a supply of two times 4 pages of end papers for the front and the back of the book; out of the total of 8 pages, six pages are to be printed with full page photographic reproductions in black gravure as well.

TEXT-

IMPRINT : the 76 pages of inside, beforehand printed by gravure, will be imprinted separately with text in black letterpress on the 4 pages of frontmatter and the furthermore intended 5 and 7 pages of the inside, as described sub c. and d. of the specifications in your letter of August 27th.

The text will be printed in letterpress from cuts to be produced by us from the reproduction proof of all type to be supplied from your end.

It is on purpose that we suggest the letterpress technique for imprinting the text, as it is almost certain that an imprint by offset is repelled by the gravure ink, causing an unclear and unsharp print afterwards.

Amsterdamsche Bank N.V. Haarlem / Hldring & Pierson Haarlem / Hollandsche Bank-Unie N.V. Amsterdam
Nederlandsche Handel-Maatschappij, N.V. Haarlem / Rotterdamsche Bank N.V. Haarlem / De Twentsche Bank N.V. Haarlem
Postgiro 5743 / Telegramadres Johex / Telefoon 15275 (9 lijnen)

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COVER PAPERS : cover papers for fore- and backcases, one-sided printed by brick-red gravure with full size photographic reproductions ; the title text to be imprinted afterwards by black letterpress.

PAPER : for the 76 page-inside and the 4-page front and back end papers each, to be used finest quality woodfree smooth-finished gravure stock weighing 85 lbs. as per the enclosed sample marked 'A' (and meant to show the quality only).

For the cover paper to be used woodfree machine-coated art paper of nearly 80 lbs. weight as per the enclosed paper sample marked 'B'.

MATERIALS : On behalf of the photographic reproductions we will be supplied with the originals from Mrs. Nell Dorr.
The text and display to be supplied from your end in the shape of reproduction proofs in actual position and ready for the camera.

PRICES : based on the above-mentioned performance
the first 5.000 copies will cost US\$8.860,--
Each additional 5.000 copies, provided they are
ordered simultaneously US\$1.875,--
2.500 Copies on top of the first 5.000 copies
will cost half the amount of \$1.875,-- quoted
for additional 5.000 copies, or US\$ 937,--

The above prices are meant for a supply in sheets left flat.

The estimated packing and freight charges for the whole book, shipped in flat sheets (including laminated end papers) in ship's containers to New York dock (C&F)
per edition of 5.000 copies approx. \$ 180,--

Insurance rate : 2.875 % ad valorem.

BINDING : perfect bound, flat back, head and tailbands, entirely paper covered boards (greyboard material of adequate gauge) each copy wrapped in paper;

5.000 copies	US\$2.050,--
10.000 copies	US\$3.920,--
20.000 copies	US\$7.720,--

LAMINATING : additional cost of laminating or cello-skinning the cover papers
per 5.000 copies US\$ 230,--
per 20.000 copies US\$ 820,--

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OCEAN-FREIGHT

c & f

: the estimated cost of shipping the bound books
in seaworthy cases to New York dock,
per copy, amounts toapprox. 15 dollarcents.

Alternatives:

if the bound books are to be shipped in heavy
corrugated board containers (24 copies to one container)
the estimated ocean freight to New York
dock will beapprox. 12 dollarcents
a copy.

Remark : The amounts in US-dollar have been figured at the present rate of
exchange of US\$1.-- = Dutch Guilders 3.78.

DELIVERY SCHEDULE

: based on the supply of 10.000 copies:
after receipt of the original photographs, the reproduc-
tion proof of text and display as well as further finished
art work together with the position dummy, we reckon that
we require a production period of approx. 3 months in which
to complete the submission of proofs of the entire book.

The actual machining will take approx. 4-6 weeks following
approval of the proofs.

Binding the books according to specification will take
another 3-4 weeks, after which the finished books will be
ready for shipment.

We realize that the time required for making the proofs may be
considered by you as rather long. However, many years of experience in the field
of black gravure printing meeting the highest standards, has taught us not to be
too optimistic when stipulating a production time for this type of work. It
sometimes happens that the first proofs do not turn out to full satisfaction,
so that they are disapproved of in our works. Then instructions are given to
re-make the proofs before same are submitted to the customer in improved perfor-
mance.

We need hardly tell you that we shall be looking forward with great
interest to hearing your reaction on our quotation. Should you require any
additional information, please do not hesitate to ask them from us.

Thanking you very much for the opportunity to quote, we are,

most sincerely yours,

Samples

Engel Joh. Enschedé en Zonen
Grafische Inrichting N.V.

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