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NEW YORK GRAPHIC SOCIETY
GREENWICH, CONNECTICUT

July 20, 1961

Mr. J. P. Engel
Joh. Enschede en Zonen
Haarlem, Holland

Dear Mr. Engel:

Thank you for your nice letter of July 11th. I believe that you will be able to work out all the production and design problems with no trouble on Mrs. Dorr's book.

Now I must answer this last question of yours very carefully. You ask me what is to be the final run to be printed. In the first place I don't believe it will be possible to name a quantity to be printed until we know first of all what your estimates will be. Secondly, and just as important, this decision as to the number of copies to be printed rests largely and finally with Mrs. Dorr.

Although we are the American publishers of the book and will do everything possible to see that it is well distributed and promoted, we are not in a position to make any final arrangements, since the actual cost of production is to be deferred by Mrs. Dorr.

In arriving at a final print order one must first determine the number of copies to be distributed one way or another in English. Then, it is hoped that other publishers in other languages may be found and this is one of the things Mrs. Dorr will be looking into while she is abroad this summer.

As soon as possible I suggest that you prepare estimates in the quantities that follow, for finished books: 5,000, 7,500, 10,000, and additional thousands beyond 10,000. This would give us something positive to consider.

I am sending a copy of this letter to Mrs. Dorr.

With kind regards, I remain,

Sincerely,

Burton Cumming

BC:pk