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NEW YORK GRAPHIC SOCIETY
GREENWICH, CONNECTICUT

October 23, 1961

Mrs. Nell Dorr
Villa Serena
Nettleton Hollow Road
Washington, Connecticut

My dear Nell;

Just a note to follow on the heels of of our first conference after your return, which took place last Friday.

Before saying anything about the book however, I must report on the exclamations of delight with which your loaf of bread was greeted by my wife, and which continued at every meal from both of us as long as it lasted. Really this is the most wonderful bread we have ever tasted, it carries with it the spark of your own genius.

I am enclosing, to get back to the book again, a copy of my letter to Mr. Engel which I believe touches upon everything we discussed on Friday and which I hope will put him in the proper frame of mind for our discussions when he arrives in this country.

The only matter I did not bring up at this time is the point about copies of the book you will wish to obtain for your own use, or for the use of the Dorr Foundation. When Mr. Engels gets here, we will speak to him about this. However, it is common practice for European printers to keep a certain amount of finished copies of an American publication which they have manufactured for distribution from their own plant or warehouse at the instruction of the American publisher. They charge a nominal cost for handling and postage, and of course, in most cases, there is no problem about duty. When the time comes, I can set this up for you and it is no trouble to anybody.

I do hope that your husband continues to mend. I also hope that you can find some peace for yourself and re-collect your own strength and energies after such a very difficult and unexpectedly unhappy summer.

With kind regards to you both, I am as ever,

Sincerely yours,

B.

Burton Cummings
Director of Publications

BC/pr
Enc.

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GREENWICH CONNECTICUT

October 23, 1961

Joh Enschede en Zonen
Haarlem, Holland

Attn: Mr. Engel

Dear Mr. Engel:

Friday morning I had a long conversation with Mrs. Dorr on her book, "The Bare Feet."

As you know, the New York Graphic Society has agreed to be the publishers of this book in the United States.

We are handling all matters concerned with its distribution, promotion, publicity, and normal trade sales. We have also agreed to advise her in any matters in connection with the book not covered in the above activities. This letter is to let you know what we discussed together on Friday, and what I have advised in connection with the book in general.

1. We are both delighted to know that you will be coming to America in November. I say this because there are many matters we wish to discuss with you fully which can be much better decided in conference than by mail.

2. I was greatly relieved to hear that people in Europe are already interested in this publication. I also very much appreciated your offering to help Mrs. Dorr find publishers in Europe for the book. I feel this is crucial to its success and that we should all do everything we can to increase the sale of the book.

3. We both agreed that the only safe way to proceed in developing the sale of the book, whether here or abroad, will be to have a certain amount of dummies of the book for demonstration before the book is finally printed.

4. Therefore, I am going to ask that when you are ready to pull final proofs, or even before you pull first proofs for the complete book, you should plan to make up a reasonable amount of complete dummies to be bound and even to have their jackets.

5. With these in hand, our salesmen can then test the market here. I can approach the United States Government for possibilities of United States Government purchase. We can test certain potential markets in Mexico and South America. The same can be done in trying to obtain foreign-language publications abroad.

6. I am pleased to see that the text will be printed in offset. By comparison, the page in proof in offset with the samples of text in gravure indicate that offset is far superior.

7. I do not know what your program of production is, but I assume that you are going to make proofs of all the plates for correction. I assume that Mrs. Dorr will correct these herself and that you will then prepare a final set of proofs. After correction we would all expect them to be as perfect as possible.

8. This book does not require a rigid timetable in its production. We have already postponed publication until 1962. I believe that the publication date should not be set until we are satisfied that the book is ready to print. Then we should give ourselves plenty of time to offer it to other publishers. This could mean that the book would not be published until late spring, summer or even early fall. The important thing is to have as much support as possible before going to press. I don't need to tell you that if the book does obtain a good reception among other publishers, we may be able to increase the print order, and this would be a most happy experience for everyone. As it is, the book is most expensive to print. I have figured your estimate for 5,000 copies, delivered and it comes to nearly $3.50 approximately.

I believe you can see from the above point that we are all determined not only to make this the most beautiful book possible, but also to obtain for it the widest possible market.

Would you be good enough to write me saying when you expect to arrive in America and how long you expect to stay. This will give us a chance to arrange for the necessary meetings. Would you also be good enough to reflect a bit on our thinking in terms of the book and its distribution so that when we do meet we will all have something to propose for the success of the book.

With kindest personal regards, I am looking forward to your reply and especially to your visit, I am,

Sincerely,

Burton Cummings
Director of Publications

BC/pr