NEW YORK GRAPHIC SOCIETY Publishers, LTD.
GREENWICH, CONNECTICUT 06831

July 23, 1965

Mrs. Nell Dorr
Nettleton Hollow Road
Washington, Conn.

Dear Nell:

A situation has come up in connection with THE BARE FEET that causes me to write you rather reluctantly but inevitably.

Russell-Rutter in making certain plant changes have notified us that they must move the sheets of THE BARE FEET, which they were storing, to another place -- actually a commercial warehouse.

This has been done and something like close to a thousand sets are now resting on skids in a perfectly safe spot, The Nasco Corporation, 515 West 36th Street, in New York.

The expense of storage is minimal and comes to $6.00 a month, but that is not the point of this letter.

Since the book was published in 1962 we have sold or sent out as review copies or complimentary copies 1134 books. We have in stock here in Greenwich 1665 copies now. Our sales manager anticipates that the annual outflow of this title, as they say, from now on will amount to an average of about 50-60 books.

About a month ago I sent a 2nd copy of THE BARE FEET to the person in charge of the Cultural Operations Divisions of the U.S.I.A. which operates our overseas book dispersal program. Like everyone else he admired and praised the book but he said it fell outside the limitations of his program, which are confined to American (U.S.A.) contents and subject matter.

I have a suggestion to make which may or may not meet with your approval but which has precedent and which we have made use of on another occasion. Let me put it in the form of a question. Do you suppose the foundation would be willing to make donations of THE BARE FEET to deserving and smaller libraries around the country? I mean libraries which do not have funds for purchasing the book, but which would be enriched by acquiring it. We did this with a thousand copies of Milton Brown's book THE ARMORY SHOW and the Hirschhorn Foundation got all the glory not to mention the satisfaction of the gift.

The operation is very simple and there is no problem in obtaining a list of such libraries.

I suggest this to you because I believe the book deserves very much to be seen. And yet it's the kind of a book that is very hard to promote, even to libraries.

If you want to consider this seriously, I would further suggest binding up the remaining sheets now in storage and adding another 1200 or 1300 copies from our supply so that the total number of books for dispersal to libraries would be 2200 or 2300 copies. You might want to vary the formula and select a certain amount of college libraries rather than those in less populated cities.

This letter may not contain the happiest news in the world but I feel we must be realistic and I have tried suggesting a way out. Anyway you will surely want to think about it yourself and probably we should get together after you have formed certain conclusions.

Meanwhile I hope this finds you well and busy.

With all our best.

As ever,

B.

Burton Cumming
Director of Publications

BC:rw