DRAFT

REPORT OF THE PRESIDENT TO DORR FOUNDATION

MOTHER AND CHILD

USIA

The second edition of "Mother and Child" consisted of 5,000 copies of the plates. 3,000 of these have been bound by Spiral Press. 1,000 copies of these bound volumes have had inserted the "tip-in" stating that the book is a gift of The Dorr Foundation, and have now had placed inside their covers a copy of the letter "From the Author to the Reader" -- a letter by Mrs. Dorr. These 1,000 copies are being held at the bindery.

At the March 8, 1955, meeting, a resolution was passed to furnish the U. S. Information Agency, at their request, 150 copies of the book at that time (which was done) and not more than 1,000 copies later, depending upon the demand, determined from their having sent out the 150 copies with a questionnaire to the libraries throughout the world asking them to indicate the number of additional copies they would like.

As of August 5, 1955, according to information received by letter from the USIA, they had had requests for 855 copies, the largest single order being from Manila for 500. On August 8, we were advised that they had had a request for 25 copies to be sent to Tripoli, making a total requested by USIA as a result of their questionnaire of 880.

The matter of distribution of this book is now handled out of the Washington headquarters, rather than through the New York office. Mrs. Ethel Schroeder, who has handled this matter, informed us of that October 21. She has written to Washington, D. C. asking them to advise us as to mailing instructions for these 880 copies, as well as to give us up-to-date information on the number of books requested.

PRODUCTION MATTERS

As indicated above, a "tip-in" was comosed for insertion in the books going abroad. This gave the information that the book was a gift from The Dorr Foundation. These "tip-ins" were inserted in the original 150 books which were sent to USIA libraries.

A letter entitled "From the Author to the Reader" has now been produced and pasted in 1,000 copies of the book for use in distributing to USIA libraries throughout the world.

Samples of the above two things have been sent to all Board members.

REPORT OF THE PRESIDENT TO DORR FOUNDATION (continued)

MOTHER AND CHILD (continued)

SALES

The Dorr Foundation through its efforts have sold 152 copies through October 27.

Through September 30, 1955, Harper & Bros. have sold a total of 1394 copies from both editions. They had no sales for the month of August and had four returned during the month of September.

PHOTORAMA

In the September-October 1955 issue of PHOTORAMA, an international review of photography published by Gevaert in Antwerp, Belgium, there is a very fine article about the book, including some fine reproductions of some of the photographs. We have written them regarding getting additional copies in English as well as foreign languages for distribution. As of this date they are expected any day and were gratis from the publisher.

ADVERTISING

Beginning with the November 13 issue, it was decided to place a series of small advertisements in the Sunday New York Times Book Review. The series has been limited to four insertions of an ad one-column wide (2-1/4 inches) by 1-1/2 inches at a cost of $48.72 per insertion. The copies of these ads are carrying small endorsements by Carl Sandburg, M. Craeybeckx, editor-in-chief of Photorama; and Jacob Deschin, Photography Editor of the New York Times. The ads appear over the signature of The Dorr Foundation but identify the work as "A Harper Book", with full permission of Harper & Brothers.

FUTURE PROGRAM

It should be kept in mind that except for perennial best sellers standard trade book publishers, such as Harpers, think of books in terms of perishable commodities, their average short lives beginning with their publication and/or copyright date. This policy is determined in a large measure by booksellers who cannot keep in continuous stock all books after a certain date. In this regard a book of timeless appear, as MOTHER AND CHILD is universally considered, is apt to suffer most.

If such a book, despite this handicap and with special promotional assistance, can become established as a perennial if only seasonal "seller," the interest of both publisher and booksellers can be restored.

REPORT OF THE PRESIDENT TO DORR FOUNDATION (continued)

MOTHER AND CHILD (continued)

This may be taken as one of the ultimate objectives in future planning for MOTHER AND CHILD, and specifically in the matter of the distribution of the stock now on hand. In the immediate problem of distributing this stock three methods suggest themselves:

1. More intensive direct selling. While the results of the endeavor is direct advertising over the name of The Dorr Foundation in the New York Times Book Review has proved extremely disappointing to date, this may be due entirely to the fact that it was carried out on too small a scale and in the wrong media. To be effective the plan under discussion would require a substantial appropriation and a careful study of the most likely media appropriate to the book. The media to be used might be exclusively magazines devoted to photography; or to the ranking national women's magazines; or to a combination of both. Because of the pictorial nature of the book its promotion might be fully sought through the field of television, but such free promotion, if obtainable, provides no permissible method of relating the product to the sole or main source where it is available: The Dorr Foundation (with address).

It is not easy to determine in advance what the amount of an effective advertising appropriation might be, but combining the factor of the investment in the present stock and the full list price of the book, a potential realizable figure results which might be taken as the basis of a working budget. Since the sale of the approximately 4,000 copies now on hand would give a gross return, at full list price of $4.50 a copy, of $18,000 and the second edition cost the Foundation a $1.59 a copy or $7,545, an acceptable budgetary commitment by the Foundation might be considered as a substantial difference between the two totals. Such procedure would provide no return to the Foundation.

2. A second method of reducing the stock on hand to a limited minimum would be to distribute copies to a selected list of libraries throughout the country as gifts of The Dorr Foundation.

3. A third method which has been suggested concerns the list price as set by the publisher by the high costs of publishing. If a new wholesale price, substantially lower than that made by Harpers to bookstores, could be set for a selected list of bookstores such stores might be willing to undertake special sales of the book at a figure considerably lower than the existing list price of $4.50. While it might be necessary to clear such an undertaking with Harpers, it is in effect substantially the same as the standard "remainder sales," which is a common practice in the book trade.

Such an offer to bookstores should carry with it an understanding that the book would receive special window and counter displays. Substantial time and effort would be required to implement such a program.