



597 Fifth Avenue
New York, New York 10017
Telephone (212) 593-3765

22 March 1973

Mr. Timothy Seldes
Russell & Volkening, Inc.
551 Fifth Avenue
New York, New York 10017

Dear Timothy:

Further to our telephone conversation about the Eliot Porter book SUMMER ISLAND, I am writing to give you the most recent information we have on reprinting. Many things are involved in making any decision on this title at the moment, and I think you should know what they are.

Although SUMMER ISLAND is out-of-stock in the hardcover edition, it is still in print with Ballantine Books in paperback. The contract with Ballantine is due to expire in June of this year unless renewed. We did not give six months notice as stated in the contract since it was unclear what effect the Random House acquisition of Ballantine would have on existing contracts. We have yet to hear directly from anyone at Random House or Ballantine.

Indirectly, however, we heard that Random House wants to possibly reprint some or all existing paperback format books in a larger 8½ x 11 format - in quantities of perhaps 50,000 or more. Obviously, if they are serious about this project it directly affects any decision we may make to reprint the title in hardcover (either ourselves or under some co-publication venture with Scribner's), or to bring out our own paperback edition. I have also mentioned our reluctance to let hardcover rights revert so long as the paperback contract is valid and depends upon our maintaining the copyright. Moreover, there are numerous problems involved in another publisher taking one title from the existing exhibit format series.

If Ballantine revises and reprints the book, I doubt the wisdom of printing in hardcover at the same time. Or in paper, for that matter. The market is not that great, and the royalty on 50,000 copies is not a small consideration. If the Ballantine deal does not look good to us for a variety of reasons, it is our feeling that we would proceed with either a hardcover or paperback edition ourselves. Only as a last resort would we want to relinquish rights.

Sierra Club National Headquarters
1050 Mills Tower
San Francisco, California 94104

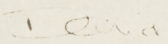
Mr. Timothy Seldes.....page 2

For Ballantine to proceed with a revised printing, I feel they need to sign an extension of the existing contract - a copy of which I am enclosing. If we pull back the rights from Ballantine, we would be prepared to offer Eliot Porter a standard hardcover contract based upon the terms negotiated for his other exhibit format books. It is unfortunate that none exists at the moment, but I feel the intent to treat terms and royalties the same as in other book contracts has been established by past practice and the royalties paid on SUMMER ISLAND. Should all the above not work out for any reason, then we would be prepared to negotiate directly with Button on SUMMER ISLAND

Since THE PLACE NO ONE KNEW is still in print, although low on stock, we are not yet at the same stage as SUMMER ISLAND. Also, to the best of my knowledge, the Ballantine contract runs five years from date of first publication, which seems to be March 1971. Essentially, though, our views on this title parallel those on SUMMER ISLAND.

John Mitchell and I shall raise this question again at the Publications Committee meeting in San Francisco on the 31st of March. Perhaps we can get moving on this ourselves if Ian Ballantine is not going to approach us on the reprint. I shall keep you informed.

Yours cordially,


David W. Epp
general manager

cc: John Mitchell