



Roger Beachman, *Publisher* 4509 Balcones Drive Austin, Texas 78731

February 20, 1987

Dear Stuart:

Barbara and I have spent two weeks rewriting, editing, debating, and rewriting for an announcement. We have come to several observations after reviewing the announcement with Harold Billings, director of libraries at U.T.

1. Keep the copy brief--and lucid. There are over 100 announcements that come to his desk daily--and it is only the truly beautifully designed ones--with less than one page of text that receive attention.
2. Broaden the audience...it is more than a Texas book... note our heading and copy
3. Use Written brief reviews from others on the left side of the page to 'puff' the book. That is one very good reason as to why one shouldn't use his personal name as his press name. Otherwise the reader is skeptical when one writes about his own book.

This is involving more time than we had dreamed was possible... and means that we have had to shelf our own book on Texas Lithographs again. Yet, we would like to see the book placed out into a wider audience.

On the attached list of our responsibilities --Barbara and I have proposed that for our services of paying for the color separation, typesetting, paper and binding for 1000 announcements-- that we would trade for 6 copies of the signed book. We would need 4 copies which we would want to pick up on our trip up to Fort Worth next week. We will deliver some posters to Amon Carter for David.

Let us know if you are in agreement with such an exchange... if not...there will be no hurt feelings on our part. We will bring up layout for announcements. And we will get written approval to use the

And, we are taking some colored slides of David at his press....working over pages of your book. Then I would propose that we take some 35mm slides of you and Scott working in your studio--actually working and not portrait shots. The idea we have discussed with A.C.Greene is to send them up to his agent in NY and see if we might receive some national publicity...via TV coverage of You and Scott, John Graves and David at work. quotes.

Sincerely,

Bill Holman

P.S. the book we did for Orange County, with announcements, sold the entire edition of 1000 copies in 4 weeks ending Jan 10th.