



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

May 16, 1987

Dear Stuart:

We finally read a copy of Steve Blow's "Flights of Fancy" in the Dallas Morning News. It read great and the illustrations were great. Have the orders poured in? I referred one bookstore to you a couple of days ago.

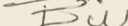
I have finally heard from San Francisco and have the costs (special order for paper, two new color separations, typesetting and shipping, from the mill) and the prices I would have to pay David to print the four color runs and the letterpress runs. In all Barbara and I would need to come up with \$8100. in cash to cover our direct costs to others. One of the heaviest costs ~~is~~ for the new separations (one for \$1200 and the other for around \$500. --I have enclosed two price lists from two separators here) and the other is for a special mill order for the paper.

Thus, the project is somewhat larger than Barbara and I had estimated. Perhaps we could scale the scope and scale of the announcement down to a more manageable scale--and we could take fewer books as trade. Since the Hoyer Birds of The Pacific Coast isn't selling--in spite of the extra sheets he is sending out-- I am not certain that they are sending out too many sheets. Anyway, I have noted on the attached outline - some ideas as to what sheets could be eliminated to hold down the cash outlay to some degree.

We will have the letterheads, envelopes, order cards, mailing labels, and sets of business cards completed by next Wed. and we will send them up. This will give some credit toward the book which we currently owe you for.

Look over the attached sheet and give me call. Perhaps you can think of some alternative which I haven't come up with.

Sincerely,


Bill Holman

REFLECTION COPY

Full 4-color process with loose color proof from prints, and commercial art. **Please note:** There are 2 prices listed, regular camera and DS camera.

Copy specifications for regular prices:

- A. Maximum Copy Size - 30 x 40
- B. Maximum Film Size - 16 x 20
- C. Maximum Enlargement - 2 times up=200%
- D. Maximum Reduction - 4 times down=25%

Copy specifications for DS camera prices:

- A. Maximum Copy Size - 50 x 60
- B. Maximum Film Size - 52 x 72
- C. Maximum Enlargement - 8 times up=800%
- D. Maximum Reduction - 12 times down=8 1/2%

All copy with overlays requiring vacuum copy board for perfect register and size, take DS prices.

Reflection from original art paintings, use "FINE ART" listing.

MAXIMUM IMAGE SIZE	FILM SIZE	REGULAR PRICE	DS CAMERA PRICE
3 x 5	5 x 7	292.00	342.00
6 x 8	8 x 10	356.00	406.00
8 x 10	10 x 12	396.00	446.00
9 x 12	11 x 14	475.00	525.00
12 x 15	14 x 17	634.00	684.00
14 x 18	16 x 20	756.00	806.00
18 x 22	20 x 24		911.00
22 x 28	24 x 30	1276.00	1276.00
28 x 38	30 x 40	2096.00	2096.00
30 x 42	32 x 44		2561.00
38 x 38	40 x 40		3164.00
34 x 46	36 x 48		3388.00
40 x 50	42 x 52	Projected	4794.00
43 x 58	45 x 60	Projected	5626.00
48 x 68	50 x 70	Projected	6079.00

FINE ART REPRODUCTIONS

Estimates for fine art and/or direct from product: F correction must be made after press proofing by printer v prints job. We accept no responsibility for down time on p plate, paper and/or any other costs occurring in reproduc of fine art.

FULL 4-COLOR PROCESS LOOSE COLOR PROOF			SCREENS ONLY CT WITH PR
MAXIMUM IMAGE SIZE	FILM SIZE	PRICE	PRICE
3 x 5	5 x 7	513.00	359.00
6 x 8	8 x 10	609.00	426.00
8 x 10	10 x 12	669.00	468.00
9 x 12	11 x 14	788.00	552.00
12 x 15	14 x 17	1026.00	718.00
14 x 18	16 x 20	1209.00	846.00
18 x 22	20 x 24	1743.00	1220.00
22 x 28	24 x 30	1914.00	1340.00
28 x 38	30 x 40	3144.00	2201.00
30 x 42	32 x 44	3842.00	2690.00
38 x 38	40 x 40	4746.00	3322.00
34 x 46	36 x 48	5082.00	3558.00
40 x 50	42 x 52	7191.00	Projected
43 x 58	45 x 60	8439.00	Projected
48 x 68	50 x 70	9120.00	Projected

COLOR SEPARATION PRICE SCHEDULE

IMAGE SIZE	WALLACE/ SUPERIOR COLOR	PLEASANT/ COMMERCIAL COLOR	CAMERA COPY	DUPES	CROMALIN OR T.K.	COLOR KEY
3x4	130.00	105.00	190.00	25.00	25.00	20.00
4x6	170.00	130.00	220.00	30.00	25.00	20.00
5x8	190.00	145.00	240.00	35.00	30.00	20.00
7x9	225.00	165.00	265.00	45.00	45.00	30.00
9x11½	240.00	185.00	290.00	50.00	50.00	30.00
10x13	275.00	210.00	325.00	60.00	60.00	35.00
13x16	340.00	250.00	400.00	65.00	65.00	50.00
11x17	370.00	270.00	420.00	70.00	70.00	55.00
11½x19	400.00	300.00	450.00	85.00	85.00	60.00
15x19	460.00	350.00	575.00	90.00	90.00	70.00
19x23	650.00	475.00	775.00	100.00	100.00	85.00
21x27	900.00	650.00	990.00	125.00	125.00	110.00
23x29	1100.00	725.00	1090.00	150.00	150.00	125.00

PRICE EFFECTIVE JUNE 1, 1984

FOOTNOTES:

- WALLACE/SUPERIOR COLOR.** For your superior color separation, we will analyze your original copy and decide the best means to achieve the finest possible quality. However, if you would like to make an additional change, we will allow you one color correction and re-proof within the above price list.
- PLEASANT/COMMERCIAL COLOR.** If you are using a color reproduction in a project where exact color match is not necessary or is not possible (such as newspaper printing), we recommend that you specify the commercial color category. Naturally, we will make every effort to give you a fine color separation, but additional color corrections and re-proofing will be at an additional price.
- CAMERA COPY.** In making separations from original copy that is nonflexible (such as an illustration on board), we will use our color camera. Since this process is more costly and requires a great deal more time than the electronic laser scanner separations, we must charge you more for them. However, we will be able to offer you additional sets of separations ordered at the same time for one-third less than the listed price.
- STUDIO 820 ELECTRONIC PAGINATION SYSTEM.** The Studio 820 electronic pagination system offers you the opportunity to create electronically air-brushed vignettes and background screens without

creating expensive and time-consuming original artwork. The 820 system is also ideal for advertisements requiring several sets of separations on a single page or for catalogue work. Please contact a customer service representative for a demonstration of the system or to bid a project produced on the system.

- ART REPRODUCTION.** Please call a customer service representative to arrange for a price quotation.
- SIZES AND PRICING.** This price list is based on the final image size—not on the size of the original or the film size. In planning your graphic production projects, please consider the following factors which can greatly influence the final price of your job: (a) extreme enlargements or reductions (b) "ganging" several sets of separations at one focus (c) a separation made directly from a product other than a print or transparency. (d) Rush delivery (e) separations made from retouched copy or separations which will require extensive retouching.
- TRANSPARENT OR REFLECTIVE COPY.** In creating color separations on our electronic and laser scanners, we are able to use any original copy that is flexible and can be wrapped around the scanner drum. This includes any size transparency or color print up to 20"x24".

Scanners Transparent Flexible Copy	Max Image Size
75 line	16x20
110 line	12¼x19½
133 line	18¾x22
150 line	19½x23½
175 line	9¼x12¼
200 line	12¼x19½

Scanners Reflective Flexible copy	Max Image Size
110 line	12¼x19½
133 line	9¼x12¼
150 line	19½x23½
175 line	9¼x12¼
200 line	12¼x19½

Camera Reflective Nonflexible & flexible	Max Image Size
55 line	14x17
75 line	16x20
100 line	16x20
120 line	16x20
133 line	16x20
150 line	23x29
200 line	16x20

- CUSTOMER SERVICE.** If you have any additional questions or if you would like to have one of our customer service representatives come to your office and discuss your graphic production projects, please give us a call at 472-5473 or, if you are out-side of Austin, please call 1-800-252-9416.

Thanks again for sending your graphic production work to Wallace Engraving Company.



WALLACE
engraving co.

435 Sterzing St./P.O. Box 1485

Austin, Texas 78767

AUSTIN—(512) 472-5473

TOLL FREE IN TEXAS

1-(800)-252-9416

Prices subject to change without notice.

Plus
\$ 125.00

PROSPECTUS & Promotional materials

Stuart: Here is what you have
Proposed

Here are some observations and suggestions
which would reduce the scale of the
project

- (1). PAGE 1. Front Side. Reproduction of Book Cover
in 4 Colors.

1. Since the portrait of You and Scott in
the Dallas News -- reflects the
image of the book & contents so
well--it would be less expensive
to borrow their transparency and print
the prospectus with your portraits on
one side of one sheet. We would hve
to edit down the copy to fit.

Back Side Photo-lith of Prosectus Text. See note above which would combine this
with the portrait.

- (2). PAGE 2 Reproduce the 2 color title page.

2. Since you have overruns of this--I would
use the extras on hand rather than
run up additional costs that are not
essential at this time.
Also, this is letterpress & can be
used as sample of letterpress printing.

- (3). PAGE 3 Text Page for **Wild Turkey**

3. Again, I would use the various extra
sheets already on hand.

- (4). Page 4 Color Plate. Wild Turkey

4. Again, I would use the various extra
sheets on hand. And when the
Turkey is exhausted I would use extras
of other plates.

5. Specifications. List of plates.

5. Rather than have the type shipped in
from San Francisco - I would have
this set--as we have already done--
the prospectus--and print it offset
using two colors. Color for heading.

IN SUMMARY.... You could still have five different sheets to mail out...you would still
have a letterpress sheet for illustration of technique... and through the portrait
you still have an excellent view of the physical book in 4 colors.