



Roger Beacham, Publisher · 12203 Mustang Chase · Austin, Texas 78727

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Dear Stuart:

I have received the marked up pages. Bill is seriously ill & is unable to handle anything -- with either Greg, David or me -- much less other problems.

David Kent is a good proof reader -- but you never follow all of his ideas--especially where he desires perfect letter or word spacing with **computer** typesetting. He and his wife do hand typesetting - and refined adjustments are much easier - without endless resetting on a computer at \$30. plus and hour. Also, if you will take any book -- look at Andy Hoyems--you will never find perfect letterspacing. And in other instances--especially where the job has proceeded through presswork--you have to compromise to survive.

In looking back through the files: Bill requested 'exact' copy prior to typesetting -- which means that the typescript came edited and proofread in advance. He does not rewrite in galley stages on any of his jobs. In spite of this--there were three revisions and the last was from galleys you proof read & added typed revisions --and you requested that the copy be set exactly as revised. And he followed directions as in usual trade practise.

Stuart, it is very difficult (and can be more costly than you imagine--unless you hit a lucky operator at a one shot trial--to achieve perfect word or perfect letterspacing with the computer typesetting. If you wish to keep resetting it can be improved--but usually one has to accept some compromises.

I have examined the 2nd page--and the problems here are minor compared to the costs you would face with resetting with perfect letterspacing, purchase new paper, new negatives, new plate, makeready, and a costly press run. And no telling how much delay in getting it through the press run.

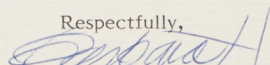
I would suggest the following. I am sending a check for \$100. to cover partial costs for resetting only the announcement page--and for you to have it done in Ft. Worth/Dallas where you can have control over the typesetter--and any resetting. They have Bembo Type.

- a. Reset the announcement as you desire--have them use same size of type, same length of line, same leading between lines, etc. (Don't make further copy or it wont fit on the page. Have them pull two galley proofs for you and finally a slick reproduction proof for David.
- b. Have the Galleys set--whereby the sub headings are in the exact place you desire--have the reproduction slicks made--and the headings made--and send them to David. He can pasteup, make negs, plate and run after he reruns the 4 color.

I would certainly leave the 2nd page as set and printed. This page will seldom, if ever, be read in detail. However, if you wish to pay to have it reset--with perfect spacing--and have it reprinted again -- please send a check in advance for \$450. to pay for the paper, negative, plate, and the cost of the press run.

In terms of economics - the four copies had missing pages, no colophons, et cetera--and we sold them as 2nd's at \$500. each/to relatives and friends. We had to raise the money to pay for the color seps, paper, negs, plates, and the press runs. So we are slightly behind on the venture.

Respectfully,



Barbara Holman

P.S. You will have to be careful about perfect letterspacing on the Announcement--talk to you typesetter & costs for 1st setting & resetting costs for spacing.

Further comments about spacing:

On

PROSPECTUS: Comments

Much of this is picky....

1. To move headings down -- I would disagree -- optically they look fine and why destroy something already well done.
2. The spacing before Texas is a common problem in all computer settings in Italic... a hand typesetter might notice it...but otherwise it is fine.
3. Centaur monotype.... has been used by others and it is no earth shaking problem
4. PH -- I have seen it both ways--again no earth shaking problem
5. 10 or ten.... Who really cares. One manual will say that it is to the option of the style of the house and another will give two variants
6. 19th century. Can go either way... nothing earth shaking

However, since this page is to be rerun anyway.... it is better to reset it and make new negs and plates. But the 2nd page...should be left as is.