

THE GENTLING BOOK OF TEXAS BIRDS

I am enclosing with this letter all of the materials which are necessary to explain to you and your interested customers the book, Of Birds And Texas, by Scott and Stuart Gentling and John Graves. This envelope contains ten color brochures which offer a rather concise explanation of this publishing project, and included with the brochures are ten Reservation Cards and ten return envelopes. The package also contains several copies of my five page letter which explains in greater detail the types of payment plans that we offer and which outlines more precisely what the buyer will be receiving for his investment. One final item that I have included here is a master copy of the Purchase Contract which you should keep in your possession to read to your customers.

If anyone wishes to purchase a book, he should read your copy of the Purchase Contract and the Reservation Card, then mark the preferred payment option that is outlined on the card. You then mail the card along with the buyer's payment, using our return envelope or using the address that is printed on that envelope. On receipt of the order I will record on the Reservation Card the volume number(s), the amount paid and the amount, if any, that is owed. I shall then record the same information on one of the two-page formal Purchase Contracts which Mr. Stuart Gentling will sign. The Purchase Contract will be xeroxed with an additional page containing a xeroxed copy of the signed Reservation Card which will also be initialed by Mr. Gentling. These copies will be immediately sent to you.

This process is less complicated than it sounds, and it will allow us to keep a double record of each purchase in order to avoid any confusion. It is important to note that all volume numbers will be assigned on the basis of the post mark accompanying the Reservation Card. When the one hundred volumes reserved for the trade are sold no more books will be offered for sale through dealers under any circumstances. If you have questions, or if I can be of any help, please feel free to call me. During business hours I can be reached at (817) 332-7059 or 732-0302.

Sincerely yours,

E. Ralph Carr
Project Manager