

FORDS, HOWARD & HULBERT,
PUBLISHERS,
No. 80 Lafayette Place.

NEW YORK, Jan 12 1892

Wm. A. Stone

My dear Judge

As a short way of getting
at the cost of your "Bible" book, I
sent you a copy of "Appeal to Pha-
rakh." This book I got a N.Y. esti-
mate in "Lay Primer" double lead
(1 line smaller type than Pharaoh, the
size used in "Duck", &c) and it was
85¢ per page for Comp. & Else. But
I am positive I can get it done at
an out of town (neighboring) establish-
ment, either in New Haven or in
Rahway N.J., for 78¢ per page.
If in the type of "Pharaoh," it will
be about 68¢ per page, but will
of course take more pages.

Alteration in proof, as
always, at 50¢ per hour.

As to the manufacturing
of the book, it stands now at
11¢ in paper and 15¢ in cloth.
But this was printed in editions

of 1500, at 50¢ per token. If larger
Edition were printed it could be
done at 45¢ or perhaps even
40¢. Still, the main expense is
paper & binding, & that of course
does not change its proportion,
no matter how many are made.

Your idea of getting orders
before doing anything is a wise one.
That method is coming into vogue.
Funk & Wagnales do a lot of it
on their ministerial list of
buyers, and make much money.
Of course you ^{do} have to allow
for a shrinkage when the orders
are to materialize, it is so hu-
man to order — so divine to pay!

We would attend to the
matter for a commission of 10%
on the retail price of all sales —
the usual arrangement in such
cases. But as for making the
plates & books and shipping them
off in bulk, depending on the
problematical returns from a
list of buyers of whom we
know nothing for the getting

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back of our expense and the
Agreement for our time, You must
see that that would be a foolish
business arrangement even if
we had the bank account of
Mr Van Alstabil - which, it is
perhaps needless to say, we have
not! We will most cordially
do what we can to aid you,
even for the sake of pleasing
you, & without reference to its
possible effect on the sales of
your books on our list; but,
since we find it hard to get
money enough for our own little
schemes, it is sheer impossibility
for us to advance money for
yours - even good ones! Therefore
You will see how we must look
at it all. We can stand be-
tween you and the printer & binder

as to doing the work, but not
as to paying for it.

Will the Inter-Ocean
people help you out on that?
They know much more about
the affair than we can.

Faithfully yours,

Howard

CHAUTAUQUA COUNTY NY HISTORICAL SOCIETY 2013