

FORDS, HOWARD, & HULBERT,
PUBLISHERS,
No. 47 East Tenth Street.

NEW YORK, April 15, 1893.

Mrs. A. W. Tourgee,

Dear Madame:-

we have your note of the 13th.
(*Fool*)
The plan of a new edition is of course a problem.
The only element to be reckoned with is the possibility of manufacturing large editions at small cost and selling them at a multiplication of small profits, which would aggregate much more than the present profits do. For a year or so past we have been selling about 365 copies a year, the book costing 28 1-2¢. If we could sell five or ten thousand copies in a year and manufacture the book for, say, - 15¢, it is evident that there would be a good deal more profit at a retail of 50¢ than at present at a retail of \$1.50. We should not go into the thing at all unless we had orders booked sufficient to justify the printing of such an edition as is

mentioned. If we got such orders we think it would pay; if we did not get them, there is no question to be considered. The proposition is not to put the book into paper covers, but into a white back, red leatherette ^(stiff boards) sides, with gilt titles ^{{ The original "The Empire", 361 pp., no} ^{ "Invincible Empire", no illus.}

The only question that we submit to you is whether you are willing that we should make the experiment of getting orders, and, if we get the orders, of making and selling the books at the price named.

Very truly yours,

Frankman M. M. M.

The suggestion came to us from a salesman who has had great success with similar editions of the well known books, similar reduced in price.