

THE AMERICAN HISTORICAL COMPANY, INC.

Publishers



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February 20, 1951

Mr. W.C. Simons,
The Lawrence Daily Journal-World,
Lawrence, Kansas

Dear Mr. Simons:

I did not make myself clear regarding the 100 copies of your forthcoming genealogy, for I was referring only to a list of that number to whom we frequently send subsidized publications. We have had no experience in selling trade-priced books and would not know how to advise you.

I do know that such sales are slow, require extensive circularizing and advertising, and rarely pay out the investment in them.

From that point you will arrive at your own solution of the problem, but if your desire is to have it in the greatest possible use with the least delay I would not depend upon sold circulation.

Cordially,
THE AMERICAN HISTORICAL COMPANY, Inc.

A handwritten signature in dark ink, appearing to read 'W.S. Downs', written over a horizontal line.

W.S. Downs

WSD:MAG