

THE AMERICAN HISTORICAL COMPANY, INC.

Publishers



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February 5th, 1951

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

Dear Mr. Simons:

Your letter requesting advice in the light of our experience in regard to the demand for your genealogical publication interested me, for often on behalf of clients for whom we publish we make distribution and are confronted with the same problem.

We have found that if we have 100 copies for libraries who have a substantial genealogical collection we can cover all of the populous areas of the country in acceptable manner. Possibly your family needs will make an increase desirable, and I recommend a device that we often use, - running an additional amount and holding them folded and gathered, but unbound, against a call that might materialize. The cost of the paper and presswork on such a small quantity is negligible, while the binding can be quite an item. In this manner you are fully protected.

It is a satisfaction to have you count upon our very real continuing interest in your project, and I hope that it eventuates exactly as you wish.

With kindest regards, I am,

Sincerely,
THE AMERICAN HISTORICAL COMPANY, Inc.

A handwritten signature in dark ink, appearing to read 'W.S. Downs', written in a cursive style.

W.S. Downs

WSD:MAG