

MEMORANDUM

To: Dr. Bierly and Grace ✓

March 3, 1954

From: Bette

Mr. Walter Neal of Pacific Tel and Tel phoned this afternoon. They are interested in 41,550 reprints of PERSONAL PRACTICE OF FREEDOM. The cover would be a special one -- they are having their artist work it up (he says it will probably be the Minute Man) -- and the cover stock to be dark yellow. On the inside front cover they would have a squib addressed to their employees explaining why they were offering this to them etc. -- this would mean relocation or deletion of the present Editor's Note. He would like to know when we could make delivery of these, assuming we received the order, the art work for the cover, and the content of the squib for the inside front cover by next Monday. He would also like to have a quotation on cost. He will telephone again tomorrow for this information and will ask for Dr. Bierly. He has a date in mind of April 20th as the latest date to make delivery to them.

It would be a good idea in talking to him tomorrow to ask him to have artist submit color sample for cover.

*Dr. B - Loving & Reichel will phone Thursday 4.11.54 and give you price and shipping date - Please check with Mr. Neal when he phones re copy on Page 2 - (Editor's Note etc) and inside back cover) Price will price include delivery -*