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DATE: September 24, 1996

Total Pages: 3

FROM: Renée Oechsner, Director of Marketing - FEE

TO: BETH BOWLBY

DEAR BETH:

FOR THE "AUSTRIAN ECONOMICS" COVER, WE HAVE DECIDED AS FOLLOWS:

- 1) USE COVER "A" LAYOUT BUT USE CITY STYLE FROM COVER "B"
- 2) REVERSE THE TWO OUTER HEADS (MENER LEFT, BÖHM-BAWERK RIGHT)
- 3) DELETE "COMPILED" AND INSERT "EDITED"
- 4) MARY DOES NOT LIKE THE SUBTITLE "AN ANTHOLOGY" IN A DARK BLOCK.
CAN YOU REVERSE THE TYPE AND SET IT A LITTLE SMALLER? OR PERHAPS WE CAN KEEP IT AS A DROP-OUT, WITHOUT THE BAND? WHAT DO YOU THINK?
- 5) AS FAR AS COLOR IS CONCERNED, MAROON IS NOT THE BEST COLOR, AS YOU SAID. MARY SUGGESTED A GENTLE SEPIA FOR THE 3 HEADS. CAN YOU INCORPORATE THIS COLOR WITH THE OTHER COLORS?

PLEASE CALL ME IF ANYTHING IS UNCLEAR. IF YOU HAVE THE NEW DESIGN READY BY THURSDAY, PLEASE GIVE IT TO BETH HOFFMAN. THANKS.

BEST REGARDS,

