

July 16, 1964

Memorandum: Mr. Bosch  
from: E. Orsini

re: Folder on "Anything That's Peaceful"

This folder is very similar to one we did a while back, copy of which is attached, on "Elements of Libertarian Leadership."

That folder (though Mr. Read did not like it too well at first) pulled in more orders than any we've ever done, so Mr. Read would like the present one done in more or less the same style. (Copy for "B" section is much longer, however, than in the earlier sample, and will have to be set down in smaller type.)

We'll need 50,000 copies. Red on one side, black on the other.

On the former folder, our costs on comp, proofs, stock (70 Hamilton vellum), and plates came to \$441.36.

You might figure the folding separately.

Also, could you give us the price for printing the red side in 2 colors (red and black)?

Many thanks,