

WM. B. EERDMANS

For England and the Continent
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CO.

234 PEARL STREET, N. W.

GRAND RAPIDS, MICHIGAN

July 10, 1939

Prof. Gordon H. Clark
Wheaton College
Wheaton, Ill.

Dear Dr. Clark:

I have your letter of the 6th regarding the sermons left by your father, the late Rev. David S. Clark. Although we could not consider taking on publication of a volume of these at our own risk and expense, we could make you an attractive proposition on publishing an edition of 1,000 copies of a selected number of the sermons, to contain either 150 or 250 pages. The 150 page book would retail at \$ 1.00; the larger volume at \$ 1.50.

We cannot tell in advance what the sale of such a book would be; that would depend largely on the reception accorded it by reviewers. Hence, we would guarantee no definite number of sales, but would do our best to bring it before the public and to promote its sale through our trade channels. You will note from the enclosed prospectus that our production and promotion facilities are modern and complete. We can make for you a book that you will be proud of.

The publication of such a volume would require an investment on your part of about \$420.00 for the 150-page book; about \$ 600.00 on the larger volume. This is on the basis of 10 pt. type, very readable, and an edition of 1,000 copies, clothbound, with an attractive jacket wrapper for each book. If you have opportunity to distribute some of these, that is well; on the rest, we will refund on the 40-40-20 basis: for each book we sell, (our distribution is through the trade, to which we sell at 60%), we will refund to you 40% of the retail price. We keep 20% for handling costs. Of course, some copies will be required for review, and we cannot guarantee the sale, or the realizing of your full investment out of sales.

If you would like to see samples of our work, or desire more complete information on any point, kindly let us hear from you again.

Very sincerely yours,

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