

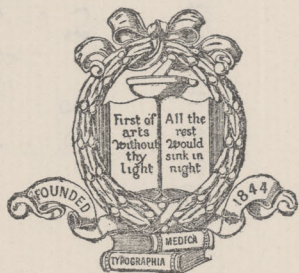
H. K. LEWIS,
MEDICAL PUBLISHER.

136 GOWER STREET,

AND 24 GOWER PLACE,

LONDON, W.C.

20th September 1910



TELEGRAMS: PUBLICAVIT, LONDON.

TELEPHONE: 10721 CENTRAL.

Prof. W. Osler, M.D.
13 Norham Gardens,
Oxford.

Dear Sir,

I am sending herewith an advance copy of the reprint of "Aequanimitas". I trust its appearance will meet your approval.

We have been carefully considering the question of the publishing price. You will remember in an early letter you thought it might be issued at a "net" price. Taking all things into consideration, after seeing a copy of the book, we do not think it would be wise to make it more than 6/- net. The first impression was published at 8/-, the price to the public in probably the majority of cases being 6/-, though a good many booksellers would charge 6/6. We account for sales at 5/4 per copy, less 10 per cent. If the book be issued at 6/- net, sales would be accounted for at 4/6 less 10%, so that you receive 9d less per copy, the difference going to the retail bookseller, who consequently takes more interest in showing the book.

The cost of the present reprint of 500 copies for the English Market is £40.1.0. This works out at a fraction over 1/7 per copy, which would leave you a margin of 2/5 per copy sold. We do not know how 6/- net compares with the price at which the American edition is sold, nor whether you think it of any consequence if the prices in the two countries are not uniform.

We should be glad to have your decision of the question of price by return, so that we may notify the trade forthwith.

We should also like to know whether you desire any copies of the reprint sent to you.

I am, Dear Sir,
Yours respectfully,

H. K. Lewis

Letter from
Kassis re
Aequanimitas

~~17. IX. 70~~
20. IX. 10

188 GOWER STREET,
LONDON, W.G.
20th September 1910

Prof. W. G. S. G. G.
13 Northam Gardens,
Oxford.

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The cost of the present reprint of 500 copies for the English Market is £40.1.0. This works out at a fraction over 17 per cent, which would leave you a margin of 2/8 per copy sold. We do not know how 8/- net compares with the price at which the American edition is sold, nor whether you think it of any consequence if the prices in the two countries are not uniform.

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