Correspondence concerning Marks book publication costs and invoices 1965-1966

3.3

T. Cassidy

Mar. 9
1966

Subject		INV. # *
Amer Mill Give Away	204.94	74035
2 Billion	-1652	74541
Gen'l billings	-2400	74400
Educ-Rel.	-2811	74626
	273.57 *	
Comet Messenger	19.80	
	$293.37	

The Book

Paid Out

1965

March –	Dr. Paul C. Carter, (Editing, preparing illustrations)	$525.00	$
	José L. Ramos (adv. Art.	192.32	717.32
April –	" " " "		191.43
May –	" " " "		8.32
August –	" " " "		30.45
November –	The Philanthropic Found-Raising Svc.		500.00
December –	" " " "		500.00
		Year 1965 –	$ 1,947.52

1966

January –	The Philanthropic F.R. Svc	$ 500.00	$
	Franklin Spier Inc.	3 243.20	
	Abby Brown (Publicist (fee 300 Exp 100)	400.00	
	Ellen Mae Carter	20.00	4163.20
February –	The Philanthropic F.R. Svc.		500.00
March –	" " " " "		
		500.00	
	Tom Cassidy P.R. Aids, Tel.	293.37	
	Fleetwood Letter Svc. (10M reprint)	345.00	
	Prentice Hall (6M books)	5979.38	7117.75
April –	The Philanthropic F.R. Svc.	500.00	
	2nd White Prtg.	275.00	
(2WR)	American Assn. of College Bulletins "ad"	90.00	
	Tom Cassidy – (fees + eff.)	727.00	1,592.00
		1/2 Year 1966 –	$ 13,372.95

1965 – $ 1,947.52
1966 13,372.95
TOTAL $ 15,320.47

Tom Cassidy | Abby Brown

306 W 90 St New York 10024 - (212) 877-8368

April 6, 1966

To: Armand C Marts

Statement of fee and expenses in connection with publicity campaign for "The Generosity of Americans", January 14, 1966, to date.

Fee		
Public Relations Services		$750.00
Expenses - Out-of-Pocket		
Telephone		24.62
State + Local Taxes		1.23
Federal Tax		1.59
Local Transportation		7.65
Postage		1.80
Messenger Service		27.60
Mimeographing		6.50
State + Local Taxes		.25
Expenses - PR Aids		
Duplicating, addressing, assembling, mailing and messengers		465.87
State + Local Taxes		20.07
Postage		113.19
	Total Charges	$1420.37
Paid January 17, 1966		$400.00
Paid March 10, 1966		293.37
Total Payments		693.37
Balance Due		$ 727.00

Pd 4/6/66 - CK #1298

Paid to - Tom Cassidy / Abby Brown
306 West 90th Street, N.Y. 10024.

Agreement: Fee - $750.00 - $300. ~~to be~~ pd. "now".
(see notes) Exp. - minor - 100. advanced.

1966

January	-	Abby Brown	$400.00
March	-	Tom Cassidy	293.37
April	-	" "	727.00
		Total paid -	$ 1420.37

August 13 - ~~Tom Cassidy~~ $ 69.55 $1489.92 (69.55)

Details

Jan. - Partial payment of fee $300.
Advance for expenses 100.

March - 4 - P.R. Statements, plus 1 item Comet Mess. Svc. } 293.37

April - Statement - bal. due $727.00, as follows:
✓ Fee - $750.00
Out of Pocket - Expenses - 71.24
P. R. aids - totals $599.13 on statement
~~Supporting statements~~ all total
7 supporting statements amt to 7 ~~statements~~ $326.56

August 13, 1966: delayed statement (overlooked by T.C.) ~~Bal. due + pd. $727.00~~ "to be adj." INV No.
adjustment amts - P.R. aids $87.74 = $110.18 - 74627
34.98 - 74364
32.00 - 74542
$177.16

Amt to close matter $69.55

750.
71.24
326.56
1147.80
293.37
1441.17
400
1041.17

1420.37
1041.17
379.20

JOSÉ I. RAMOS — *Advertising Art*

55 WEST 42ND STREET, NEW YORK, N. Y., 10036
TEL. PENNSYLVANIA 6-0126

Feb. 28, 1965

TO Marts & Lundy, Inc.

King Alfred and the housewife (Wash drawing)		34 00
	tax	1 36
St. Cecilia Church Chapel interior (Wash drawing)		38 00
	tax	1 32
Map showing the voyages of St. Paul (line drawing)		35 00
	tax	1 40
		111 08

Received payment
March 15-1965
José I. Ramos

JOSÉ I. RAMOS

Advertising Art

55 WEST 42ND STREET, NEW YORK, N. Y., 10036

TEL. PENNSYLVANIA 6-0126

Feb. 28, 1965

TO Marts & Lundy, Inc.

Century photos (Feb. 9, bill)	15	60
Century photos (Feb.19, bill)	55	64
Time Charge for preparing pictures to be photographed : Unframing pictures reframing.	10	00
	81	24

Received payment
march 18, 1965
Jose I. Ramos Sa 3/15/65

Blank copy att'd to inv. 24th

JOSÉ I. RAMOS

Advertising Art

55 WEST 42ND STREET, NEW YORK, N. Y., 10036
TEL. PENNSYLVANIA 6-0126

Statement
Work done in March, 1965 for,

TO Marts + Lundy, Inc.

March 6 —	$74	99
" 13 —	62	40
" 20 —	22	41
" 27 —	31	63
	$191	43
	171	08
	30	35
	81	24
	$383	75

Paid Apr 7, 1965
CK #798

3/15
CK
Cash

JOSÉ I. RAMOS

Advertising Art

55 WEST 42ND STREET, NEW YORK, N. Y., 10036
TEL. PENNSYLVANIA 6-0126

STATEMENT

Work done in March, 1965 for,

TO Marts & Lundy, Inc.

March 6.....	74	99
" 13.....	62	40
" 20	22	41
" 27.....	31	63
	191	43

Received payment
April 8. 1965
José I. Ramos

CENTURY PHOTO SERVICE INC.

PHOTOGRAPHY AND PHOTOSTAT PRINTS
19 West 44th Street New York 36, New York
MUrray Hill 2-0440

74191

3/3/65

Jose Ramos

TERMS: NET CASH — LABOR

					TOTAL
1	5x7	B&W Copy of Cathedral S.T.	2.50 .10		2.60

cologne cathedral

FINLEY STAT-SERVICE Inc.

250 PARK AVENUE
NEW YORK 17, N. Y.
YU kon 6-7920-1-2

BRANCHES
485 LEXINGTON AVE. - YU kon 6-6151-2-3
850 THIRD AVENUE - PL aza 2-6336
200 PARK AVE. - MO - 1-0350-1-2
555 MADISON AVE. - PL - 3-6827-8

BRANCHES
64 WEST 48th STREET - CI rcle 7-0791-2
488 MADISON AVENUE - MU rray Hill - 8-3025-6
11 WEST 42nd STREET - LO ngacre - 4-5487-8
PHOTO DEPARTMENT - OX ford 7-7552-3
COLOR DEPT. - OX - 7-9161

Sold to J. Camos
Address 55 West 42 St Room No.

Date 3. 5 65
Your Order No. 2735.23
Invoice No. C 221925

THIS IS YOUR INVOICE - NO FURTHER BILL WILL BE RENDERED

QTY.	PRINTS		
44	11 N. 33 P Fin X 11	7	60
			31
		7	91
	2	2	08
		9.	99

CLIENT Morts + Lundy.

WAGE-AND HOUR LAW:
Goods covered by this Invoice were not produced under less than the minimum conditions required under the Wage-and-Hour Law.

DELIVERY RECEIPT

UARCO INCORPORATED

FINLEY STAT-SERVICE Inc.

250 PARK AVENUE
NEW YORK 17, N. Y.
YU kon 6-7920-1-2

BRANCHES
485 LEXINGTON AVE. - YU kon 6-6151-2-3
850 THIRD AVENUE - PL aza 2-6336
200 PARK AVE. - MO - 1-0350-1-2
555 MADISON AVE. - PL - 3-6827-8

BRANCHES
64 WEST 48th STREET - CI rcle 7-0791-2
488 MADISON AVENUE - MU rray Hill - 8-3025-6
11 WEST 42nd STREET - LO ngacre - 4-5487-8
PHOTO DEPARTMENT - OX ford 7-7552-3
COLOR DEPT. - OX - 7-9161

Sold to J Camod
Address 55 Cuse 42 [illegible] Room No.

Date 3-5-65
Your Order No 2735-24
Invoice No. C 221926

THIS IS YOUR INVOICE - NO FURTHER BILL WILL BE RENDERED

QTY.	PRINTS		
4	1 N - 3 p 8 N X 11	2	00
			08
		2	08

2

CLIENT Morts Lundy

WAGE-AND HOUR LAW:
Goods covered by this Invoice were not produced under less than the minimum conditions required under the Wage-and-Hour Law.

DELIVERY RECEIPT

UARCO INCORPORATED

JOSÉ I. RAMOS

Advertising Art

55 WEST 42ND STREET, NEW YORK, N. Y., 10036
TEL. PENNSYLVANIA 6-0126

Mar. 6, 1965

TO Marts & Lundy, Inc.

39 pages with stat pictures and type pasted On for loose leave book		60 00
	tax	2 40
	stats	9 99
	Cologne Cathedral photo	2 60
		74 99

pd. 4/7

CENTURY PHOTO SERVICE INC.

PHOTOGRAPHY AND PHOTOSTAT PRINTS
19 West 44th Street New York 36, New York
MUrray Hill 2-0440

74830

3/8/65

Jose Ramos

TERMS: NET CASH — LABOR

			TOTAL
1	8x10 Color Corrected Copy from Book of Cathedral S.T.	6.00 .24	6.24

Emperor Justinian I
with his suite (mosaic)

FINLEY STAT-SERVICE Inc.

250 PARK AVENUE
NEW YORK 17, N. Y.
YU kon 6-7920-1-2

BRANCHES
485 LEXINGTON AVE. - YU kon 6-6151-2-3
850 THIRD AVENUE - PL aza 2-6336
200 PARK AVE. - MO - 1-0350-1-2
555 MADISON AVE. - PL - 3-6827-8

BRANCHES
64 WEST 48th STREET - CI rcle 7-0791-2
488 MADISON AVENUE - MU rray Hill - 8-3025-6
11 WEST 42nd STREET - LO ngacre - 4-5487-8
PHOTO DEPARTMENT - OX ford 7-7552-3
COLOR DEPT. - OX - 7-9161

Sold to J Camus
Address 55 West 42 St Room No.

Date 3-9-65
Your Order No. 2735-21
Invoice No. C 226670

THIS IS YOUR INVOICE - NO FURTHER BILL WILL BE RENDERED

QTY	PRINTS		
2	1 N 1 P 8½ x 11	1	00
			04
		1	04

2

CLIENT Marks & Lundy

WAGE-AND HOUR LAW:
Goods covered by this Invoice were not produced under less than the minimum conditions required under the Wage-and-Hour Law.

DELIVERY RECEIPT

UARCO INCORPORATED

JOSÉ I. RAMOS

Advertising Art

55 WEST 42ND STREET, NEW YORK, N. Y., 10036

TEL. PENNSYLVANIA 6-0126

Mar. 13, 1965

TO Marts & Lundy

Wash drawing of Marble Collegiate Church		41	00
	tax	1	64
Map revision : Geographic Outline of Western Civilization		19	00
	tax		76
		62	40

pd. 4/7

FINLEY STAT-SERVICE Inc.

250 PARK AVENUE
NEW YORK 17, N. Y.
YU kon 6-7920-1-2

BRANCHES
485 LEXINGTON AVE. - YU kon 6-6151-2-3
850 THIRD AVENUE - PL aza 2-6336
200 PARK AVE. - MO - 1-0350-1-2
555 MADISON AVE. - PL - 3-6827-8

BRANCHES
64 WEST 48th STREET - CI rcle 7-0791-2
488 MADISON AVENUE - MU rray Hill - 8-3025-6
11 WEST 42nd STREET - LO ngacre - 4-5487-8
PHOTO DEPARTMENT - OX ford 7-7552-3
COLOR DEPT. - OX - 7-9161

Date 3/15. 65
Your Order No. 2735.27
Invoice No. C 228325

Sold to J Camus
Address 55 West 42 St Room No.

THIS IS YOUR INVOICE - NO FURTHER BILL WILL BE RENDERED

QTY	PRINTS		
12	3 11 = 9 p 8½ x 11	5	55
			22
		5	77

2

CLIENT Marti. Lundy

WAGE-AND HOUR LAW:
Goods covered by this Invoice were not produced under less than the minimum conditions required under the Wage-and-Hour Law.

DELIVERY RECEIPT

UARCO INCORPORATED



M. J. BAUMWELL

TYPOGRAPHY

7 WEST 45th ST., NEW YORK 36, N.Y.
JUDSON 6-3077

sold to JOSE RAMOS
55 WEST 42ND STREET
NEW YORK, 17 N. Y.

date MAR. 15, 1965.
our number 45494
your number

No claims or allowances will be considered unless made within five days after date of this invoice.

terms: net cash

composition ..... for Book Jacket	8.75	8.75
composition and make-up		
composition and repro proofs		
composition and foundry lock-up		
film lettering		
repro proofs		
special proofs		
miscellaneous		
.....		
.....		
revises		
.....		
.....		
.....		
sales tax ..... lbs metal @ 40¢		
.....		
..... total		

Any metal listed above is loaned to you on consignment only and title of same remains vested in M. J. Baumwell until fully paid for.

AMERICAN BUSINESS SYSTEMS—PHILA., PA.

JOSÉ I. RAMOS

Advertising Art

55 WEST 42ND STREET, NEW YORK, N. Y., 10036

TEL. PENNSYLVANIA 6-0126

Mar. 27, 1965

TO Marts & Lundy

" The Generosity of Americans"		
Book jacket layout	16	00
tax		64
Book jacket revision	5	00
tax		20
Stats of Mr. Marts for book jacket	1	04
Typography	8	75
	31	63

pd 4/7

JOSÉ I. RAMOS

Advertising Art

55 WEST 42ND STREET, NEW YORK, N. Y., 10036

TEL. PENNSYLVANIA 6-0126

Mar. 20, 1965

TO Marts & Lundy

9 pages with stat pictures pasted on for loose leave book	10	00
tax		40
stats	5	77
Century photo of Emperor Justinian		
Mosaic on church (from book)	6	24
	22	41

pd. 4/7

Paul C. Carter

5 KENMORE ROAD, VALLEY STREAM, LONG ISLAND, N. Y. 11581

Telephone VAlley Stream 5-3062 AREA CODE 516

April 5, 1965

Dr. Arnaud C. Marts
Marts & Lundy, Inc.
521 Fifth Avenue, Suite 3503
New York, N. Y. 10017

Dear Dr. Marts:

I am forwarding to you several bills sent to me by Jose I. Ramos for work which he did in March pertaining to your book. They seem to add up substantially but I believe they conform to the kind and amount of work we have asked him to do.

I learned from Dr. Robey that you have been ill for a few days. I certainly hope you are completely on the mend by now. I plan to be in your office next Saturday morning at about 11:00 prior to a luncheon with Dr. Robey and will be interested in learning how the book is proceeding and whether there is anything more that I can do at this time.

Sincerely yours,

Paul

PCC:c Paul C. Carter

JOSÉ I. RAMOS

Advertising Art

55 WEST 42ND STREET, NEW YORK, N. Y., 10036
TEL. PENNSYLVANIA 6-0126

April 30, 1965

TO Marté & Lundy, Inc.

April 13, ... 3 pages with Dr. Marts photo stats	2	00
tax		08
stats:1 neg. 3 posit.	2	00
tax		08
	4	16

Received payment
May 5-1965
José I. Ramos

JOSÉ I. RAMOS

Advertising Art

55 WEST 42ND STREET, NEW YORK, N. Y., 10036
TEL. PENNSYLVANIA 6-0126

May 12, 1965

TO Marts & Lundy, Inc.

3 pages with Dr. Peale photo stat		2 00
	tax	08
Stats		2 00
	tax	08
		4 16

Received payment
May 18, 1965
José I. Ramos

JOSÉ I. RAMOS

Advertising Art

55 WEST 42ND STREET, NEW YORK, N. Y., 10036

TEL. PENNSYLVANIA 6-0126

August 11, 1965

TO Marts & Lundy

" The Generosity of Americans"

New book jacket layout in red and yellow
and air brush retouching of photo. 28 00

State & City tax 1 40

stats 1 00

" " tax 05

30 45

Thank you.

Received payment
aug. 17-65
José I. Ramos

Philanthropic FUND-RAISING SERVICE, INC.

5 KENMORE ROAD, VALLEY STREAM, LONG ISLAND, N. Y. 11581

Telephone VAlley Stream 5-3062 AREA CODE 516

November 9, 1965

MEMO to Dr. Arnaud C. Marts

from Paul C. Carter

SUCJECT: Interview with Prentice-Hall group

On Monday morning, November 8, we had a conference at Prentice-Hall headquarters, Englewood Cliffs, N. J., with Nick D'Incecco, A. Dale Timpe and Miss Jean Reynolds. Ellen Mae was along with me to take notes.

Mr. Timpe started the conversation in a rather apologetic way, stating that advance orders from the book trade for your book had been somewhat disappointing. He indicated that the book store trade and jobbers had been contacted by the field sales force, using the book jacket and brief descriptive material which they called the "editors says sheet." He reported also that the library division was mild in its acceptance of the book and that this was also true of the religious division.

His conclusion was that to date advance orders totalled only 700 copies where they would normally like to have 4500 advance commitments for a book of this category. Both Mr. Timpe and Mr. D'Incecco said that the sales resistance which had been encountered in the field would cause the Prentice-Hall management to hold down to a minimum the amount to be invested for the promotion of this book. They then stated that the promotional budget could not amount to more than $125 and that this would only provide for some announcements and some releases inviting reviewers to send in for the book if they wished to review it. It would provide virtually nothing for advertising.

At this point I raised the question with Mr. D'Incecco as to whether it would help to sell the book if the author should decide to augment his $125 promotion budget by $1,000. Both men became quite enthusiastic about this idea and said that with a total budget of $1,125 they would be able to give the book full promotion and that this should help the sales response substantially. They warned, however, that they could not absolutely guarantee that the book would sell in the big way even with strong promotion.

This complete publicity program would include Robotyped letters to a select list of up to 500 persons. Mr. Timpe observed that such a

letter should be pitched toward two groups:

A - a direct appeal to the sale of bulk quantities at a discount price

B - a letter pitched toward individuals who could use the book or influence others to buy it - such as stewardship committees.

On the subject of Advertising Mr. Timpe said he felt that if you really wanted to increase sales in a substantial and dramatic way it would require an advertising budget of between $2,500 and $5,000. He observed that it requires from $30,000 to $40,000 to advertise books which have a chance of becoming best sellers. He stated that it would hardly be worth the time, trouble and expense to invest less than $2,500 in advertising. This would be minimal. He strongly recommended that we consider a budget of $5,000 for advertising. Here are some of the rates he quoted:

Herald Tribune - daily - one insertion	$450
New York Times Book Review - half page	$1,400
Harvard Business Review - 2 column	$375
Wall Street Journal - eastern edition	$850
Harpers - 1 column	595
Saturday Review - 1 column	790

I asked Mr. D"Incceco to give me a complete schedule of the proposed publicity promotion program based upon a budget of $1,125. I also asked Mr. Timpe to give me an advertising schedule based on $2,500 and $5,000. Professional talent would be utilized in the publicity program and the ads would be prepared through the advertising agency which Prentice-Hall uses to promote their sales.

Mr. D'Incceco observed with considerable enthusiasm that the publicity program would include providing free lancers with 400 or 500 review copies to "walking the book in" to stores and pushing for sales.

Dr. Marts, I made no promise to the men that the supplemental publicity budget of $1,000 or the advertising budget of $2,500-$5,000 would be possible, but said I would raise this question with you immediately upon your return. They remarked that if this stepped up sales promotion is to be developed it would be necessary to delay the distribution date to about February 15 so as to have enough time to make the most of this promotion. They, therefore, are extremely anxious to get

the word from you this Friday, if possible. I reported that I would be talking with you by telephone from Boston on Friday and would probably see you personally on Tuesday, November 16.

Mr. Timpe is quite anxious to know what distribution Marts & Lundy plans to give to the 3,000 copies which are being purchased at 50% discount by the firm. He wonders to what extent this distribution will cut into Prentice-Hall bookstore sales and direct mail sales.

I raised the question as to the price to be charged for the book. On the possibility that only 5,000 or 6,000 copies would be printed the price was set at $5.95. However, Mr. Timpe said that if we were to go ahead with the stepped up publicity and advertising promotion, he would probably be able to get the company to push the quantity up to 7,500 and this, he thought, would make it possible to bring the price down to $4.95. This question was not definitely settled and certainly hinges upon supplementing the promotion budget and advertising.

I will be at Andover Newton Theological School on Friday in the office of Mr. Paul Dunn - DE 2-1100 (area code 617). I will plan to telephone your office at 11:00 a.m. and if I do not reach you then I will call again after lunch.

We hope you and Mrs. Marts had a most pleasant cruise.

Sincerely yours,

Paul

Paul C. Carter c.
~~Executive director~~

PCC:c

Philanthropic FUND-RAISING SERVICE, INC.

5 KENMORE ROAD, VALLEY STREAM, LONG ISLAND, N. Y. 11581

Telephone VAlley Stream 5-3062 AREA CODE 516

December 11, 1965

Dr. Arnaud C. Marts
Marts & Lundy, Inc.
521 Fifth Avenue, Room 3503
New York,N. Y. 10017

Dear Dr. Marts:

I had a conversation with Mr. McClain on December 7 regarding his letter to newspaper editors about your book. We agreed upon the following procedures:

1. Ellen Mae and I will compile a list of 200 newspapers, noting their presidents, editors, editorial writers, education editors and city editors. This will be done during December.

2. Mr. McClain will write a letter similar to the one prepared for foundations, but in his own words.

3. I will arrange with Prentice-Hall for the mailing of the books to coincide with the mailing of Mr. McClain's letter from the Marts & Lundy office.

4. I will keep in close touch with Mr. McClain and Prentice Hall to help expedite this mailing.

Please let me know if any other details should be added to this plan.

Sincerely yours,

PCC:c

Paul

Paul C. Carter

Prentice-Hall, Inc.

TRADE DIVISION
PUBLICITY DEPARTMENT

Englewood Cliffs, N. J.

WIndsor 7-1000
AREA CODE 201

New York Phone
BRyant 9-8000

January 14, 1966

Dr. Arnaud C. Marts
Marts & Lundy, Inc.
521 Fifth Avenue
New York, New York 10017

Dear Dr. Marts:

As I indicated during our last meeting, I would like to inform you of the arrangements I have made with Miss Abby Brown, free lance publicist, on your behalf and on behalf of "The Generosity of Americans." First, let me say that Miss Brown is an excellent book publicist with years of experience and personal contact in the book publishing and promotion trade. She has worked for many other publishers and for us on direct book promotion assignments and has the highest recommendations possible. I feel certain that she will do more than an excellent job on "The Generosity of Americans," and you will find her to be a tireless, imaginative and conscientious worker.

I am also certain that the agreement that I have made with Miss Brown concerning her program and her fees to be quite within the standard fees for the type of work and time involved. The program as outlined and agreed upon by Miss Brown and myself, has ten elements beginning with a galley mailing with special letter to primary trade review media and including the following items in approximate chronological order.

An announcement mailing of approximately 1500 one-page releases to book reviewers, columnists, business page editors, radio/TV media, women's editors, education editors, religion editors.

Letter to business, education and religious leaders and to important columnists, writers and editors in all media (about 150 mailings). This mailing will probably require three or more letters aimed at specific interests.

Mailing of 1000 two-page releases. Biography, book background sheet, review.

Books -- selection of recipients for 500 review copies, in all media.

Special services -- presentation, personally, of review copies to key reviewers, writers, columnists in the New York metropolitan area. Telephone contacts outside that area.

(Continued)

TV/radio publicity. Mailing of review copies, special and individual letters and other publicity material to New York metropolitan local network and syndicated programs, followed by phone contact to arrange appearances. A mailing to disc jockeys of a "Did-you-know" fact sheet culled from the book.

Feature release to top newspapers in 50 major cities on author. Specially directed.

Column plants -- a special mailing of items from book or authors or others concerning book made on exclusive basis to columnists of general interest newspapers, magazines and religious publications. This should include any extra plants that become apparent during above promotion campaign.

Report -- a complete detailed report of all of above program including names of publications, columnists, reviewers, persons approached - even if not successfully - and including clippings and itemization of successful radio and TV appearances, to be made continuously to Dr. Marts, Dr. Carter and myself.

For all of the above work, including the preparation of materials, selection of lists, etc., Miss Brown has agreed to a fee of $750.00. It is assumed that this program will take the better part of five working weeks probably stretched over a period of two months and is quite "fair." The mailings themselves will be undertaken by our New York mailing house, PR Aids. Prentice-Hall normally uses this organization for the preparation of all its promotion materials and mailings and Miss Brown is familiar with all their lists and selection procedures and will use them as needed. It is expected that PR Aids costs, as calculated from their charge sheets, will run to approximately $350.00. This is difficult to ascertain with any exactness since it will depend upon the number of media actually used.

In addition, Miss Brown has made a suggestion that a magazine article could be written and placed in publications in the religion, education, hospital and business fields. She feels that a fee for this article should be $150.00 which will include the first placement, and $50.00 for each subsequent placement.

I believe that the decision to attempt this area should be held in abeyance until we can determine how effective all the other elements of the campaign have been.

She also recommends that a radio/TV, print campaign in cities other than New York City might be effective and that she would ask a fee of $100.00 per city. (This is, of course, exclusive of the metropolitan New York area that has already been included in the above agreed upon campaign.) This, too, can wait for a later date for decision, and would depend upon Dr. Mart's decision to promote the book in other key cities.

It is normal in a campaign of this sort for a portion of the fee to be paid to the publicist in advance so that the publicist can meet his early expenses and will not be burdened by out-of-pocket expenses. I recommend that Miss Brown be paid $300.00 now and the remaining $450.00 upon completion of campaign.

Her additional expenses, specifically, telephone, minor travel (taxis, subway, etc.) plus minor entertainment (only when absolutely necessary) will be submitted upon the completion of program. They're expected to be approximately $200.00 at most and will

(Continued)

be submitted in detail with final report. If expenses are running rather high, a partial payment of expenses should be arranged so as not to inconvenience Miss Brown or the campaign.

I hope this program and plan of payments meets with your approval and I am looking forward to an effective and exciting campaign.

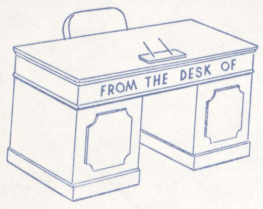
Cordially,

Nick D'Incecco

Nick D'Incecco
Publicity Director

ND'I:rr

cc: Dr. Paul Carter
Miss Abby Brown
Mr. A. Dale Timpe



January 15, 1966

ELLEN MAE CARTER

To Dr. Arnaud C. Marts

For preparing newspaper list

10 hours at $2.00 $20.00

CK #1185 ✓
1-19-66

PR Aids

PUBLIC RELATIONS AIDS, INC. / 305 EAST 45th STREET N. Y. 17, N. Y. / MU 6-4100

Client's Order # _____

Ordered by T. CASSIDY ( ) RUSH

Subject AMERICANS WILL GIVE AWAY... 1966 ( ) EXTRA-RUSH

Date 1/27/66

Job # H-7187

Invoice # 74035

14011 OK-tc

TO:

THOMAS CASSIDY
306 WEST 90TH. ST.
NEW YORK, NEW YORK

REPRODUCTION A

Cut 2 multilith plates (X) Supply paper 34.80
1525 Releases, 2 pages each
___ _____ ____.__
___ _____ ____.__
___ _____ ____.__
___ _____ ____.__
___ Captions, each of____ ____.__
_____ ____.__
_____ ____.__
___ Metal plates and ___ negatives ____.__
_____ ____.__
___ Hand-typed addressing ____.__
___ Media-distrib memo-_____ ____.__
___ Hand-typed pages ____.__
___ Fill-ins ( )1-line ( )full ____.__
___ _____ ____.__

PHOTOGRAPHY

___ Copy negs ( )Strip-in caption ____.__
___ Prints ( )8X10 ( )5X7 ( )4X5 ____.__
___ _____ ____.__
___ _____ ____.__

ADDRESSING

1394 Address selected media ( )incl special sorting/research 60.31
___ Address_____ from client plates ____.__
___ Cut address plate and imprint ____.__
___ _____ ____.__

SPECIAL SERVICES

Special Research ____.__
Client list maintenance
___ new plates ___ deletions
___ corrections ___ proof cards ____.__
_____ ____.__
___ Typography, layout,_____ ____.__
___ Supply ( )blank labels ( )#10's ____.__
_____ ____.__
_____ ____.__
_____ ____.__

ASSEMBLY AND MAILING

1525 Collate and staple, 2 pages ea 15.36
___ _____ ____.__
___ _____ ____.__
___ Affix captions ____.__
___ Handstamping of_____ ____.__
___ ( )Large envelopes ( )Stiffeners ____.__
___ Affix labels ____.__
___ Sort and stamp airmail ____.__
1 Bulk shipments ( ) env ( )carton ____.75
___ Press kits assembled,__items ea ____.__
_____ ____.__
___ Bags of mail trucked to P.O. ____.__*
1394 Enclose, stamp, mail #10 2 pgs 34.85*
_____ ____.__
___ Enclose, etc. large env___parts ____.__*
___ _____ ____.__
___ _____ ____.__

MESSENGERS

1 Messenger deliveries ( ) to you 2.50*
( ) elsewhere ( ) after 5 p.m.
___ Truck pickup/delivery ____.__*
___ _____ ____.__

Total of taxable items	111.22
N. Y. State Sales Tax 5% 2%	5.56
* Total of non-taxable items	37.35
TOTAL LABOR & MATERIAL	$154.13

POSTAGE ADVANCED BY PR AIDS

1 @ 1.11 ___@___ ___@___
1394 @ .05 ___@___ ___@___
___@___ ___@___ ___@___ ___@___ 70.81*
___@___ ___@___ ___@___
___( )Stamps @ ( )Postcards@ ____.__*
Express charges advanced ____.__*

INVOICE TOTAL 224.94

ADJUST 20.00

204.94

ARNAUD C. MARTS
CHAIRMAN OF THE BOARD

AUSTIN V. McCLAIN
PRESIDENT

PAUL H. YOUNGER
EXECUTIVE VICE PRESIDENT & TREASURER

MELVIN D. BREWER
VICE PRESIDENT AND SECRETARY

HERBERT C. RICHMAN
VICE PRESIDENT

JOHN I. CARLSON
VICE PRESIDENT

JAMES H. DUCHINE
VICE PRESIDENT

MARTS & LUNDY

INCORPORATED
521 FIFTH AVENUE
NEW YORK, N.Y. 10017
212-687-1340

January 26, 1966

GEORGE E. LUNDY
HONORARY CHAIRMAN OF THE BOARD
AND SENIOR CONSULTANT

LOUIS W. ROBEY
HONORARY VICE CHAIRMAN OF THE
BOARD AND SENIOR CONSULTANT

BOARD OF DIRECTORS

ALL OFFICERS AND
TOZIER BROWN
WAYNE H. BURWELL
CHARLES S. DICE
WILLIAM C. FRENCH
WALLACE RUCKERT

Mr. Nick D'Incecco
Prentice-Hall
70 Fifth Avenue
New York, New York 10014

Dear Mr. D'Incecco:

Yesterday we sent you around 400 envelopes addressed to newspaper presidents and editors. It is my understanding that you will have labels made from these and that you will enclose in these envelopes a letter to be placed inside the book.

I am enclosing a copy of the letter. When you were here the other day, you said you would have this reproduced by robotype. If there is time, I would be glad to hand-sign them, although you suggested a method that was nearly as good as hand-signing. I would be in favor of using this duplicated signature if it would save time.

Sincerely yours,

Austin V. McClain
President

AVMc:ds

cc: Dr. A. C. Marts

SUGGESTED DRAFT OF LETTER TO NEWSPAPER PUBLISHERS AND EDITORS

Dear Mr. _____:

I take pleasure in sending you this complimentary copy of a book just off the press -

The Generosity of Americans - by Arnaud C. Marts

I recall that when I worked for several newspapers, I frequently was asked to do stories regarding the generosity of private citi ens toward the local college, hospital, and other non-profit institutions for the public good - Churches, Boy Scouts, Red Cross, etc.

Often I felt the need for a reference book on Private Generosity for the Public Good which would provide background material about this unique trait in our American culture. But there was no such reference book, and this one may be useful in your library. A copy has been sent also to your book editor for whatever comment he may wish to make.

The author cites private generosity for the public good as one of the noblest manifestations of the freedom of individual American citi ens.

He shows that during the past 20 years, 40,000,000 generous Americans have given more each year to non-profit agencies for the public good than they gave the previous year.

I hope you will find it interesting and useful.

Cordially yours,

Austin V. McClain
President

AVMc:ds

PR Aids ACM BILLED & paid

PUBLIC RELATIONS AIDS, INC. / 305 EAST 45th STREET N. Y. 17, N. Y. / MU 6-4100

Client's Order # _____ Date 1/27/66

Ordered by T. CASSIDY ( ) RUSH Job # H-7187

Subject AMERICANS WILL GIVE AWAY... 1966 ( ) EXTRA-RUSH Invoice # 74035

14011

TO:

THOMAS CASSIDY
306 WEST 90TH. ST.
NEW YORK, NEW YORK

REPRODUCTION A

Cut 2 multilith plates (X) Supply paper 34.80
1525 Releases, 2 pages each

Captions, each of
Metal plates and negatives
Hand-typed addressing
Media-distrib memo-
Hand-typed pages
Fill-ins ( )1-line ( )full

PHOTOGRAPHY

Copy negs ( )Strip-in caption
Prints ( )8X10 ( )5X7 ( )4X5

ADDRESSING

1394 Address selected media ( )incl special sorting/research 60.31
Address from client plates
Cut address plate and imprint

SPECIAL SERVICES

Special Research
Client list maintenance
new plates deletions
corrections proof cards
Typography, layout,
Supply ( )blank labels ( )#10's

ASSEMBLY AND MAILING

1525 Collate and staple, 2 pages ea 15.36
Affix captions
Handstamping of
( )Large envelopes ( )Stiffeners
Affix labels
Sort and stamp airmail
1 Bulk shipments ( ) env ( )carton .75
Press kits assembled, items ea
Bags of mail trucked to P.O. *
1394 Enclose, stamp, mail #10 2 pgs 34.85*
Enclose, etc. large env parts *

MESSENGERS

1 Messenger deliveries ( ) to you ( ) elsewhere ( ) after 5 p.m. 2.50*
Truck pickup/delivery *

Total of taxable items		111.22
N. Y. State Sales Tax	5% 2%	5.56
* Total of non-taxable items		37.35
TOTAL LABOR & MATERIAL		$154.13

POSTAGE ADVANCED BY PR AIDS

1 @ 1.11	@	@	
1394 @ .05	@	@	
@	@	@	
@	@	@	70.81*
( )Stamps @ ( )Postcards@			*
Express charges advanced			*

TERMS

Our invoices represent labor and postage advanced for you. ~~Payment within 10 days~~ would be appreciated.

INVOICE TOTAL 224.94

ADJUST 20.00

204.94

PR Aids

PUBLIC RELATIONS AIDS, INC. / 305 EAST 45th STREET N. Y. 17, N. Y. / MU 6-4100

Client's Order # _____ Date 2/3/66

Ordered by T. CASSIDY ( ) RUSH Job # H-7551

Subject PRIVATE GENEROSITY PROVIDES ( ) EXTRA-RUSH Invoice # 743604

14001

TO:

CASSIDY - BROWN
306 WEST 90TH ST.
NEW YORK, NEW YORK

REPRODUCTION A

Cut 2 multilith plates (x) Supply paper
625 Releases, 2 pages each 22.20
___ _____ ____.__
___ _____ ____.__
___ _____ ____.__
___ _____ ____.__
___ Captions, each of ____ ____.__
_____ ____.__
___ _____ ____.__
___ Metal plates and ___ negatives ____.__
___ _____ ____.__
___ Hand-typed addressing ____.__
___ Media-distrib memo-_____ ____.__
___ Hand-typed pages ____.__
___ Fill-ins ( )1-line ( )full ____.__
___ _____ ____.__

PHOTOGRAPHY

___ Copy negs ( )Strip-in caption ____.__
___ Prints ( )8X10 ( )5X7 ( )4X5 ____.__
___ _____ ____.__
___ _____ ____.__

ADDRESSING

___ Address selected media ( )incl special sorting/research ____.__
___ Address _____ from client plates ____.__
___ Cut address plate and imprint ____.__
___ _____ ____.__

SPECIAL SERVICES

Special Research ____.__
Client list maintenance
___ new plates ___ deletions
___ corrections ___ proof cards ____.__
_____ ____.__
___ Typography, layout, _____ ____.__
___ Supply ( )blank labels ( )#10's ____.__
_____ ____.__
_____ ____.__
_____ ____.__

to be adjusted

ASSEMBLY AND MAILING

625 Collate and staple, 2 pages ea 6.25
___ _____ ____.__
___ _____ ____.__
___ Affix captions ____.__
___ Handstamping of _____ ____.__
___ ( )Large envelopes ( )Stiffeners ____.__
___ Affix labels ____.__
___ Sort and stamp airmail ____.__
2 Bulk shipments ( ) env ( )carton 1.00
___ Press kits assembled, __ items ea ____.__
___ _____ ____.__
___ Bags of mail trucked to P.O. ____.__*
___ _____ ____.__
___ Enclose, stamp, mail #10 ___ pgs ____.__*
___ _____ ____.__
___ Enclose, etc. large env ___ parts ____.__*
___ _____ ____.__
___ _____ ____.__

MESSENGERS

1 Messenger deliveries ( ) to you
( ) elsewhere ( ) after 5 p.m. 2.50*
___ Truck pickup/delivery ____.__*
___ _____ ____.__

Total of taxable items		29.95
N. Y. State Sales Tax	5% 2%	1.50
* Total of non-taxable items		2.50
TOTAL LABOR & MATERIAL		$ 33.95

POSTAGE ADVANCED BY PR AIDS

1 @ 1.03 ___@___ ___@___
___@___ ___@___ ___@___
___@___ ___@___ ___@___
___@___ ___@___ ___@___ 1.03*
___( )Stamps @ ( )Postcards@ ____.__*
Express charges advanced ____.__*

TERMS

Our invoices represent labor and postage advanced for you. Payment within 10 days would be appreciated.

INVOICE TOTAL 34.98

PR Aids

ACH BILLED & paid

PUBLIC RELATIONS AIDS, INC. / 305 EAST 45th STREET N. Y. 17, N. Y. / MU 6-4100

Client's Order # _____ Date 2/3/66

Ordered by TOM CASSIDY ( ) RUSH Job # 7550

Subject MARTS - GEN'L BILLINGS ( ) EXTRA-RUSH Invoice # 74400

14001

TO:

CASSIDY - BROWN
306 West 90TH St.
New York, New York

REPRODUCTION

Cut ___ multilith plates ( ) Supply paper
___ Releases, ___ pages each ____.___
___ _____ ____.___
___ _____ ____.___
___ _____ ____.___
___ Captions, each of ___ ____.___
_____ ____.___
___ _____ ____.___
___ Metal plates and ___ negatives ____.___
___ _____ ____.___
___ Hand-typed addressing ____.___
___ Media-distrib memo- _____ ____.___
___ Hand-typed pages ____.___
___ Fill-ins ( ) 1-line ( ) full ____.___
___ _____ ____.___

PHOTOGRAPHY

___ Copy negs ( ) Strip-in caption ____.___
___ Prints ( ) 8X10 ( ) 5X7 ( ) 4X5 ____.___
___ _____ ____.___
___ _____ ____.___

ADDRESSING

267 Address selected media ( ) incl special sorting/research 15.69
___ Address _____ from client plates ____.___
317 Cut address plate and imprint 3.67
18 Address selected media 3.50

SPECIAL SERVICES

Special Research ____.___
Client list maintenance
___ new plates ___ deletions
___ corrections ___ proof cards ____.___
_____ ____.___
___ Typography, layout, _____ ____.___
___ Supply ( ) blank labels ( ) #10's ____.___
_____ ____.___
_____ ____.___
_____ ____.___

ASSEMBLY AND MAILING

___ Collate and staple, ___ pages ea ____.___
___ _____ ____.___
___ _____ ____.___
___ Affix captions ____.___
___ Handstamping of _____ ____.___
___ ( ) Large envelopes ( ) Stiffeners ____.___
___ Affix labels ____.___
___ Sort and stamp airmail ____.___
___ Bulk shipments ( ) env ( ) carton ____.___
___ Press kits assembled, ___ items ea ____.___
___ _____ ____.___
___ Bags of mail trucked to P.O. ____.___*
___ _____ ____.___
___ Enclose, stamp, mail #10 ___ pgs ____.___*
___ _____ ____.___
___ Enclose, etc. large env ___ parts ____.___*
___ _____ ____.___
___ _____ ____.___

MESSENGERS

___ Messenger deliveries ( ) to you ( ) elsewhere ( ) after 5 p.m. ____.___*
___ Truck pickup/delivery ____.___*
___ _____ ____.___

Total of taxable items 22.86
N. Y. State Sales Tax 5% 2% 1.14
* Total of non-taxable items ____.___

TOTAL LABOR & MATERIAL $ 24.00

POSTAGE ADVANCED BY PR AIDS

___@___ ___@___ ___@___
___@___ ___@___ ___@___
___@___ ___@___ ___@___
___@___ ___@___ ___@___ ____.___*
___@___ ___@___ ___@___ ____.___*
___( )Stamps @ ( )Postcards@ ____.___*
Express charges advanced ____.___*

TERMS

Our invoices represent labor and postage advanced for you. Payment within 10 days would be appreciated.

INVOICE TOTAL 24.00

PR Aids

PUBLIC RELATIONS AIDS, INC. / 305 EAST 45th STREET N. Y. 17, N. Y. / MU 6-4100

Client's Order # _____ Date 2/3/66

Ordered by TOM CASSIDY ( ) RUSH Job # 7550

Subject MARTS - GEN'L BILLINGS ( ) EXTRA-RUSH Invoice # 74400

14001 Ok - tc

TO:

CASSIDY - BROWN
306 West 90TH St.
New York, New York

REPRODUCTION

Cut ___ multilith plates ( ) Supply paper
___ Releases, ___ pages each
___ Captions, each of ___
___ Metal plates and ___ negatives
___ Hand-typed addressing
___ Media-distrib memo- _____
___ Hand-typed pages
___ Fill-ins ( ) 1-line ( ) full

PHOTOGRAPHY

___ Copy negs ( ) Strip-in caption
___ Prints ( ) 8X10 ( ) 5X7 ( ) 4X5

ADDRESSING

267 Address selected media ( ) incl special sorting/research 15.69
___ Address _____ from client plates
317 Cut address plate and imprint 3.67
18 Address selected media 3.50

SPECIAL SERVICES

Special Research
Client list maintenance
___ new plates ___ deletions
___ corrections ___ proof cards
___ Typography, layout, _____
___ Supply ( ) blank labels ( ) #10's

ASSEMBLY AND MAILING

___ Collate and staple, ___ pages ea
___ Affix captions
___ Handstamping of _____
___ ( ) Large envelopes ( ) Stiffeners
___ Affix labels
___ Sort and stamp airmail
___ Bulk shipments ( ) env ( ) carton
___ Press kits assembled, ___ items ea
___ Bags of mail trucked to P.O. *
___ Enclose, stamp, mail #10 ___ pgs *
___ Enclose, etc. large env ___ parts *

MESSENGERS

___ Messenger deliveries ( ) to you ( ) elsewhere ( ) after 5 p.m. *
___ Truck pickup/delivery *

Total of taxable items	22.86
N. Y. State Sales Tax 5% 2%	1.14
* Total of non-taxable items	
TOTAL LABOR & MATERIAL	$ 24.00

POSTAGE ADVANCED BY PR AIDS

___ @ ___ ___ @ ___ ___ @ ___
___ @ ___ ___ @ ___ ___ @ ___
___ @ ___ ___ @ ___ ___ @ ___
___ @ ___ ___ @ ___ ___ @ ___
___ ( ) Stamps @ ( ) Postcards @ *
Express charges advanced *

INVOICE TOTAL 24.00

PR Aids

PUBLIC RELATIONS AIDS, INC. / 305 EAST 45th STREET N. Y. 17, N. Y. / MU 6-4100

Client's Order # _____ Date 2/4/66

Ordered by Tom Cassidy ( ) RUSH Job # 7639

Subject Education - Religious ( ) EXTRA-RUSH Invoice # 746026

14011 QC-tc

TO:

Tom Cassidy
306 West 90th Street
New York, New York

REPRODUCTION

___Cut___multilith plates ( ) Supply paper
___Releases, ___pages each ____.__
___ _____ ____.__
___ _____ ____.__
___ _____ ____.__
___Captions, each of____ ____.__
_____ ____.__
___Metal plates and ___negatives ____.__
_____ ____.__
___Hand-typed addressing ____.__
___Media-distrib memo-_____ ____.__
___Hand-typed pages ____.__
___Fill-ins ( )1-line ( )full ____.__
___ _____ ____.__

PHOTOGRAPHY

___Copy negs ( )Strip-in caption ____.__
___Prints ( )8X10 ( )5X7 ( )4X5 ____.__
___ _____ ____.__
___ _____ ____.__

ADDRESSING

373 Address selected media ( )incl special sorting/research 21.54
___Address_____from client plates ____.__
373 Cut address plate and imprint 5.23
___ _____ ____.__

SPECIAL SERVICES

Special Research ____.__
Client list maintenance
___new plates ___deletions
___corrections ___proof cards ____.__
_____ ____.__
___Typography, layout,_____ ____.__
___Supply ( )blank labels ( )#10's ____.__
_____ ____.__
_____ ____.__
_____ ____.__

ASSEMBLY AND MAILING

___Collate and staple,___pages ea ____.__
___ _____ ____.__
___ _____ ____.__
___Affix captions ____.__
___Handstamping of_____ ____.__
___( )Large envelopes ( )Stiffeners ____.__
___Affix labels ____.__
___Sort and stamp airmail ____.__
___Bulk shipments ( ) env ( )carton ____.__
___Press kits assembled,__items ea ____.__
___ _____ ____.__
___Bags of mail trucked to P.O. ____.__
_____ ____.__
___Enclose, stamp, mail #10___pgs ____.__ *
_____ ____.__
___Enclose, etc. large env___parts ____.__ *
___ _____ ____.__
___ _____ ____.__

MESSENGERS

___Messenger deliveries ( ) to you ____.__ *
( ) elsewhere ( ) after 5 p.m. ____.__ *
___Truck pickup/delivery ____.__
___ _____ ____.__

Total of taxable items		26.77
N. Y. State Sales Tax	5% 2%	1.34
* Total of non-taxable items		____.__
TOTAL LABOR & MATERIAL		$ 28.11

POSTAGE ADVANCED BY PR AIDS

____@____ ____@____ ____@____
____@____ ____@____ ____@____
____@____ ____@____ ____@____
____@____ ____@____ ____@____ ____.__ *
____@____ ____@____ ____@____ ____.__ *
____( )Stamps @ ( )Postcards@ ____.__ *
Express charges advanced ____.__ *

INVOICE TOTAL 28.11

PR Aids

PUBLIC RELATIONS AIDS, INC. / 305 EAST 45th STREET N. Y. 17, N. Y. / MU 6-4100

Client's Order # _____ Date 2/4/66

Ordered by T. CASSIDY ( ) RUSH Job # H-7627

Subject 2 - BILLION ( ) EXTRA-RUSH Invoice # 74541

14011 Q-te

TO:

TOM CASSIDY
306 WEST 90TH ST.
NEW YORK, NEW YORK

REPRODUCTION

Cut 2 multilith plates (X) Supply paper
100 Releases, 2 pages each 9.60
___ _____ ____.___
___ _____ ____.___
___ _____ ____.___
___ _____ ____.___
___ Captions, each of ____ ____.___
_____ ____.___
_____ ____.___
___ Metal plates and ___ negatives ____.___
___ _____ ____.___
___ Hand-typed addressing ____.___
___ Media-distrib memo-_____ ____.___
___ Hand-typed pages ____.___
___ Fill-ins ( )1-line ( )full ____.___
___ _____ ____.___

PHOTOGRAPHY

___ Copy negs ( )Strip-in caption ____.___
___ Prints ( )8X10 ( )5X7 ( )4X5 ____.___
___ _____ ____.___
___ _____ ____.___

ADDRESSING

___ Address selected media ( )incl special sorting/research ____.___
___ Address _____ from client plates ____.___
___ Cut address plate and imprint ____.___
___ _____ ____.___

SPECIAL SERVICES

Special Research ____.___
Client list maintenance
___ new plates ___ deletions
___ corrections ___ proof cards ____.___
_____ ____.___
___ Typography, layout, _____ ____.___
___ Supply ( )blank labels ( )#10's ____.___
_____ ____.___
_____ ____.___
_____ ____.___

ASSEMBLY AND MAILING

100 Collate and staple, 2 pages ea 1.80
___ _____ ____.___
___ _____ ____.___
___ Affix captions ____.___
___ Handstamping of _____ ____.___
___ ( )Large envelopes ( )Stiffeners ____.___
___ Affix labels ____.___
___ Sort and stamp airmail ____.___
2 Bulk shipments (X) env ( )carton 1.00
___ Press kits assembled, ___ items ea ____.___
___ _____ ____.___
___ Bags of mail trucked to P.O. ____.___
___ _____ ____.___
___ Enclose, stamp, mail #10 ___ pgs ____.___
___ _____ ____.___
___ Enclose, etc. large env ___ parts ____.___
___ _____ ____.___
___ _____ ____.___

MESSENGERS

1 Messenger deliveries ( ) to you
( ) elsewhere ( ) after 5 p.m. 2.50
___ Truck pickup/delivery ____.___
___ _____ ____.___

Total of taxable items	12.40
N. Y. State Sales Tax 5% 2%	.62
* Total of non-taxable items	2.50
TOTAL LABOR & MATERIAL	$ 15.52

POSTAGE ADVANCED BY PR AIDS

1 @ 1.00 ___ @ ___ ___ @ ___
___ @ ___ ___ @ ___ ___ @ ___
___ @ ___ ___ @ ___ ___ @ ___
___ @ ___ ___ @ ___ ___ @ ___ 1.00
___ ( )Stamps @ ( )Postcards @ ____.___
Express charges advanced ____.___

INVOICE TOTAL 16.52

PR Aids

PUBLIC RELATIONS AIDS, INC. / 305 EAST 45th STREET N. Y. 17, N. Y. / MU 6-4100

Client's Order # _____ Date 2/4/66

Ordered by T. CASSIDY ( ) RUSH Job # H-7633

Subject #5 - Billion Religious ( ) EXTRA-RUSH Invoice # 74542

TO: 14011

TOM CASSIDY
306 WEST 90TH ST.
NEW YORK, NEW YORK

REPRODUCTION

Cut 2 multilith plates (X) Supply paper
pdlig 365 Releases, 2 pages each 15.90
___ _____ ____.__
___ _____ ____.__
___ _____ ____.__
___ _____ ____.__
___ Captions, each of___ ____.__
_____ ____.__
___ _____ ____.__
___ Metal plates and ___ negatives ____.__
___ _____ ____.__
___ Hand-typed addressing ____.__
___ Media-distrib memo-_____ ____.__
___ Hand-typed pages ____.__
___ Fill-ins ( )1-line ( )full ____.__
___ _____ ____.__

PHOTOGRAPHY

___ Copy negs ( )Strip-in caption ____.__
___ Prints ( )8X10 ( )5X7 ( )4X5 ____.__
___ _____ ____.__
___ _____ ____.__

ADDRESSING

___ Address selected media ( )incl special sorting/research ____.__
___ Address_____ from client plates ____.__
___ Cut address plate and imprint ____.__
___ _____ ____.__

SPECIAL SERVICES

Special Research ____.__
Client list maintenance
___ new plates ___ deletions
___ corrections ___ proof cards ____.__
_____ ____.__
___ Typography, layout,_____ ____.__
___ Supply ( )blank labels ( )#10's ____.__
_____ ____.__
_____ ____.__
_____ ____.__

ASSEMBLY AND MAILING

365 Collate and staple, 2 pages ea 4.35
___ _____ ____.__
___ _____ ____.__
___ Affix captions ____.__
___ Handstamping of_____ ____.__
___ ( )Large envelopes ( )Stiffeners ____.__
___ Affix labels ____.__
___ Sort and stamp airmail ____.__
2 Bulk shipments ( ) env ( )carton 1.75
___ Press kits assembled, __ items ea ____.__
___ _____ ____.__
___ Bags of mail trucked to P.O. ____.__*
___ _____ ____.__
___ Enclose, stamp, mail #10___ pgs ____.__*
___ _____ ____.__
___ Enclose, etc. large env___ parts ____.__*
___ _____ ____.__
___ _____ ____.__

MESSENGERS

1 Messenger deliveries ( ) to you
( ) elsewhere ( ) after 5 p.m. 2.50*
___ Truck pickup/delivery ____.__*
___ _____ ____.__

Total of taxable items 22.00
N. Y. State Sales Tax 5% 2% 1.10
* Total of non-taxable items 2.50
TOTAL LABOR & MATERIAL $ 25.60

POSTAGE ADVANCED BY PR AIDS

1 @ 6.40 ___@___ ___@___ ___@___
___@___ ___@___ ___@___ ___@___
___@___ ___@___ ___@___ ___@___
___@___ ___@___ ___@___ ___@___ 6.40*
___( )Stamps @ ( )Postcards@ ____.__*
Express charges advanced ____.__*

TERMS
Our invoices represent labor and postage advanced for you. Payment within 10 days would be appreciated.

INVOICE TOTAL 32.00

to be adjusted

PR Aids ACM billed & paid

PUBLIC RELATIONS AIDS, INC. / 305 EAST 45th STREET N. Y. 17, N. Y. / MU 6-4100

Client's Order # _____ Date 2/4/66

Ordered by Tom Cassidy ( ) RUSH Job # 7639

Subject Education - Religious Billings ( ) EXTRA-RUSH Invoice # 746026

TO:

Tom Cassidy
306 West 90th Street
New York, New York

14011

Ok +c

REPRODUCTION

Cut ___ multilith plates ( ) Supply paper
___ Releases, ___ pages each
___ Captions, each of ___
___ Metal plates and ___ negatives
___ Hand-typed addressing
___ Media-distrib memo- _____
___ Hand-typed pages
___ Fill-ins ( ) 1-line ( ) full

PHOTOGRAPHY

___ Copy negs ( ) Strip-in caption
___ Prints ( ) 8X10 ( ) 5X7 ( ) 4X5

ADDRESSING

373 Address selected media ( ) incl special sorting/research 21.54
___ Address _____ from client plates
373 Cut address plate and imprint 5.23

SPECIAL SERVICES

Special Research
Client list maintenance
___ new plates ___ deletions
___ corrections ___ proof cards
___ Typography, layout, _____
___ Supply ( ) blank labels ( ) #10's

ASSEMBLY AND MAILING

___ Collate and staple, ___ pages ea
___ Affix captions
___ Handstamping of _____
___ ( ) Large envelopes ( ) Stiffeners
___ Affix labels
___ Sort and stamp airmail
___ Bulk shipments ( ) env ( ) carton
___ Press kits assembled, ___ items ea
___ Bags of mail trucked to P.O. *
___ Enclose, stamp, mail #10 ___ pgs *
___ Enclose, etc. large env ___ parts *

MESSENGERS

___ Messenger deliveries ( ) to you ( ) elsewhere ( ) after 5 p.m. *
___ Truck pickup/delivery *

Total of taxable items	26.77
N. Y. State Sales Tax 5% 2%	1.34
* Total of non-taxable items	
TOTAL LABOR & MATERIAL	$ 28.11

POSTAGE ADVANCED BY PR AIDS

___ @ ___ ___ @ ___ ___ @ ___
___ @ ___ ___ @ ___ ___ @ ___
___ @ ___ ___ @ ___ ___ @ ___
___ @ ___ ___ @ ___ ___ @ ___
___ ( ) Stamps @ ( ) Postcards @ *
Express charges advanced *

TERMS

Our invoices represent labor and postage advanced for you. Payment within 10 days would be appreciated.

INVOICE TOTAL 28.11

PR Aids ACM billed & paid

PUBLIC RELATIONS AIDS, INC. / 305 EAST 45th STREET N. Y. 17, N. Y. / MU 6-4100

Client's Order # _____ Date 2/4/66

Ordered by T. CASSIDY ( ) RUSH Job # H-7627

Subject 2 - BILLION ( ) EXTRA-RUSH Invoice # 74541

OK-tz

TO:

TOM CASSIDY
306 WEST 90TH. ST.
NEW YORK, NEW YORK

14011

REPRODUCTION

Cut 2 multilith plates (X) Supply paper
100 Releases, 2 pages each 9.60
___ _____ ____.__
___ _____ ____.__
___ _____ ____.__
___ _____ ____.__
___ Captions, each of ___ ____.__
_____ ____.__
___ _____ ____.__
___ Metal plates and ___ negatives ____.__
___ _____ ____.__
___ Hand-typed addressing ____.__
___ Media-distrib memo-_____ ____.__
___ Hand-typed pages ____.__
___ Fill-ins ( )1-line ( )full ____.__
___ _____ ____.__

PHOTOGRAPHY

___ Copy negs ( )Strip-in caption ____.__
___ Prints ( )8X10 ( )5X7 ( )4X5 ____.__
___ _____ ____.__
___ _____ ____.__

ADDRESSING

___ Address selected media ( )incl special sorting/research ____.__
___ Address _____ from client plates ____.__
___ Cut address plate and imprint ____.__
___ _____ ____.__

SPECIAL SERVICES

Special Research ____.__
Client list maintenance
___ new plates ___ deletions
___ corrections ___ proof cards ____.__
_____ ____.__
___ Typography, layout, _____ ____.__
___ Supply ( )blank labels ( )#10's ____.__
_____ ____.__
_____ ____.__
_____ ____.__

ASSEMBLY AND MAILING

100 Collate and staple, 2 pages ea 1.80
___ _____ ____.__
___ _____ ____.__
___ Affix captions ____.__
___ Handstamping of _____ ____.__
___ ( )Large envelopes ( )Stiffeners ____.__
___ Affix labels ____.__
___ Sort and stamp airmail ____.__
2 Bulk shipments (✓) env ( )carton 1.00
___ Press kits assembled, __ items ea ____.__
___ _____ ____.__
___ Bags of mail trucked to P.O. ____.__ *
___ _____ ____.__
___ Enclose, stamp, mail #10 ___ pgs ____.__ *
___ _____ ____.__
___ Enclose, etc. large env ___ parts ____.__ *
___ _____ ____.__
___ _____ ____.__

MESSENGERS

1 Messenger deliveries ( ) to you
( ) elsewhere ( ) after 5 p.m. 2.50 *
___ Truck pickup/delivery ____.__ *
___ _____ ____.__

Total of taxable items	12.40
N. Y. State Sales Tax 5% 2%	.62
* Total of non-taxable items	2.50
TOTAL LABOR & MATERIAL	$ 15.52

POSTAGE ADVANCED BY PR AIDS

1 @ 1.00 ___@___ ___@___
___@___ ___@___ ___@___
___@___ ___@___ ___@___
___@___ ___@___ ___@___ 1.00 *
___( )Stamps @ ( )Postcards@ ____.__ *
Express charges advanced ____.__ *

TERMS

Our invoices represent labor and postage advanced you. Payment within 10 days would be appreciated.

INVOICE TOTAL 16.52

PRENTICE-HALL, INC.

Englewood Cliffs, New Jersey

Phone: **WIndsor** 7-1000; **from New** York: **BR**yant 9-8000

NEWS
OF BOOKS
& AUTHORS

From: Nick D'Incecco, Publicity Director
Sam Berman, Assistant

Contact: Tom Cassidy - 306 West 90th St. - New York - (212) 877-8368

This feature story on private generosity in America is offered to you on an exclusive-in-your-city basis. Additional information or a copy of the book may be had by contacting Tom Cassidy at the address above.

- -

Sometime this year you may reach into your wallet and donate money to help build a new children's wing for a hospital or a new gymnasium for your old college, or to support cancer research or the work of the USO. When you do -- whether you give five dollars or five million dollars -- you will be among the 40 million Americans who in 1966 will voluntarily give $11 billion dollars to support the public welfare.

According to Dr. Arnaud C. Marts, author of the book, "The Generosity of Americans," published recently by Prentice-Hall, in no other country in the world is private generosity as great as it is in the United States. Marts estimates that Americans gave $180 billion away to each other between 1910 and 1965. And he says that the donations continue to increase every year.

Who gets our money? Marts lists 975,000 formally organized agencies (as opposed to the panhandler who cadged 25 cents the other day). The agencies work in religion; health; education; youth-recreation and character building; general welfare and relief; culture, service and inter-group relations; and they include foundations which deal in all of these areas. Mostly they are religious groups (353,600) and the second largest group receiving donations is composed of youth agencies (323,000). The recipients of our largess include the Boy Scouts, PTAs, the USO, the YMCA and our local churches. And they also include poetry societies, libraries, museums, conservation societies, garden clubs and the Planned Parenthood Foundation of America.

- more -

In short, any non-profit agency which describes its work as "for the public welfare" exists on our private generosity. Marts has said recently that private generosity for the public good is a distinctive and dynamic force in the creation of western civilization. In fact, he's gone so far as to say that private generosity for the public good has pioneered every refinement in Europe and the United States since 30 AD.

Probably everyone in America is familiar with the March of Dimes, with Christmas Seals, with the Community Chest programs. But he may not be as familiar with the tradition of private generosity which, according to Marts, was born in the Judeo-Christian religions and grew in the Roman Empire, in Europe and in England. That tradition is responsible for Michaelangelo's frescos in the Sistine Chapel at the Vatican; for the great cathedral at Cologne; for the establishment of Cambridge and Oxford Universities in England; for the support of Handel and Johann Sebastian Bach; for Harvard University; for the Metropolitan Museum in New York; and for the Smithsonian Institution in Washington.

It's easy to see how a museum or a university can be supported by private generosity, but it's not as easy to see how private generosity was the spur to many services we take for granted today because they are tax supported -- our fire departments, for instance. Anyone who has ever lived in a village or town can easily recall the excitement experienced when the whistles screamed, the church bells rang or a fire alarm sounded. The community responded -- on the double. The men wheeled out the pumper and hose reel; the women made coffee and sandwiches; the older boys formed a bucket brigade and the young fry had a romp.

This is how the magnificently mechanized and trained city fire departments got their start -- as volunteer fire companies. The first one of record was established in 1752 in Mt. Holly, New Jersey, followed by thousands which were

organized subsequently, and which still provide the only fire protection for many small communities. As the communities grew larger, the expense of operating the fire companies was taken over by tax funds.

But before there were tax funds, the money needed for the equipment and housing was raised through private generosity. It came from subscriptions and by all sorts of picnics, bazaars, carnivals, ice cream and strawberry socials and auctions. It was hard work for many, but it was good community recreation also. At any rate, the volunteer fire company was a manifestation of the American genius for solving a community problem.

Marts, as co-founder 40 years ago of a firm of fund raising counselors, is in a good position to know about the generosity of Americans. His firm has helped to raise over $2 billion to support 12,000 of America's institutions of religion, education, health, culture and character.

Who does the money come from and how large are the donations? Some of the gifts are astronomical: in 1964, there were 258 gifts of $1 million or more each. That generosity added up to a total of $504.2 million.

But not all gifts are large, as the March of Dimes proved. And what is generosity, really? Perhaps this story from "The Generosity of Americans" best illustrates the true spirit of generosity.

A number of years ago, the YMCA of Canton, Ohio, appealed for donations for a new $250,000 building. H. H. Timken, president of the Timken Roller Bearing Co., made the largest single gift, $35,000. At a final fund-drive meeting, the citizens of Canton expressed their gratitude for the gift. Rising to thank them, Timken said, "You praise me because you think I made the most generous gift. I did not. You are mistaken.

"That man sitting over there," and he pointed, "gave the most generous gift. He gave five dollars. But I know what that cost him, because he works for the Timken Company. I know what he earns, and I know the size of his family. I may have made the largest gift, but he made the most generous gift."

# # #

#66121/2-28-66

PRENTICE-HALL, INC.
Englewood Cliffs, New Jersey

Phone: WIndsor 7-1000; from New York: BRyant 9-8000

From: Nick D'Incecco, Publicity Director

Contact: Tom Cassidy or Abby Brown
(212) 877-8368

NEWS
OF BOOKS
& AUTHORS

Here are some facts about private generosity in America that may interest your readers. They are taken from a new Prentice-Hall book, "The Generosity of Americans," by Dr. Arnaud C. Marts. We will appreciate an author-title credit line if you use the material.

---

1. In 1965, 40 million Americans reached into their pockets to give $11 billion to non-profit organizations.

2. In no other country in the world do private citizens come even close to matching American private generosity, which amounted to $11 billion last year.

3. There are 975,000 non-profit agencies in the United States, ranging from the Red Cross to your community church, that work for the public good through private generosity.

4. The first general hospital in the United States was Charity Hospital in New Orleans. It was started in 1737 through private generosity with a gift of $2,000 from a sailor named Jean Louis.

5. The first fire department in the United States -- a voluntary one -- was formed in 1752 in Mt. Holly, New Jersey. The money for it was raised at strawberry socials and community picnics.

6. The first old-age pension plan in the United States was started in 1717 by the Presbyterian church in Philadelphia. It was a system of pensions for retired ministers and it had the quaint name, "The Fund for Pious Uses."

7. Private generosity for the public good is at the root of almost every action taken by Western man to better his life. It has built schools and churches, hospitals and research institutions, playgrounds and youth centers. Private generosity remains today a driving force in man's search for a better life.

P-H

#66121/2-28-66

PR Aids

PUBLIC RELATIONS AIDS, INC. / 305 EAST 45th STREET N. Y. 17, N. Y. / MU 6-4100

Client's Order # _____ Date 2/10/66

Ordered by TOM CASSIDY ( ) RUSH Job # 7894

Subject BILLINGS ( ) EXTRA-RUSH Invoice # 74627

TO:

TOM CASSIDY
306 WEST 90TH STREET
NEW YORK, NEW YORK

14011

REPRODUCTION D

Cut 4 multilith plates ( ) Supply paper

Prev Relig 700 Releases, 2 pages each 44.40
450 " 2 " " 36.00
Re-cuts.

Captions, each of
Metal plates and negatives
Hand-typed addressing
Media-distrib memo-
Hand-typed pages
Fill-ins ( )1-line ( )full

PHOTOGRAPHY

Copy negs ( )Strip-in caption
Prints ( )8X10 ( )5X7 ( )4X5

ADDRESSING

102 Address selected media ( )incl special sorting/research N/C
Address from client plates
Cut address plate and imprint

SPECIAL SERVICES

Special Research
Client list maintenance
new plates deletions
corrections proof cards
Typography, layout,
Supply ( )blank labels ( )#10's

ASSEMBLY AND MAILING

700 Collate and staple, 2 pages ea 13.50
450 " " 2 " " 9.60
Affix captions
Handstamping of
( )Large envelopes ( )Stiffeners
Affix labels
Sort and stamp airmail
Bulk shipments ( ) env ( )carton
Press kits assembled, items ea
Bags of mail trucked to P.O. *
Enclose, stamp, mail #10 pgs *
Enclose, etc. large env parts *

MESSENGERS

1 Messenger deliveries (✓) to you TAXI
( ) elsewhere ( ) after 5 p.m. 1.50*
Truck pickup/delivery *

Total of taxable items	103.50
N. Y. State Sales Tax 5% 2%	5.18
* Total of non-taxable items	1.50
TOTAL LABOR & MATERIAL	$ 110.18

POSTAGE ADVANCED BY PR AIDS

@ @ @
@ @ @
@ @ @
@ @ @
( )Stamps @ ( )Postcards@ *
Express charges advanced *

TERMS
Our invoices represent labor and postage advanced for your Payment within 10 days would be appreciated

INVOICE TOTAL 110.18

to be adjusted

PR Aids

PUBLIC RELATIONS AIDS, INC. / 305 EAST 45th STREET N. Y. 17, N. Y. / MU 6-4100

Client's Order #_____ Date 3/1/66

Ordered by TOM CASSIDY ( ) RUSH Job # H-8668

Subject COLUMNISTS ( ) EXTRA-RUSH Invoice # 73491

TO: 40011

TOM CASSIDY
306 WEST 90TH STREET
NEW YORK, NEW YORK

REPRODUCTION

Cut ___ multilith plates ( ) Supply paper
___ Releases, ___ pages each ____.__
___ _____ ____.__
___ _____ ____.__
___ _____ ____.__
___ _____ ____.__
___ Captions, each of ___ ____.__
_____ ____.__
___ _____ ____.__
___ Metal plates and ___ negatives ____.__
___ _____ ____.__
___ Hand-typed addressing ____.__
___ Media-distrib memo-_____ ____.__
___ Hand-typed pages ____.__
___ Fill-ins ( ) 1-line ( ) full ____.__
___ _____ ____.__

PHOTOGRAPHY

___ Copy negs ( ) Strip-in caption ____.__
___ Prints ( ) 8X10 ( ) 5X7 ( ) 4X5 ____.__
___ _____ ____.__
___ _____ ____.__

ADDRESSING

109 Address selected media ( ) incl special sorting/research 8.34
___ Address _____ from client plates ____.__
___ Cut address plate and imprint ____.__
___ _____ ____.__

SPECIAL SERVICES

Special Research ____.__
Client list maintenance
___ new plates ___ deletions
___ corrections ___ proof cards ____.__
_____ ____.__
___ Typography, layout, _____ ____.__
___ Supply ( ) blank labels ( ) #10's ____.__
_____ ____.__
_____ ____.__
_____ ____.__

ASSEMBLY AND MAILING

___ Collate and staple, ___ pages ea ____.__
___ _____ ____.__
___ _____ ____.__
___ Affix captions ____.__
___ Handstamping of _____ ____.__
___ ( ) Large envelopes ( ) Stiffeners ____.__
___ Affix labels ____.__
___ Sort and stamp airmail ____.__
___ Bulk shipments ( ) env ( ) carton ____.__
___ Press kits assembled, ___ items ea ____.__
___ _____ ____.__
___ Bags of mail trucked to P.O. ____.__ *
___ _____ ____.__
___ Enclose, stamp, mail #10 ___ pgs ____.__ *
___ _____ ____.__
___ Enclose, etc. large env ___ parts ____.__ *
___ _____ ____.__
___ _____ ____.__

MESSENGERS

___ Messenger deliveries ( ) to you ( ) elsewhere ( ) after 5 p.m. ____.__ *
___ Truck pickup/delivery ____.__ *
___ _____ ____.__

Total of taxable items 8.34
N. Y. State Sales Tax 5% 2% .42
* Total of non-taxable items ____.__

TOTAL LABOR & MATERIAL $ 8.76

POSTAGE ADVANCED BY PR AIDS

___@___ ___@___ ___@___
___@___ ___@___ ___@___
___@___ ___@___ ___@___
___@___ ___@___ ___@___ ____.__ *
___( )Stamps @ ( )Postcards@ ____.__ *
Express charges advanced ____.__ *

INVOICE TOTAL 8.76

Ok - tc

PRENTICE-HALL, INC.

D-U-N-S 591-0849

INVOICE

ACCT. MARTS & LUNDY INC
521 5TH AVE
NEW YORK N Y
10036

SHIP MARTS AND LUNDY
308 MELLETT BLDG
CANTON OHIO

ACCOUNT NO. 60-53200

INVOICE DATE 2/21/66

TERMS OF PAYMENT NET 30 DAYS

SHIP VIA

YOUR ORDER NO. 3

INVOICE No. BK 456335

PLEASE USE THIS NUMBER IN ALL CORRESPONDENCE REGARDING THIS SHIPMENT

TITLE CODE	QUANTITY	TITLE AND EDITION	LIST PRICE	DISC. %	NET AMOUNT
35117	1500	GENEROSITY OF AMERICANS 1	2.50	00	3750 00
		acm ck 1270 3/31/66	5979.38		
		m+l ck 45980 3/30/66	1575.00		
			7554.38		

PAGE 1 OF _____

SUB TOTAL FORWARD

INSURANCE & CARRIAGE CHG.

TOTAL DUE

SEND YOUR PAYMENT WITH A COPY OF THIS INVOICE

TO P.O. BOX 2211
CHURCH STREET STATION
NEW YORK, N. Y. 10008

WE CERTIFY COMPLIANCE WITH THE FAIR LABOR STANDARDS ACT.

SALES & USE TAX #'S: CALIF OS-X-46081 OHIO P319950 KY. 40159

ENVELOPE #2-172-PH

PRENTICE-HALL, INC.

D-U-N-S 591-0849

INVOICE

ACCT. MARTS & LUNDY INC
521 5TH AVE
NEW YORK N Y
10036

SHIP MARTS AND LUNDY
308 MELLETT BLDG
CANTON OHIO

ACCOUNT NO. 60-53200

INVOICE DATE 2/21/66

SHIP VIA

YOUR ORDER NO. 3

Invoice No. BK 456335

PLEASE USE THIS NUMBER IN ALL CORRESPONDENCE REGARDING THIS SHIPMENT

TERMS OF PAYMENT NET 30 DAYS

TITLE CODE	QUANTITY	TITLE AND EDITION	LIST PRICE	DISC. %	NET AMOUNT
		PUB DATE FEB 25			
		SALES TAX			187 50

1500 PAGE 2 OF _____

SUB TOTAL 3937 50

INSURANCE & CARRIAGE CHG.

TOTAL DUE

SEND YOUR PAYMENT WITH A COPY OF THIS INVOICE

TO P.O. BOX 2211
CHURCH STREET STATION
NEW YORK, N. Y. 10008

WE CERTIFY COMPLIANCE WITH THE FAIR LABOR STANDARDS ACT.

SALES & USE TAX #'S: CALIF. OS-X-46081 OHIO P319950 KY. 40159

ENVELOPE #2-172-PH

PRENTICE-HALL, INC.

D-U-N-S 591-0849

INVOICE

ACCT.

MARTS & LUNDY INC
521 5TH AVE
NEW YORK N Y 10036

SHIP

ACCOUNT NO. 60-53200

INVOICE DATE 2/21/66

SHIP VIA

YOUR ORDER NO. 3

INVOICE No. BK 456834

PLEASE USE THIS NUMBER IN ALL CORRESPONDENCE REGARDING THIS SHIPMENT

TERMS OF PAYMENT NET 30 DAYS

DO NOT SHIP FOR PUBLICITY DEPT USE ONLY

TITLE CODE	QUANTITY	TITLE AND EDITION	LIST PRICE	DISC. %	NET AMOUNT
35117	1200	GENEROSITY OF AMERICANS 1	2.50	00	3000 00
		SALES TAX			150 00

1200 PAGE OF _____

SUB TOTAL 3150 00

INSURANCE & CARRIAGE CHG.

TOTAL DUE

SEND YOUR PAYMENT WITH A COPY OF THIS INVOICE

TO P.O. BOX 2211
CHURCH STREET STATION
NEW YORK, N. Y. 10008

WE CERTIFY COMPLIANCE WITH THE FAIR LABOR STANDARDS ACT.

SALES & USE TAX #'S: CALIF. OS-X-46081 OHIO P319950 KY. 40159

ENVELOPE #2-172-PH

PRENTICE-HALL, INC.

D-U-N-S 591-0849

INVOICE

ACCT.
MARTS & LUNDY INC
521 5TH AVE
NEW YORK N Y 10036

SHIP
MARTS & LUNDY
DR AUSTIN MCCLAIN
521 FIFTH AVE
NEW YORK N Y

ACCOUNT NO.	INVOICE DATE	SHIP VIA	YOUR ORDER NO.	INVOICE No.
60-53200	2/21/66		3	BK 456316

TERMS OF PAYMENT: NET 30 DAYS

PLEASE USE THIS NUMBER IN ALL CORRESPONDENCE REGARDING THIS SHIPMENT

BOOKS TO BE INSERTED IN INDIVIDUAL MAILING CARTONS

TITLE CODE	QUANTITY	TITLE AND EDITION	LIST PRICE	DISC. %	NET AMOUNT
35117	100	GENEROSITY OF AMERICANS 1 PUB DATE FEB 25	2.50	00	250 00
99999	100	INDIVIDUAL CARTONS 0	.05	00	5 00
		SALES TAX			12 50

200 PAGE OF _____

SUB TOTAL	267 50
INSURANCE & CARRIAGE CHG. 0 0	2 50
TOTAL DUE 270	270 00

SEND YOUR PAYMENT WITH A COPY OF THIS INVOICE

TO P.O. BOX 2211
CHURCH STREET STATION
NEW YORK, N. Y. 10008

WE CERTIFY COMPLIANCE WITH THE FAIR LABOR STANDARDS ACT.

SALES & USE TAX #'S: CALIF. OS-X-46081 OHIO P319950 KY. 40159

ENVELOPE #2-172-PH

PRENTICE-HALL, INC.

D-U-N-S 591-0849

INVOICE

ACCT.

MARTS & LUNDY INC
521 5TH AVE
NEW YORK N Y
10036

SHIP

ACCOUNT NO.	INVOICE DATE	SHIP VIA	YOUR ORDER NO.	INVOICE NO.
60-53200	2/21/66		3	BK 456832

PLEASE USE THIS NUMBER IN ALL CORRESPONDENCE REGARDING THIS SHIPMENT

TERMS OF PAYMENT: NET 30 DAYS

DO NOT SHIP ALREADY DELIVERED

TITLE CODE	QUANTITY	TITLE AND EDITION	LIST PRICE	DISC. %	NET AMOUNT
35117	75	GENEROSITY OF AMERICANS 1 PUB DATE FEB 25	2.50	00	187 50
		SALES TAX			9 38

75 PAGE OF _____

SUB TOTAL 196 88

INSURANCE & CARRIAGE CHG.

TOTAL DUE

SEND YOUR PAYMENT WITH A COPY OF THIS INVOICE

TO P.O. BOX 2211
CHURCH STREET STATION
NEW YORK, N. Y. 10008

WE CERTIFY COMPLIANCE WITH THE FAIR LABOR STANDARDS ACT.

SALES & USE TAX #'S: CALIF OS-X-46081 OHIO P319950 KY. 40159

ENVELOPE #2-172-PH

306 West 90th Street
New York, New York 10024
March 9, 1966

Dr. Arnaud C. Marts
Chairman of the Board
Marts &LLundy, Inc.
521 Fifth Avenue
New York, New York 10017

Dear Dr. Marts:

I am returning copies of letters you received from newspaper publishers around the country. They certainly show fine response and if the Philadelphia Inquirer story (also enclosed) is any criterion, it was an excellent idea of Mr. McClain's to send the books.

I am also enclosing documentation on charges for messenger service and PR-Aids, Inc. services to date. You will note that one of the PR-Aids invoices has been adjusted $20.00. I asked for that adjustment because they printed a two-page release rather than the one-page release I asked for. The charges, then, are:

ABC Comet Messenger Service, Inc.	$19.80
PR-Aids, Inc.	273.57
TOTAL	$293.37

✓ OK 1246 3/10/66

The PR-Aids charge, you will note from their invoice, includes $71.81 for postage. The word "billings" in their invoices is a euphamism for mailing labels.

These statements are part of monthly invoices we've received from the two firms. The full invoices include charges for other of our accounts and so it will be best handled if you will send me your check and I pay the services directly. For our tax purposes the supporting documents must be returned to us. For your tax purposes, we will submit a complete statement to you at the completion of the job, showing charges, credits and balance due. You'll receive that about April 1st.

We expect to have all of the mailings completed tomorrow, and will give you a report of contacts made in a few days. Incidentally, our out-of-pocket expenses will be considerably less that our estimate of $300 -- I expect we'll owe you a balance from the $100 advance you gave us.

Now we wait for the response!

Cordially,

Tom

Tom Cassidy

PRENTICE-HALL, INC.
Englewood Cliffs, New Jersey

Phone: Windsor 7-1000; from New York: BRyant 9-8000

NEWS
OF BOOKS
& AUTHORS

FOR RELEASE UPON RECEIPT

From: Nick D'Incecco, Publicity Director
Sam Berman, Assistant

Title: "THE GENEROSITY OF AMERICANS: ITS SOURCE -- ITS ACHIEVEMENTS"

Author: Arnaud C. Marts
Foreward by: Dr. Norman Vincent Peale
Prentice-Hall: 240 pages $5.95
Publication Date: March 9, 1966

RELIGIOUS INSTITUTIONS GET $5 BILLION IN PRIVATE GENEROSITY

How well are religious institutions supported by their congregations? In 1964 there were 353,600 religious public service agencies -- churches, schools, hospitals, community centers, etc. -- and they received $5 billion in private generosity. That figure amounts to almost half of the $11 billion given by 40 million Americans for the public good last year.

These facts are brought out in "The Generosity of Americans," published by Prentice-Hall. The book, written by Arnaud C. Marts, is far more than a recap of American giving. It is an historical analysis of the trait of generosity. Dr. Marts traces private generosity from Judean principles of charity, follows it into the teachings of Christ and shows how, with the growth of civilization, it took root in the Roman Empire, on the Continent and in the British Isles.

It is Dr. Marts' contention that private generosity for the public good "pioneered nearly all the great civilizing and refining institutions" man has and that it has also "pioneered all of the 20th century attacks on killer diseases." To illustrate, he points to some of the many monuments to private generosity: Among them, the great cathedral at Cologne; Michelangelo's frescos in the Sistine Chapel; Cambridge and Oxford Universities; Harvard University; the music of Handel and Bach; the American primary and elementary school systems (privately supported long before they were tax supported); the Rockefeller Institute; the Carnegie libraries (2,800 of them); and the YMCA and the Red Cross.

Dr. Marts shows how the early concept of person-to-person charity -- "love thy neighbor" -- has altered over the centuries to bring about the establishment of institutions for education, health and the arts. Such institutions today are supported by

- more -

the entire community and their benefits are thus more widely realized. The spirit of generosity, Marts indicates, is a matter of sharing, no matter how large or small the amount. That spirit has its greatest flowering in the United States: "There is no other nation in our modern world which matches the United States in our private generosity for public purposes."

The growth of private generosity in the United States today is in spite of social welfare steps taken by government at all levels. Dr. Marts notes that there have been many cries of alarm that governmental social programs will stop private generosity. The fact is that private generosity has increased in every year since 1954 and in almost every year since 1910. (In 1910, private generosity amounted to $536 million, as opposed to this year's $11 billion.) Part of the reason for this growth is undoubtedly that only in the United States are appreciable tax benefits realized from contributions.

"The Generosity of Americans" is the only book ever published which identifies private generosity for the public good as one of the major tools which western man has used over the centuries to create the refinements of his civilization. As such, it is an important work of history to be read by anyone interested in studying the development of man.

*****

For the past 40 years, Dr. Marts has been co-founder, president and today chairman of the board of a firm which counsels non-profit agencies in their fund raising activities. In those four decades, his firm has advised several thousand educational, religious, health and welfare institutions in regard to their finances. Those agencies of public service which Dr. Marts has guided have received over $2 billion in gifts and bequests. Dr. Marts was formerly president of Bucknell University and Bucknell Junior College; trustee and former president of Woods Hole Oceanographic Institution; and one of the founders and past presidents of the American Association of Fund-Raising Council of New York.

P-H

#66121/2-7-66

PRENTICE-HALL, INC.
Englewood Cliffs, New Jersey

Phone: WIndsor 7-1000; from New York: BRyant 9-8000

NEWS
OF BOOKS
& AUTHORS

FOR RELEASE UPON RECEIPT

From: Nick D'Incecco, Publicity Director
Sam Berman, Assistant

Title: "THE GENEROSITY OF AMERICANS;
ITS SOURCE -- ITS ACHIEVEMENTS"

Author: Arnaud C. Marts
Prentice-Hall: 256 pages $5.95
Publication Date: March 9, 1966

AMERICANS WILL GIVE AWAY $11 BILLION IN 1966

In the United States this year some 40 million Americans will reach into their pockets and voluntarily give away $11 billion. Their money will be used to build and maintain hospitals, schools, research institutions, churches and many other agencies designed to further the health, welfare and cultural advancement of mankind. Their gifts are the culmination of 19 centuries of western civilization's encouragement of private generosity for the public good. Since 1910 private generosity in America has grown from $536 million yearly to today's $11 billion figure.

The facts are brought out in "The Generosity of Americans," written by Dr. Arnaud C. Marts, which will be published March 9, 1966, by Prentice-Hall. Dr. Marts' book is an historical analysis of the spirit of private generosity.

To find out why western man in general and Americans in particular have fostered such massive private generosity, Dr. Marts traces philanthropy from the American shores, back to England, across into Europe, down into Rome and along the Mediterranean to Judea. There he finds the source in Judeo-Christian principles of charity. Dr. Marts' premise is that private generosity for the public good has pioneered every refinement in Europe and the United States from 30 AD to the present time. "The Generosity of Americans" is the only book published on the subject.

******

- more -

Arnaud C. Marts' interest in private generosity for the public good results from 40 years' work as co-founder, president and now chairman of the board of Marts & Lundy, Inc., New York-based firm of fund-raising counselors. In those four decades he and his associates have guided several thousand non-profit institutions in their fund-raising activities, resulting in over $2 billion in gifts and bequests. Dr. Marts, a 1910 graduate of Oberlin College, is a past president (1935-1945) of Bucknell University.

P-H

#66127/3-9-66

PR Aids

PUBLIC RELATIONS AIDS, INC. / 305 EAST 45th STREET N. Y. 17, N. Y. / MU 6-4100

Client's Order # _____ Date March 10, 1966

Ordered by Tom Cassidy ( ) RUSH Job # 9195

Subject "Here are.... readers" ( ) EXTRA-RUSH Invoice # 76108

14001

TO:

Cassidy-Brown
306 West 90th Street
New York, New York

REPRODUCTION *

Cut 1 multilith plates ( ) Supply paper
150 Releases, 1 pages each 5.65
___ Captions, each of ___
___ Metal plates and ___ negatives
___ Hand-typed addressing
___ Media-distrib memo-
___ Hand-typed pages
___ Fill-ins ( )1-line ( )full

PHOTOGRAPHY

___ Copy negs ( )Strip-in caption
___ Prints ( )8X10 ( )5X7 ( )4X5

ADDRESSING

___ Address selected media ( )incl special sorting/research
___ Address ___ from client plates
___ Cut address plate and imprint

SPECIAL SERVICES

Special Research
Client list maintenance
___ new plates ___ deletions
___ corrections ___ proof cards
___ Typography, layout, ___
___ Supply ( )blank labels ( )#10's

ASSEMBLY AND MAILING

___ Collate and staple, ___ pages ea
___ Affix captions
___ Handstamping of ___
___ ( )Large envelopes ( )Stiffeners
___ Affix labels
___ Sort and stamp airmail
___ Bulk shipments ( ) env ( )carton
___ Press kits assembled, ___ items ea
___ Bags of mail trucked to P.O. *
102 Enclose, stamp, mail #10 1 pgs 2.55*
___ Enclose, etc. large env ___ parts *

MESSENGERS

___ Messenger deliveries ( ) to you ( ) elsewhere ( ) after 5 p.m. *
___ Truck pickup/delivery *

Total of taxable items	5.65
N. Y. State Sales Tax 5% 2%	.28
* Total of non-taxable items	2.55
TOTAL LABOR & MATERIAL	$ 8.48

POSTAGE ADVANCED BY PR AIDS

102 @ .05 ___ @ ___ ___ @ ___
___ @ ___ ___ @ ___ ___ @ ___
___ @ ___ ___ @ ___ ___ @ ___
___ @ ___ ___ @ ___ ___ @ ___ 5.10*
___ ( )Stamps @ ( )Postcards @ *
Express charges advanced *

TERMS

Our invoices represent labor and postage advanced for you. Payment within 10 days would be appreciated.

INVOICE TOTAL	13.58

Q/C - dc

PR Aids

PUBLIC RELATIONS AIDS, INC. / 305 EAST 45th STREET N. Y. 17, N. Y. / MU 6-4100

Client's Order # _____

Ordered by T. CASSIDY ( ) RUSH

Subject HERE ARE..LISTENERS ( ) EXTRA-RUSH

Date 3/10/66

Job # H-9196

Invoice # 75684

14001

TO:
CASSIDY - BROWN
306 WEST 90TH. ST.
NEW YORK, NEW YORK

REPRODUCTION

Cut 1 multilith plates ( ) Supply paper
550 Releases, 1 pages each 10.45
5/5
Captions, each of
Metal plates and negatives
500 Hand-typed addressing 25.00
Media-distrib memo-
Hand-typed pages
Fill-ins ( )1-line ( )full

PHOTOGRAPHY

Copy negs ( )Strip-in caption
Prints ( )8X10 ( )5X7 ( )4X5

ADDRESSING

Address selected media ( )incl special sorting/research
Address from client plates
Cut address plate and imprint

SPECIAL SERVICES

Special Research 2 HRS. 12.00
Client list maintenance
new plates deletions
corrections proof cards
Typography, layout,
Supply ( )blank labels ( )#10's

ASSEMBLY AND MAILING

Collate and staple, pages ea
Affix captions
Handstamping of
( )Large envelopes ( )Stiffeners
Affix labels
Sort and stamp airmail
Bulk shipments ( ) env ( )carton
Press kits assembled, items ea
Bags of mail trucked to P.O. *
500 Enclose, stamp, mail #10 1 pgs 12.50*
Enclose, etc. large env parts *

MESSENGERS

Messenger deliveries ( ) to you ( ) elsewhere ( ) after 5 p.m. *
Truck pickup/delivery *

Total of taxable items	47.45
N. Y. State Sales Tax 5% 2%	2.37
* Total of non-taxable items	12.50
TOTAL LABOR & MATERIAL	$62.32

POSTAGE ADVANCED BY PR AIDS

500 @ .05 @ @
@ @ @
@ @ @
@ @ @
( )Stamps @ ( )Postcards @ 25.00*
Express charges advanced *

INVOICE TOTAL	87.32

TERMS
Our invoices represent labor and postage advanced for you. Payment within 10 days

ok-tc

PR Aids

PUBLIC RELATIONS AIDS, INC. / 305 EAST 45th STREET N. Y. 17, N. Y. / MU 6-4100

Client's Order # MARTS

Ordered by T. CASSIDY ( ) RUSH

Subject "THIS FEATURE STORY ..." ( ) EXTRA-RUSH

Date 3/15/66

Job # H-9391

Invoice # 75956

TO:

14001

CASSIDY - BROWN
306 WEST 90th. ST.
NEW YORK, NEW YORK

REPRODUCTION

Cut 4 multilith plates (✓) Supply paper
130 Releases, 4 pages each 23.80
Captions, each of
Metal plates and negatives
77 Hand-typed addressing 3.85
Media-distrib memo-
Hand-typed pages
Fill-ins ( )1-line ( )full

PHOTOGRAPHY

Copy negs ( )Strip-in caption
Prints ( )8X10 ( )5X7 ( )4X5

ADDRESSING

Address selected media ( )incl special sorting/research
Address from client plates
Cut address plate and imprint

SPECIAL SERVICES

Special Research
Client list maintenance
new plates deletions
corrections proof cards
Typography, layout,
Supply ( )blank labels ( )#10's

ASSEMBLY AND MAILING

130 Collate and staple, 4 pages ea 3.60
Affix captions
Handstamping of
( )Large envelopes ( )Stiffeners
Affix labels
Sort and stamp airmail
Bulk shipments ( ) env ( )carton
Press kits assembled, items ea
Bags of mail trucked to P.O. *
77 Enclose, stamp, mail #10 4 pgs 3.08*
Enclose, etc. large env parts *

MESSENGERS

Messenger deliveries ( ) to you ( ) elsewhere ( ) after 5 p.m. *
Truck pickup/delivery *

Total of taxable items	31.25
N. Y. State Sales Tax 5% 2%	1.56
* Total of non-taxable items	3.08
TOTAL LABOR & MATERIAL	$ 35.89

POSTAGE ADVANCED BY PR AIDS

77 @ .05
( )Stamps @ ( )Postcards @ 3.85*
Express charges advanced *

INVOICE TOTAL 39.74

fleetwood
Letter Service Inc.

A COMPLETE DIRECT MAIL SERVICE • 808 BROADWAY, N.Y., N.Y. 10003
ALgonquin 4-4937

DATE: Mar. 18, 1966
INVOICE NO: 8053
PURCHASE ORDER NO:
JOB NO:
TERMS: NET 7 DAYS (LABOR CHARGE)

Dr. Arnaud C. Marts
~~% Prentice -Hall~~ 41 Park Ave
~~Englewood Cliffs, New Jersey~~ N.Y. NY. 10016

10M - Offset each of 1 Reprint on our Newsprint stock- w/Black & Green ink - Halftone & Dropout - Fold 7M to 5½ x 7 - Fold 3M for #10 - Deliveries as per instructions -	$345.00

Recv'd 3/25/66 Fleetwood Letter

Please receipt and return in enclosed envelope. Thank you!

3-24-66
CK-1262

ted white productions

303 WEST 42ND STREET
NEW YORK, N.Y. 10036
SUSQUEHANNA 7-1770

RADIO & TELEVISION

March 31, 1966

Syndicated radio service in connection with the book

THE GENEROSITY OF AMERICANS...

Interview in New York City..... $275.00

Please receipt & return in enclosed envelope.

Chuck Rogers

ARNAUD C. MARTS
CHAIRMAN OF THE BOARD

AUSTIN V. McCLAIN
PRESIDENT

PAUL H. YOUNGER
EXECUTIVE VICE PRESIDENT & TREASURER

MELVIN D. BREWER
VICE PRESIDENT AND SECRETARY

HERBERT C. RICHMAN
VICE PRESIDENT

JOHN I. CARLSON
VICE PRESIDENT

JAMES H. DUCHINE
VICE PRESIDENT

MARTS & LUNDY

INCORPORATED
521 FIFTH AVENUE
NEW YORK, N.Y. 10017
212-687-1340

GEORGE E. LUNDY
HONORARY CHAIRMAN OF THE BOARD AND SENIOR CONSULTANT

LOUIS W. ROBEY
HONORARY VICE CHAIRMAN OF THE BOARD AND SENIOR CONSULTANT

BOARD OF DIRECTORS

ALL OFFICERS AND
TOZIER BROWN
WAYNE H. BURWELL
CHARLES S. DICE
WILLIAM C. FRENCH
WALLACE RUCKERT

5979 38

April 1, 1966.

Prentice-Hall, Inc.
P.O. Box 2211,
Church Street Station,
New York, N.Y. 10008

Gentlemen:

Herewith two checks totalling $7554.38 in payment of the attached bills for "THE GENEROSITY OF AMERICANS", as follows:

Check from Dr. Arnaud C. Marts for $5979.38
Check from Marts & Lundy for 1575.00
$7554.38

Will you please send us, in duplicate, a receipted bill showing payment from these two sources? Since payment is divided we need such receipts for our records.

Sincerely yours,

Gladys Walters
Office Manager

RECEIVED PAYMENT
$ 7,554.38
Posted B. Kluber
Date 4-15-66
Account 60-53200

ASSOCIATION OF AMERICAN COLLEGES

1818 R STREET, NORTHWEST

WASHINGTON, D. C. 20009

April 5, 1966

Booke

Dr. Louis W. Robey
Honorary Vice Chairman
Marts & Lundy, Inc.
521 Fifth Avenue
New York, N. Y. 10017

2	full page advertisements in LIBERAL EDUCATION (March & May) 1966	$90	00

OIR APR8 1966 THE

RECEIVED PAYMENT
ASSOCIATION OF AMERICAN COLLEGES
PER Irene Childress
THANK YOU!

ted white productions

RADIO & TELEVISION

303 WEST 42ND STREET
NEW YORK, N.Y. 10036
SUSQUEHANNA 7-1770

and 345 West 88th St
NY NY 10024

April 5, 1966

Mr. Arnaud Marts
Marts & Lundy

Dear Sir:

Thank you for your prompt payment. We will look forward to working with you again in the near future.

The interview went to close to 500 stations. We have cards from over 350 which say they are airing on a daily basis.

Again many thanks.

Cordially,

Chuck Rogers

PR Aids

PUBLIC RELATIONS AIDS, INC. / 305 EAST 45th STREET N. Y. 17, N. Y. / MU 6-4100

Client's Order # _____ Date April 5, 1966

Ordered by Tom Cassidy ( ) RUSH Job # 0403

Subject Sometime in the Near Future ( ) EXTRA-RUSH Invoice # 7 7123

14001 7

TO:

Cassidy-Brown
306 West 90th Street
New York, New York

REPRODUCTION

Cut 1 multilith plates ( ) Supply paper

1040 Releases, 1 pages each 14.50

1040 Releases - re-run 10.00

____ Captions, each of ____

____ Metal plates and ___ negatives

____ Hand-typed addressing

____ Media-distrib memo-_____

____ Hand-typed pages

____ Fill-ins ( )1-line ( )full

PHOTOGRAPHY

____ Copy negs ( )Strip-in caption

____ Prints ( )8X10 ( )5X7 ( )4X5

ADDRESSING

1000 Address selected media (✓)incl special sorting/research 49.11

____ Address _____ from client plates

____ Cut address plate and imprint

SPECIAL SERVICES

Special Research

Client list maintenance
___new plates ___deletions
___corrections ___proof cards

____ Typography, layout, _____

____ Supply ( )blank labels ( )#10's

ASSEMBLY AND MAILING

____ Collate and staple, ___ pages ea

____ Affix captions

____ Handstamping of _____

____ ( )Large envelopes ( )Stiffeners

____ Affix labels

____ Sort and stamp airmail

____ Bulk shipments ( ) env ( )carton

____ Press kits assembled, __ items ea

____ Bags of mail trucked to P.O. *

1000 Enclose, stamp, mail #10 3 pgs 30.00*

____ Enclose, etc. large env ___ parts *

MESSENGERS

____ Messenger deliveries ( ) to you
( ) elsewhere ( ) after 5 p.m. *

____ Truck pickup/delivery *

Total of taxable items	73.61
N. Y. State Sales Tax 5% 2%	3.68
* Total of non-taxable items	30.00
TOTAL LABOR & MATERIAL	$107.29

POSTAGE ADVANCED BY PR AIDS

1000 @ 05 ____ @ ____ ____ @ ____

____ @ ____ ____ @ ____ ____ @ ____

____ @ ____ ____ @ ____ ____ @ ____

____ @ ____ ____ @ ____ ____ @ ____ 50.00 *

____ ( )Stamps @ ( )Postcards @ ____ *

Express charges advanced *

7

INVOICE TOTAL 157.29

adjustment 87.74

Bal. due $69.55

TOM CASSIDY | ABBY BROWN
306 west 90th street • new york 10024 • (212) 877-8368

April 6, 1966

To: Arnaud C. Marts

Statement of fee and expenses in connection with publicity campaign for "The Generosity of Americans", January 14, 1966, to date.

FEE

Public Relations Services	$ 750.00

EXPENSES -- Out-of-Pocket

Telephone	24.62
State & Local Taxes	1.23
Federal Tax	1.59
Local Transportation.	7.65
Postage	1.80
Messenger Service	27.60
Mimeographing	6.50
State & Local Taxes	.25

EXPENSES -- PR Aids

Duplicating, addressing, assembling, mailing and messengers.	465.87
State and Local Taxes	20.07
Postage	113.19

TOTAL CHARGES . .	$1420.37
Paid January 17, 1966 . .	$ 400.00
Paid March 10, 1966 . .	293.37
TOTAL PAYMENTS . .	693.37
BALANCE DUE . .	$ 727.00

Paid 4/7/66
Thank you —
Tom Cassidy

Pd 4/6/66
CK #1298

PRENTICE-HALL, INC. ENGLEWOOD CLIFFS, NEW JERSEY - 07632

AUTHOR

345225-0 MARTS & LUNDY INC
521 FIFTH AVENUE
NEW YORK NY 10017

ROYALTY STATEMENT

6 MONTH PERIOD
ENDING JUNE 30, 1966

ROYALTY ON 3 57 35117 GENEROSITY OF AMERICANS EDITION 1

REGULAR SALES	$	6,638.	@ 10.0 %	$	664.
FOREIGN	$	75.	@ 5.0 %	$	4.
MAIL ORDER	$	467.	@ 5.0 %	$	23.
OVER 49% DISC	$	213.	@ 10.0 %	$	21.
TOTAL ON BOOK SALES				$	712.
TOTAL ON RIGHTS SALES				$	0.
			TOTAL EARNINGS	$	712.
DEDUCTIONS					
AUTHORS ALTERATIONS				$	153.-
INDEXING CHARGES				$	75.-
TOTAL DEDUCTIONS				$	228.-

PLEASE REPORT ADDRESS CHANGES PROMPTLY
TO THE ROYALTY DEPARTMENT

NET AMOUNT PAID $

484

CAPITOL THRIFT AND LOAN

308 CONTINENTAL BANK BUILDING • SALT LAKE CITY 1, UTAH

Decmeber 7, 1966

Mr. Arnaud C. Marts
Marts & Lundy, Inc.
521 Fifth Avenue
New York, N.Y. 10017

Dear Mr. Marts:

I appreciate your kind remarks in regard to my review of your book in the Freeman.

I would be delighted to have an autographed copy of your book, and would like to thank you for this gracious offer. If you ever publish another, I hope you will let me know because I enjoy the way you treat your subject.

Best personal regards,

Richard Christenson

Richard Christenson

RC:kt

Sent 12/12/66

TOM CASSIDY | ABBY BROWN
306 west 90th street • new york 10024 • (212) 877-8368

August 10, 1966

Arnaud C. Marts, Chairman
Marts and Lundy, Inc.
521 Fifth Avenue
New York, New York 10017

Dear Dr. Marts:

I was going through my PR Aids folder this morning and found this old invoice which I never sent to you.

You will recall that in my last letter to you I said that there was an adjustment that had to be made by PR Aids. That adjustment amounts to $87.74. Thus, your check to me for $69.55 will close out this matter. Thank you very much.

I received a copy of the letter you had from that great mystery writer, Rex Stout. What an honored group your efforts make you eligible for! One's puff mail can certainly bring strange items.

Abby and I would both like to tell you how very much we enjoyed associating with you during your book's publication. If we can ever be of any further help to you, please do call on us.

Cordially,

Tom

Tom Cassidy

tc/hs
enclosures

PRENTICE-HALL, INC.
Englewood Cliffs, New Jersey

Phone: Windsor 7-1000; from New York: BRyant 9-8000

NEWS
OF BOOKS
& AUTHORS

From: Nick D'Incecco, Publicity Director

Contact: Abby Brown - 306 West 90th St., New York - (212) 877-8368

For: Radio Program Directors

Sometime in the near future you may be doing a program in support of a fund drive in your community. I think that the enclosed reprint from the Philadelphia Inquirer will provide you with background material that might be useful for such purposes. Please feel free to use it in any fashion you wish.

I am also enclosing some filler items for use by your staff. Would you please pass them on to one of your announcers who might best be able to use them? Thank you.

PRENTICE-HALL, INC.
Englewood Cliffs, New Jersey

Phone: WIndsor 7-1000; from New York: BRyant 9-8000

NEWS
OF BOOKS
& AUTHORS

Nick D'Incecco, Publicity Director

CONTACT: Tom Cassidy or Abby Brown
(312) 877-8368

$11 BILLION GIVEN AWAY THIS YEAR

In the United States this year some 40 million Americans will reach into their pockets and voluntarily give away $11 billion. Their money will be used to build and maintain hospitals, schools, research institutions, churches and many other agencies designed to further the health, welfare and cultural advancement of mankind. Their gifts are the culmination of 19 centuries of western civilization's encouragement of private generosity for the public good. Since 1910 private generosity in America has grown from $536 million yearly to today's $11 billion figure.

The facts are brought out in "The Generosity of Americans," by Dr. Arnaud C. Marts. This Prentice-Hall book is an historical analysis of private generosity.

Dr. Marts has been active in fund raising since the first world war, was co-founder in 1926 of the firm of Marts & Lundy, Inc., fund raising counselors. In the past four decades he and his associates have guided several thousand non-profit institutions in their fund raising activities, resulting in over $2 billion in gifts and bequests.

For behind the scenes stories on American philanthropy, Dr. Marts has a wealth of information: who gives, how much is given, how people are encouraged to give. Above all, he has the story on what kind of people fund raisers are, and how they operate.

36338

PRENTICE HALL, INC.
ENGLEWOOD CLIFFS, NEW JERSEY

THE ROYALTY STATEMENTS LISTED BELOW ARE ENCLOSED WITH THIS CHECK

AUTHOR NUMBER	TITLE	DIV.	GROUP	TITLE NUMBER	AMOUNT
345225	GENEROSITY OF AMERICANS 1	3	57	35117	484.00
					484.00*

IBM D62770

Agreement made re program —
10 elements —

Galley mailing with special letter to primary trade review media, and including the following items in approx. chronological order:

An announcement mailing of approx. 1500 — 1-pg. releases to book reviewers, columnist, bus. pg. editors, radio/TV media, women's editors, education ed, rel. ed.

Letter to bus. education and rel. leaders, and imp. columnists, writers and ed. in all media (ab. 150 mailings); probably require 3 or more letters aimed at specific interests.

Mailing of 1000 2-pg releases. Biography book background sheet, review.

Books — selection of recipients for 500 review copies, in all media.

Spec. services — presentation, personally, of review copies to key reviewers, writers, columnists in Ny met. area. Tel. contacts outside that area.

TV-radio publicity. Mailing of review copies spec. and individual letters and other publicity material to NY met. local network and ayndicated programs, followed by phone contact to arrange appearances. Mailing to disc jockeys of a "Did-you-know" fact sheet culled from the book.

Feature rel. to top newspapers in 50 cities on author. Specially directed.

— contd

For: "Book" Records
The Generosity of Americans

From: Prentice-Hall, Inc.
(Trade Div. - Publicity Dept.)
Englewood Cliffs, N.J.
N.J. - Windsor 7-1000.
N.Y. - Bryant 9-8000.

Re: Publicist (Freelance)
Miss Abby Brown 1-14-66
Exp. - book publishing and promotion trade.

Fee: $750.00
Time: better part of 5 working weeks - prob
over per. of 2 months.
Portion of fee to be pd. in advance: $300
now, bal. $450. upon compl. of campaign.
Her addl. expenses: tel. minor travel (
(taxis, subway, etc.) plus minor entertainme
(only when nec.) will be submitted upon co
pl. of prog. Approx. $200. at most; exp.
will be submitted in detail with final rep.
If exp. runhigh, partial payment - not to
invonvenience her or campaign.

FILE THE BOOK ....

In addition to mailings: Miss B. suggests a mag. article could be written and placed in publications in the rel., educ.,hosp. and bus. fields. Fee should be $150. which will incl. lst placement; $50. for each subsequent placement. No.

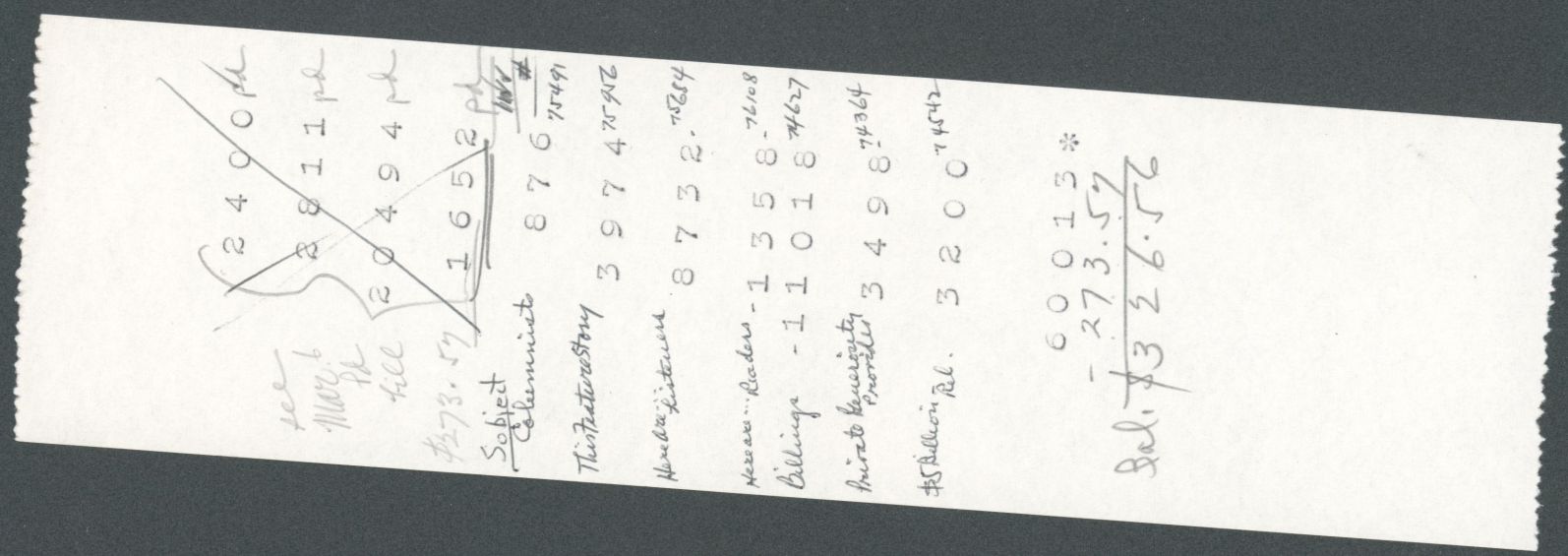
Mr. D'I believes decision should be held in abeyance -determine effectiveness of other elements of campaign.

Miss M. also recommends: a radio/TV, print campaign in cities other than NYCmight be effective; fee $100 per city (excl. of met NY area which has been incl. in campaign) This -(wait for a later date,) and Dr. M's decision to promote book in other cities. No.

Column plants - spec. mailing of items from book or authors or others concerning book made on exclusive basis to columnists of genl. interest newspapers, mag. and rel. publications. (to incl.any extra plants that become apparent during above promotion campaign.)

Report - a complete detailed report of all of prog. incl.names of publications, columnists, reviewers, persons approached even if not successfully - and incl. clippings and itemization of successful radio and TV appearances, to be made continuously to Dr. M., Dr. C. and D'Incecco

Mailings: undertaken by P-H NY mailing house; PR aids. (Miss B. familiar with PH org. for preparation of all its promotion materials and mailing: its lists and selection procedures and with use as needed)



2400 pd

see Mar. 6 Pd bill

2811 pd

20494 pd

$273.57

1652 pd

Subject		Wr #
Columnists	876	75491
This Feature Story	3974	75956
Here are... Listeners	8732	75684
Here are... Readers	-1358	76108
Billings	-11018	74627
Private Generosity Provides	3498	74364
$5 Billion Rel.	3200	74542

60013*
- 273.57
Bal. $326.56

Prentice-Hall Things

~~$~~300 Reprints of 10,000
Photo Inquiries

To mail 15¢ each

Fudatum 200

From the Desk of

PAUL CARTER

Dr. Marts:

Thank you very much for the check

P C C

JUDSON PRESS, Valley Forge, Pa.

Assignment People
Ted White
400 radio stations

~~$~~ 275.+ 3 minutes
script prepared ahead of
time — 400-500 stations

Birds awards broadcast
must be done this week

These are your file copies
of releases I believe
you don't get have.