

THE BERKELEY BARB
POST OFFICE BOX 1247
BERKELEY, CALIFORNIA 94701

March 6. 1974

Jude Acers
Pacific Heights
2000 Broadway, #615
San Francisco, CA 94115

Dear Jude,

Happily, Jim Bunnell handles all the business end of whatever the Barb does, which leaves me free to rap.

There's no sweat about that \$150. At this moment, after the March 1 issue, there's only \$70 left, and we'll just keep subtracting the Chess Barbs fee from it until the line goes from red to black.

Fragment of a conversation...

Me: "Jude says that, since he's a superstar, he'd just have to receive \$15 per column."

Bunnell: "What do you think?"

Me: "Hell, yes!"

Bunnell: "Done."

Beginning with the next issue, March 8, you'll be getting \$15 per column.

Shorman brought in the latest of "The Road" yesterday. It made me laugh, it made me hold my breath, it made me refuse a phone call, it made me bounce in my chair with delight. Splendid, splendid, splendid, and thank you.

When all the chapters of The Book are done, I think we'll have no problem publishing it in a way that will make all of us happy. Since we're geared as a weekly newspaper, without a mess of books in production, once we have the complete ms our lag-time will probably be far far less than that of book publishers in or near the mainstream.

I expect it to come out unflawed. I plan to proof it, & I was a proofreader for a year of several technical & scientific journals. I with you and Shorman proofing it too, how could it be less than perfect?

In the Bay Area, artwork is no problem. We have access to the best underground cartoonists, most of whom are also first-rate "straight" artists. They can do anything. (The art in your column has simply been rushed fill-the-hole stuff, serendipitous rather than planned.) Also knew several fine photographers (out of BARB class) who could do "The Road" photo you suggest. Ditto layout artists. (Ignore BARB layout in this regard. That's mostly designed by me a few hours before press time by hack journalism principles; and I'm no artist.)

I think Bunnell anticipates that BARB will indeed handle bookstore selling, mail orders, and sending you laurel wreaths and royalty checks. Royalty percent is a money matter out

of my province (thank God), but personally 10% sounds OK to me. (In the straight book market, hardcover usually ranges 10%-12½%-15%; paperback 5%-6%.)

You'd know better than we where to advertise. I've no doubt that you and we can create ads that'll please us all--especially since Jude and BARB are both into the ~~state~~, reserved, low-key approach to everything.

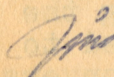
Believe me, Bunnell is supercompetent, open to ideas, and utterly reliable. You don't have to worry about the business end of it here. We'll do a good distribution and hype operation.

Even though it's not my direct concern, I'm sure it'll be a money-maker--whether tens or hundreds or thousands of thousands I wouldn't guess. But what I like about it is that it's going to be a gas to produce, it's going to delight us all, and it's going to be one helluva fine book!

A get-together around March 25 would be fine. No reason to gather dust.

Take care.

Cordially,



Jim Schreiber