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John Allen Chalk: Personal Correspondence

John Allen Chalk

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5-25-1971

From/To: Edward Uhlan (Chalk's reply filed first)

Edward Uhlan

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May 25, 1971

Mr. Edward Uhlan  
Exposition Press  
50 Jerico Turnpike  
Jerico, New. York 11753

Dear Mr. Uhlan:

Thank you so much for your attempt to reach me in Austin. We are not moving to Austin until the end of the month. This explains why you could not get my telephone number.

Thank you for sending a copy of your recent book, The Rogue Of Publisher's Row. My friend, Paul Taylor, had recently recommended it highly to me, and asked that I get a copy. The very next day your letter came. This is why it was such a welcomed gift at this particular time.

I am especially interested in your book because of my recent experience with Carlton Press of New York City. I wrote a very provocative book, for a religious book, at least, regarding the revolutions in crime, race and sex in America. The book has already sold between five hundred and one thousand copies and was released by Carlton Press in May of 1970. I have discovered, however, that various problems with the contract and no publicity regarding the book means that I will not get back the substantial sum I invested in the publication of it. I went the subsidy press route contrary to the advice of all of my knowledgeable friends. This makes the prospect of your book even more exciting.

On June 1, I will become Executive Editor of the Sweet Publishing Company, P. O. Box 4055, Austin, Texas 78751. I have my fifth book in process now and have several others in the thinking stage. At this point, it looks like our company will be publishing my manuscripts. If, however, it develops that a more effective method would be to go to an outside publisher, I will definitely want to talk with you.

Thank you again for your kindness. I look forward with relish to The Rogue of Publishers Rogue.

Sincerely yours,

John Allen Chalk  
JAC:lc

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# exposition press inc.



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EDWARD UHLAN, President • Export Sales: American Overseas Book Co., Inc., Ridgefield, N. J. 07657

May 12, 1971

Mr. John Allen Chalk  
c/o R. Sweet  
6721 North Lamar  
Austin, Texas 78751

Dear Mr. Chalk:

When your letter of May 7 arrived, I made an effort to get a phone number for you so that I could call you and possibly chat with you a bit, in view of the fact that you are an author with a record of publication behind him.

However, I discovered that you had the foresight to keep your phone number unlisted.

So instead, I'm simply sending the enclosed handful of our literature, and under separate cover, I'm sending you a complimentary copy of my own book, *THE ROGUE OF PUBLISHERS' ROW*.

Together with our literature, I'm also enclosing a copy of a feature article on subsidy publishing which appeared in last Sunday's Boston Globe Magazine section, which discusses Exposition Press among other subsidy publishers. I think you'll find it rather informative.

Should a reading of all our material rouse any questions, please feel free to call on me. Thirty-five years of publishing experience should be good for most of the necessary answers.

And since an author with a long record of publication behind him undoubtedly keeps writing, I'm assuming that your letter was motivated by an interest in the possible publication of a new manuscript. So consider this a cordial invitation to submit it for editorial reading and appraisal. You'll have my

(Continued)

Over 35 Years of Fine Book Publishing

**exposition press inc.**

Mr. John Allen Chalk

- 2 -

May 12, 1971

candid opinion of its publishing possibilities within a couple of weeks of its arrival on my desk. Naturally, there's no obligation for this service.

I might indicate that we are unique among book publishers of any kind in that we have a complete graphic arts manufacturing facility under our own roof. As a result, I can publish the average book in about three months, and still maintain the highest measure of quality control.

I look forward to hearing from you.

Cordially,



EDWARD UHLAN  
President

EU:bpm  
Enclosure