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we better start a
file on this book -
818

December 10, 1966

Mr. Raymond E. Borton
The Agricultural Development Council Inc.
630 Fifth Avenue
New York, N.Y. 10020

Dear Mr. Borton:

We are still trying to get a couple of pictures which you may want to use in the Portuguese edition of "Getting Agriculture Moving." We requested these from USAID-Rio and after waiting a more-than-reasonable length of time decided to try to find appropriate photos here at the University. We hope to send them next week.

We have no suggestion on publication. Your arrangements sound reasonable; however, if we can be of help, let us know. As I mentioned earlier, we could help with proof-reading. I could use at least 50 copies of the Portuguese edition for students and staff in the Department of Agricultural Economics at this University. In addition, I would suggest that the USAID(Brazil) Education Committee, of which I am a member could help in placing complementary copies in the hands of strategic people and institutions. The Committee probably will meet in March and we can discuss this matter. I mentioned at our last meeting that the book was being translated.

Please excuse the delay in our reply to your letter - we have thought every day for a month that the pictures would arrive. Then came the end-of-semester rush which has kept me very busy.

Yours truly,

F. B. Thank you for the check
which was enclosed in
your last letter.

J. H. Atkinson
Purdus-Brasil Project

JHA/ak

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The Agricultural Development Council, Inc.

436 Fifth Avenue, New York, N. Y. 10020

Established by John D. MacFarlane 3rd

Telephone: PLaza 7-0885 - Cable: Agridevel New York

October 20, 1966

Dr. J. H. Atkinson
USAID/Rio/Purdue-Vicosa
APO New York 09676

Dear Dr. Atkinson:

Your translation arrived yesterday and your letter came this morning. We are most impressed that the finished product is here and ready somewhat before the deadline that had been set. You and your co-workers on this project are certainly to be congratulated. The system that you used in getting this accomplished and the various checkings involved sound as though they would have ensured that the meaning and language are as well preserved as possible.

The payment of \$750 will be forwarded to you under separate cover. We certainly appreciate your arrangements for handling this. As for the idea of taking payment in books perhaps we can arrange for you to receive some of these in addition to the above payment. How many did you have in mind? And do you want them all in Portuguese or some in English?

We are in the process of negotiating with Franklin Book Programs to arrange the publishing of our book in Brazil. They work through the Centro de Bibliotecaria in Rio. The proposal is that we provide them with the translation and the artwork and guarantee to buy 500 copies at cost. The rest of their printing would be sold through regular book distribution channels at a cost not to exceed the U.S. price of \$2.50. If you have any reservations about this kind of deal, or think we would be better advised to make other arrangements, please let me know at once.

As for distribution policy, we would welcome your suggestions. On the English edition we are sending single copies free upon request, and our staff in Asia are making various sorts of arrangements to provide copies to agencies that might well use them. In the Portuguese edition we will have the 500 copies to distribute and I have asked IICA in San Jose if they would be interested in Portuguese copies. As yet there has been no response. Using this mixture of policies that are being made as we go along can you advise something somewhat more definite? We will look forward to hearing from you.

Sincerely,

Raymond E. Borton

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