

25 per cent figure thereto. I believe that most publishers price their books on this same basis—although some of the publishers of textbooks probably use a multiple of five, thus giving them greater margins, the opportunity for sending out quantities of complimentary copies to prospective class users.

We use the multiple of four to cover our manufacturing costs (25 per cent), our overhead costs including advertising (30 per cent), our allowances for bookstore discounts (20 per cent to 40 per cent), our allowance for author royalty (8 per cent to 20 per cent), and an allowance for books issued for complimentary purposes such as for review in journals, for copies for the author and in some cases for complimentary copies for professors who may be in a position to recommend the book for text use, and for books which may be unsold or damaged (this is an unknown percentage but might well be considered at 10 per cent). Adding these percentages, you will see that these run from 93 per cent to 150 per cent of retail price! It is obvious that our costs are great. Not all of our books are sold through bookstores, but many are.

With an expanding business, we find that we usually have to borrow money to pay our royalties promptly each year in January.

There are other considerations too. I believe that if you will compare our books with those of other publishers, on the basis of format and typography, quality of paper and binding, and the like, our books may be somewhat superior in some instances.

I think it is also important to consider page size. Many of our books have a rather large size—such as 7×10 , or $8\frac{1}{2} \times 11$. Our smallest size is about 6×9 . Many publishers have page sizes which are less than 6×9 .

Many of our books—even in the field of psychiatry—are well illustrated in black and white and sometimes in colour. We have quite a number of books in this field, at the present time, with rather large amounts of colour illustrations.

I personally don't know very much about the policy and procedure of other publishers, but I have been publishing books (first working with my father, Charles C. Thomas and my mother, N. P. Thomas) for over thirty years, and we have always found it very important to be sufficiently practical to cover our costs of doing business. If we did not do that, we certainly could not expand upon our publishing programme. We would not be able to pay our printing bills or our advertising bills.

It has not been necessary for us to merge with other, large publishers, or to 'go public'—and the consequence is that we have been able to reserve to ourselves the decision as to the kind of books which

we will publish. We endeavour to do worthwhile books, regardless of whether these books are apt to have a large sale. We publish many books which we know are not going to have a large sale but which we feel should be published. This is not to say that we do not like to publish textbooks which do have a large sale! I am sure that you and your readers are aware of valuable books which we have done which might well not have been published at all if we had not produced them. Ninety-nine per cent of the books which we published are produced at our expense—without subvention or contribution from anyone else.

There are a great many considerations in book publishing. There are many in book pricing. While I have been involved with these matters for these some thirty years, I am still learning and am trying constantly to improve our procedures of production and distribution. We hope very much that all of our authors and customers will feel that we have and are trying to do a good job.

Thank you for giving me the opportunity to write this letter.

PAYNE THOMAS.

*Editorial Office,
Charles C. Thomas—Publishers,
735 North Atlantic Boulevard,
Fort Lauderdale, Florida 33304, U.S.A.*

A CORRECTION

DEAR SIR,

May I, with due respect, point out an error in Dr. Denis Leigh's review of Professor Oskar Diethelm's book published in the issue of the *Journal* for March p. 351. Dr. Leigh states that '... 1,100 of these dissertations printed from 1750 to illustrate the development of psychiatry'. This, of course, should read '... before 1750 ...'.

H. R. ROLLIN.

*Horton Hospital,
Epsom, Surrey.*

A BOOK ON FAITH-HEALING

DEAR SIR,

I would like you to publish the following in the Correspondence section of *The British Journal of Psychiatry*.

I am editing a book on the role of faith or religion in healing from a physician's standpoint. Those interested in writing for this book, please send for details to me at the address below.

CLAUDE A. FRAZIER.

*4-C Doctors Park,
Asheville, N.C. 28801, U.S.A.*