

~~Ask about [unclear]~~ - - 1985



re ~~Stewart [unclear]~~ " " 41

M Encyc of Crimes and Criminals
Ency of Crime, Criminals " Let him who is
without blame ~~throw~~
the first stone, " Jesus Christ

Immortality
Police Science

2500 ~~see~~ articles
800 words on average

4
200000

Survey of incidence
of criminality in the population
aver. Amer. has
3 ~~cases~~ at law

~~Encyc of Crime and Criminals~~

400 pictorial = Bachan, Tower of Chillon
300 words on the
500 articles of average
most famous criminals of history
John Bullinger Jack the Ripper
Carpenter's girls

5800 articles of ~~history~~ defining &
crime and criminal activity
sodomy
The Taxi Driver
The Stock Broker

400 articles describing homicide
500 articles of occupations
The Baker
The Professor
The Bridge-builder
The Construction

500 articles of activities
The Brinks robbery
St. Valentine's massacre
Thomas Bell

100 articles of punishment & reforms
barracks, the rack, sale
concentration camps
100 " on crime - people
(genocide, war, crimes, Vietnam)
military)

2500 articles

Terrorism

V.S. Embassy
Bombing
in Beirut

Crime

40,000 up at 1800 pages @ 1000 w/p w/500
 illus. incl 2500 articles, cover.
 800 words/p & total of 2 m/w.

\$49.95/vol.

50.00 retail

\$2,000,000 gross

less handling & shipping (charged
 to customers)

less prod. & edit costs
 less OH & misc

200 work days/yr

2 writers

400

1000 # wds/day/writer

400,000 / 2 writers

2,000,000 10 writers

X 15,000 salary

\$150,000

40,000 books

production cost

comps/printing/binding
 1800 per page 40,000

360,000

100,000

460,000

misc prod. mfg

200,000

\$5/book

250,000 #6 book

Advertising

150,000

writing
 all other

50,000

\$650,000

Sell company
Notes
1989

Cash flow

Item	1986	1987	1988	1989
<u>In</u>				
Receipts from sales	200,000	1,000,000	500,000	300,000
# Bks Sold @ \$50	4,000	20,000	10,000	6,000
Total Receipts				<u>\$2,000,000</u>
<u>Out</u>				
Costs	135,000	15,000	25,000	25,000
Prod.	150,000	50,000	25,000	25,000
Advtg & Sales	100,000	100,000	10,000	10,000
all other million	20,000	10,000	1,000	1,000
Annual total costs	<u>405,000</u>	175,000	<u>35,000</u>	<u>35,000</u>
TO M/C				<u>\$650,000</u>