

[McClelland, John]

[1956?]

Dear John:

Seems like the chairman of the committee is shouldered with all the details and work entailed in getting the publications program under way. Such is the penalty of competency.

Regarding your June 26 letter concerning the Hussey manuscript.
1-I concur that Chapin and the staff would be hard pressed to assume the sales, although of course the regular operations will be of material assistance, ie mail lists with regular mail operations and book counter.

2-I am acquainted with Dick Abel only by reputation. Certainly some one like Mr. Abel would be required under the privately printed plan. Ten per cent on the dealer's customary discount, 40 per cent is one thing; 10 per cent on the selling price is another and 10 per cent by contract on disposal of 1,000 copies, regardless of in what channel they move or through what other assists is a third. It would have to be definite. For instance, on one basis where I could through normal contacts secure immediate orders of 10 or 15 copies, as could Bob Hitchman and some others, this would require a close understanding of "sales credits."

3-I would favor utilization of "specialist" for the layout, topography etc., and the printing of the book carried out in your plant or some plant in the state of Washington. This would require a plant with proper type face as specified by the craftsman and with proper presses to do the rest of the work. I presume that you have already discussed this with Mr. Kennedy.

4-I agree that it should be a quality book and that in such a classification it would require considerable promotion and business management to move 1,000 copies, although the price of an additional 250 copies might not be prohibitive as "stock" for a few years to come, keeping in mind that this is to be a continuing program and that a No. 1 publication would be desired by late purchasers of a No. 2 and a No. 3 publication.

5-I do not know whether or not Mr. Kennedy would be considered the editor, nor his capabilities in that line, but I do now that a manuscript that has been revised with a definite publication in mind tends to overstep the bounds, and that a manuscript that has not undergone extensive editing and revision does not fit into a quality publication as outlined. If it is a "handbook" that is being published, then the quality, topography, format etc. is of smaller

consequence. That is no reflection upon Mr. Hussey. But I know of manuscripts that were good that were returned to the authors not once but three or four times. Or, talk to those like Will Bischoff, etc. and they will concur that were they doing something again, they would let it season well and keep working at it until it was in perfect shape. Something with the Society's imprint is far from a Historical Quarterly extended article.

I still believe that a Washington State Historical Society publication should originate within the state. It loses the very flavor intended for it if it does not.

I am heartily in accord with your apparent first choice of manner and means, and for the sake of expediency, I would, as you indicate you would, farm the entire operation out to Binsfords & M.

You've done much investigating on this already and I would certainly back you up in any decision you would be required to make upon short notice. I hereby extend my proxy to you to proceed in your better judgment.

Sincerely

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