

Another typical example of the woes of writing books...especially historical. Even the government-published books are difficult to finance and sell.

October 28, 1958

Division of Forestry  
State Office Building #1  
Sacramento, California

Dear Ray:

Reference your letter of October 24 concerning promotion of sales for your "California Government and Forestry".

We have arranged to give this publicity in the next issue of California Log. A response from employees interested in purchase of a personal copy will be requested so we can give you a collective answer by November 30.

We anticipate that each Forest will want an official library reference copy plus two or three divisions here in the R.O. At most this would amount to official purchase of about 20 copies in addition to the complimentary distribution stated.

Two ideas occur to us that might be worthy of prospecting. First - send complimentary copies to book review editors of selected newspapers or magazines. A good review in Sunday magazine section might produce sales. A possibility is the "Kneve" section of the Oakland Tribune which features early history. Paul Johnson, Book Editor for Sunset Magazine or Martin Litton, Travel Editor might be interested in plugging sale of your book. This magazine reaches many people, who as a group are good prospective purchasers.

*WCB*  
The second idea is to work on your Director of Conservation Education to promote sales to High School and College libraries.

Sincerely yours,

W. C. BRANCH, Chief  
State & Private Forestry

CC: D&E  
Lee Crouch

By

D. J. LEWIS



P  
STUDIES  
Historical

October 28, 1958

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Division of Forestry  
State Office Building #1  
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Lee Crouch

By

D. J. LESTER



DEWITT NELSON  
Director of  
Natural Resources

GOODWIN J. KNIGHT  
Governor

F. M. RAYMOND  
State Forester



STATE OF CALIFORNIA  
DEPARTMENT OF NATURAL RESOURCES  
DIVISION OF FORESTRY  
SACRAMENTO 14

ADMINISTRATION  
Research and History

October 24, 1958

Address Reply to STATE FORESTER  
Refer to Number

AC-10-24

Mr. W. C. Branch, Chief  
State and Private Forestry  
U. S. Forest Service  
630 Sansome Street  
San Francisco 11, California

Dear Bill:

Enclosed is the mentioned sales gimmick. Maybe we should put up a gold plated Pulaski for the 1000th purchaser. Anyway, please think about it. Maybe just a news note would serve quite handily to make F. S. personnel aware of this handsome opportunity. On the other hand, we would be glad to furnish Tables of Contents for distribution if that seems sensible. If we are completely sensible we will have to acknowledge that if we are talking about, let us say, a dozen sales at most then such a number could be easily found in the original printing order and no "advertising" is necessary.

As I said, I feel that one free copy to each, the RO, the Station and WO is about all we can afford in spite of the great debt we owe your entire organization for enthusiastic research on my behalf. You know how it is.

Very truly yours,

C. R. Clar  
Assistant Executive Officer



State of California  
Department of Natural Resources  
DIVISION OF FORESTRY

TO: The Employees of the Division of Forestry

October 20, 1958

SUBJECT: PUBLIC RELATIONS

AC-10-20

Publications

"California Government & Forestry"

This is my first experience as a book-seller. I've heard that a successful salesman must be sold on his own product. This I am, but that is not the reason for this sales pitch. There are primarily two reasons, both of which concern you, since no profit will accrue to me, the State, or to the author. It's this way:

Most all of you are aware that C. R. Clar, presently Ass't Executive Officer for the Board of Forestry, has been writing a book which is titled California Government and Forestry. The title pretty well expresses the contents. It is by no means just a history of the Board and Division of Forestry.

The first part embraces all the known uses of wood and the laws and regulations pertaining to the forest throughout the Spanish-Mexican era from the first pole bridges built by the Portola Party in 1769 up until the American occupation in 1846.

The remaining four parts cover the pre-Board of Forestry era and then the three different types of Board organization and history up to the creation of the Department and Division in 1927.

This is not a story of the use of wood or wildland. It is, as the title suggests, a review of every aspect of State government and forestry affairs, including a description of every proposed law in the field of forestry and some observations upon the forces of history which caused the laws to be considered and the various policies to be shaped and accepted. Biographical sketches are included for each Board of Forestry member, State Forester, and a few other important characters in the long story.

The work has been closely edited by Dean Emeritus Fred Baker of the School of Forestry and State Historian Dr. Wm. N. Davis, Jr. Many old-timers and eminent historians have contributed much valuable information and criticism to the work. I am told that this book constitutes a unique type of government writing, having been written from the "inside" with no false heroes, either persons or agencies.

I have read all galley proofs coming from the State Printer and find the material very "readable" in spite of being crammed with facts. Because of the numerous facts and the long periods of administrative frustration (due simply to the fact that State Government refused to be budged forward) some readers may complain that the action in parts of the book isn't as fast as a TV Western. The book is first of all a carefully written history, and that is why it will, we are sure, increase in value as decades and even centuries pass by.



I said there are two reasons why you should be interested in the sale of this book and here they are: (1) Once it is out of print it is hardly at all possible that the book will ever be reprinted. There could hardly be demand enough for such an expensive project. There will not be copies available after they are once distributed. (2) If we have an indication that more copies than the 1000 now provided can be disposed of, then every purchaser will gain in the lower printing cost. As I said above, we are not interested in a profit, but we would like to reduce the necessary printing cost.

Nearly half of the book is now in type and it appears that the entire book will run to a quarter million words or 600 pages. We hope that it will be finished near the end of the year. At the moment the author is one small step behind the printer. Each chapter is being vigorously revised for latest corrections, additions and ease of understanding before it is handed to the typesetters.

Before we could encumber the estimated printing cost it was agreed with the department of Finance that we would recover by book sales as nearly as possible all of the printing cost. (You are all aware of the condition of the General Fund, I am sure). By law we are required to distribute something over 150 copies to libraries and we have no objection. This is a public project. On the other hand, our distribution within the Division will have to be very limited, possibly only one book to each district.

The enclosed Table of Contents will naturally provide the best general outline of the book's subject matter. There will be, however, a few changes in titles as the work is arranged into its final shape.

Now, I would simply like to know how many employees, of their own free will, would wish to purchase this book for a price of probably \$5.00 and not more than \$6.00. This is not a pledge, but we naturally will put our administrative reputation in hock to the State Printer on the outcome of your collective replies. Please transmit replies through regular channels. Can we hear by not later than November 30.

Very truly yours,

*F. H. Raymond*

F. H. Raymond, State Forester

(tear here) -----

\_\_\_\_\_, 1958

TO: State Forester  
SUBJECT: California Government and Forestry

I would like to purchase one copy of the above named book when it is available from the State Printer at a price not exceeding six dollars.

Address: \_\_\_\_\_

(Name) \_\_\_\_\_



California Government and Forestry

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