

1212 N. 32nd Ave.
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June 27, 1954

Dear Quig:

Thanks for the note. Your wild horse roundup trips sound interesting, perhaps more importantly because you are participating in one of the last really wild things about the former wild west. I see immense possibilities in it.

A note from Cliff Dolph brings me information that Manser's "reception" is July 10 at Maryhill, being changed to that date. However I didn't know there was ever one set. So, I am planning to go down.

I'm establishing a good contact with the New York News, which has a wonderful color section. This is in regards to the Lincoln picture I told you about. In fact, it is a cinch for publication in the News next Lincoln's day if Mr. Dolph will "sit" tight on it till then.

In my correspondence with the editor, who has accepted it provisionally, (a color transparency that is) I told of my book, and the plans for the cover. He said he would be interested in seeing a copy of the cover, when it is finished, meaning the actual wrapper of the book, to see if you came up to my remarks to him. Now, with that in, and a little time, there is a possibility that they might want something really different some time like a transparency of a Quigley wild horse roundup. Jim R. the photog, would provide the transparency for half of what they would pay and I am sure it would be no rights on the picture and that the publication on the paper only would be the only publication. At least that would be insisted upon upon our part. I suspect it might go. The paper has wonderful color. It is tabloid size. Look it up on the news stand, any suitable news agency. It has a big circulation, all over the U.S.

Even if that doesn't work, it is a good tie-in when you go to New York some time to show, and I am determined that you are going to do that!

Also, I've had a chat with a C.D. Raymond of Seattle, who represents Scribner's as a top salesman and specializes in rare books. He is very informed on this picture game, and has promoted and handled some very big sales for New Mexico artists and a few others. He knows all the ins and outs, who really ties into the good westerns, and how one big sale for a canvas at \$1,000 or over booms up the artist's work in a new category. So I wouldn't be surprised if one of these times on his way through Portland he drops in on you to just to look over your stuff, get acquainted etc. And he really gets around all over the country! I intend to send him some of your catalogues and one of the "Western Horsemen" (of which I acquired several copies)

I think I will have Jim take a transparency of the cover when it is finished and ready to go to the publisher's and send it along to the New York editor for a look see and to determine his reaction if he might really be interested in something, instead of trying to sell him something.

At least there's no hurry and I don't want to try and "promote" anything for you until I get your views a little better. I do know that the fundamental will be get something really worth while from it, money, etc. and not let someone else profit in any way such as happened on the calendars you told me about in the past. So don't worry from that score. Any approach I make will keep that in mind.

I'm still wrestling around with problems. Soon I'll be in shape I hope to get you on some kind of a regular "payroll," because as you know, I want to possess the painting for my own. I don't have any idea of the value you will place on it, but I want it to be that way, the actual value you'd put on it if you put it out to sell. And, eventually I'll get there.

If it would facilitate things for you and you're past Maryhill before July 10, or plan to go there yourself, that would be a good place to pick up the painting and maybe between you and Cliff D. I could get the right kind of case for sending it on to Paxton's when I get the color transparencies made. But you handle that just as it fits into your time. You have already been over generous of that.

I wanted to convey these thoughts, about developing ideas, at this time, hence the long letter. Frankly, most things I plan that way to develop seem to work out, if I take long enough and I haven't failed to hit on anything yet, like getting Lorraine on the radio program, connecting with the Lincoln picture idea, the book (in getting a publisher where others fail) even the prize awards. I would not have even submitted material for the news writing contest but I wanted it to tie into connections for the book; and I was even bold enough to tell Lorraine the night I prepared my entry, just what I'd receive and against a field of over 200 news writers too. It isn't that I'm egotistical, but I'm confident, as confident as I am that the time is at hand for you to think seriously about heading for New York. (And I'm working on another connection there, in the case you do)

Kind regards