



Maud Hart and Delos Wheeler
Lovelace Family Papers.

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THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

432 FOURTH AVENUE, NEW YORK 16, N. Y.

TELEPHONE: OREGON 9-0630
CABLE: "TYCROWELL," NEW YORK

July 9, 1953

Mrs. Delos W. Lovelace
4312 First Avenue, South
Minneapolis 9, Minnesota

Dear Maud:

We are really in an awful box on WINONA'S PONY CART. We have begged and pleaded with Vera to get us the pictures and she kept saying that she was working on them and would get them to us as soon as she could. Meanwhile she would write us disjointed letters. Yesterday she sent a wire saying that the pictures for six chapters were enroute. I decided to rush her by telephoning to see when the rest of the pictures would be in but there was no answer.

I am telling you about this only to warn you that we may not be able to publish the book until November. The enclosed is typical of the letters we have been sending her but nothing seems to get the results.

I hope that you are happily settled on the lake far from the noise of talk and cars. My trip was wonderful but I'll save the details of it until September when we'll see each other again.

Tonight I am off for the McClurg's sales conference in Chicago. When I get back I hope there will be enough strawberries around to try Delos' wonderful recipe.

Love to you both,

Elizabeth mod
Elizabeth M. Riley

emr:mod
enclosure

dictated; signed in Miss Riley's absence

4312 First Avenue S.,
Minneapolis, 9, Minnesota,
July 11, 1953.

Dearest Elizabeth,-

That is bad news about the pictures. I am sorry for all of us, and for Vera, too. It must be ghastly for her.

About the probable delay in publication...I dislike a November date, and I'm sure you do too. I feel sure that "Betsy and the Great World" suffered from it. You and I both noted this spring that B and the GW hadn't done as well as the other books in its first months. There wasn't the usual second printing before Christmas. You encouraged me by saying that it would probably catch up but it did make a bad start, and I feel sure that wasn't because of the book itself for the children ~~xxxxatzzzxxxxx~~ who write me are crazy about it.

If postponement of "Winona's Pony Cart" to November is necessary, what would you say ~~of~~ going the whole way and postponing it until spring '54? Of course, it's in the fall catalogue and the salesmen are out selling it, and I know that's all awkward. But if it could be patched up without too much damage, and Winona could have a little special promotion in the spring, ~~it~~ it might do quite well then. It's a light gay little book. Maybe it might even win some Herald Tribune mention and console us all?

I realize that there might be confusion because of the delay. It might necessitate special letters to people like Ellen Euell (to whom I talked a lot about Winona) and to the librarians to whom you doubtless talked in California. But it's an idea.

You know all the angles and should decide, but if you prefer spring publication I'll vote for it and Delossy is for it. He has a book this fall and even though he isn't on the juvenile list he could sort of represent the family so I won't be forgotten. Winona could come out spring of '54, and Delossy's horse book may be on the juvenile list for fall of '54 and "Betsy's Wedding" could come out fall of '55 and get me back on schedule.

If you decide on spring publication for "Winona", I would be very glad to have you ask the salesmen to plug "Betsy and the Great World" as hard as possible for this fall. Unless that has made great strides since spring, it hasn't anywhere near exhausted its market. If I could do anything to help before we return September 15, at Dayton's or anywhere else, you know I'd do it. (Always assuming they bought lots of books to back me up.) And perhaps you could give my advertising space in the Childrens Book Week issues in November to the series as ~~the~~ a whole.

Let me know what you decide, and I'll keep saying my prayers.

I'm so glad you had a good time in California. Our trip was wonderful too and our summer location is really enchanting. Surprised as we are not ~~to~~ to be on a lake, we are delighted to find ourselves in a French Provincial doll house set in an enormous garden, ~~xxxxx~~

tightly hedged, and ~~fixing~~ having a garden pool, bird houses, bird baths, BIRDS. There's even an oven bird! We haven't been offered cookies, though. We have so many friends living on lakes, that we 're going to get all the bathing and lake atmosphere we need. Several such weekends are planned. Our friends have been overh~~h~~am- ing us with kindness. We've been in Minneapolis 9 days and this is our first dinner at home. It's all very good for Betsy's Wedding, and I take notes through every party.

Love from us both. Merian has her passage booked for October 10, on the French liner Flandres. All tourist class and I hear it's good. She has an outside stateroom too. Love again.

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

432 FOURTH AVENUE, NEW YORK 16, N. Y.

TELEPHONE: OREGON 9-0630
CABLE: "TYCROWELL," NEW YORK

July 17, 1953

Mrs. Delos Lovelace
4312 First Avenue South
Minneapolis 9, Minnesota

Dear Maud:

You will be happy to know that all of the pictures for WINONA'S PONY CART are now in. Doris Barrett is putting pressure on the plant in Binghamton and we'll have books for September 15. This means that we'll publish early in October which is just fine. I am sorry to have bothered you about the matter but I wanted to keep you informed. You can imagine the worry it caused.

I am considerably distressed about Vera. I wonder if her trouble does not go beyond her eyes. She is a dear person and has had a very rough life. Perhaps some of the dreadful things she has gone through are catching up with her and causing her all this trouble. However what we have gone through with WINONA makes us very sure that we must lay our plans carefully for BETSY'S WEDDING. Not only must we give her plenty of time to do the pictures but we'll have to have her send them with regularity (if we can).

The salesmen are working very hard on BETSY AND THE GREAT WORLD. It has sold as follows: 6331 copies for the last three months of 1952 and 3029 copies for the first six months of 1953.

We are looking forward to a continuing good sale this fall.

Your location sounds wonderful. I do hope that you aren't letting your friends tire you out but I know that Delos will keep you in hand. Such good news about Merian. I hope that I'll be invited to see her off too.

Sincerely,

Elizabeth mod.
Elizabeth M. Riley

emr:mod
dictated; signed in Miss
Riley's absence

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

432 FOURTH AVENUE, NEW YORK 16, N. Y.

TELEPHONE: OREGON 9-0630
CABLE: "TYCROWELL," NEW YORK

July 22, 1953

Mrs. Delos W. Lovelace
4312 First Avenue South
Minneapolis 9, Minnesota

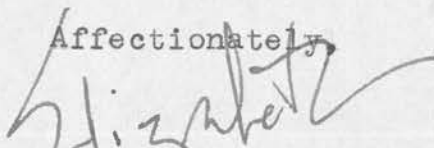
Dear Maud:

All goes well on this front. The printer has assured us again that he will be able to keep his promised schedule on WINONA and the salesmen are sending in good orders. The printer told us, however, that we'll have to give him overnight approval on the page proofs which means that they will have to be read here in this office. I believe that Miss Harmon has written to you requesting that you read over the page proofs when you get them so that we can make corrections on the plates. We certainly hope there won't be any!

Perhaps you can read the galleys once more and let us know if there are any changes you want put in the page proofs.

Lots of love to you both. I hope you're having a whirl.

Affectionately,



Elizabeth M. Riley

emr:mod

P. S. Advances on WINONA are 2117 copies. At this date last year sales on BETSY AND THE GREAT WORLD were 1864. So far so good!

vacationing. Love from us both, Maud.

— HOTEL —
SAULPAUGH

ARTHUR L. ROBERTS HOTEL CO., PROP.

4312 First Avenue, S.,
Minneapolis 9, Minnesota,
July 26, 1953.
NOW FIREPROOFED WITH AUTOMATIC SPRINKLER SYSTEM

NEW BANQUET & BALL ROOM
FINEST & LARGEST IN CITY
CATERING TO PARTIES
PUBLIC SPACE AIR CONDITIONED
400 ROOMS - 50 BATHS

Dear Elizabeth,-



CENTRAL LOCATION - FINE BEDS
HANDY AUTO PARKING LOT
MEETING ROOMS FOR GROUPS
ROOMS WITH ELECTRIC FANS
RATES \$ 2.00 TO \$ 5.00 E. P.

Regarding the page proofs...I can see that they must be read over ^{BEFORE YOU PRINT} carefully; there is no other course possible. ^{BEFORE YOU PRINT} I am sure you will take care to make any further changes. I am only a bit anxious about the many, quite complicated changes (involving cutting and pasting etc.) we made in galley proofs. I feel sure Miss Hyne understood them all and I know how painstaking she is. But those page proofs do need a very careful reading.

Yes, we are having a whirl. It's mainly social, although I am going to speak for ~~xx~~ a class at the University of Minnesota library school next week. But we're putting off all Minneapolis and St Paul radio, T.V. shows, etc until September. The first one comes August 29th.

Who should arrive last week but Winona herself, from St Pete. She's visiting a sister out here. We went down to Mankato together, and it was quite a two days, what with old friends and newspaper reporters and I did broadcast there. (They advertised it every fifteen minutes all day; nothing like your own home town.) I saw that Betsy-Tacy edition of the Otaknam, the high school year book. Wait until you see it! You never saw anything so sweet. The Big Hill photographed, and Betsy and Tacy going all through the book. (They are dancing at the proms and wearing Spanish sombreros on the page describing the Spanish club.) It has to be seen to be believed.

By the way, will you send us a fall catalogue? I hear from Nannine that we are both done very well by. And thank you. And thanks to Miss Harmon for her letter.

Off on our giddy round now. It's a dinner at the Minnekahda Club tonight. So pleased with the good news about Winona's PC. (The real Winona is perfectly killing about the book. I sent her a jacket and she carries it everywhere.) I hope the heat isn't getting you down and that you will soon be

4312 First Avenue, S.
Minneapolis 9, Minnesota
August 6, 1953.

Dear Elizabeth,-

Orpha Anderson called yesterday to say that she had heard from you and you could give Minneapolis...or Minnesota, I'm not sure which...an early publication date on both our books and suggested September 26th as the day for the ~~autogxx~~ joint autographing party she had proposed.

I told Orpha that the party would be wonderful etc etc, but we would have to check with Crowells for Miss Emerson had asked Delos to be back in New York September 21, for the publication day of Journey. Orpha already knew that we had to give up this house September 15th and were planning to go back east then. I told her we would write you, and that doubtless you had already written to us, regarding the new plan.

We are taking off today for Willmar, Minnesota, and Ellendale, North Dakota; back Monday, the 10th. She is taking off for her vacation but will be back in town and in the store for the day August 17th only; then goes away again for two weeks. She said she would call me on the 17th to see how things stood.

Regarding Delossy's book, and whether he would be more useful here than in New York on publication day, of course that's for you folks to decide. The complication regarding our plans is more complicated. We took this little house until September 15th, thinking that since "Winona" was to be out on the 13th, we would have all the time we needed to help that in Minneapolis and St Paul before we left. We planned to go back ~~xxx~~ via Maryland, in order to do some house scouting, arriving in New York by the 21st. I have dentist and oculist appointments there on September 28th.

We could change our New York appointments; and we could scout Maryland later; but the problem of what to do between September 15th and September 26th is more difficult. Mrs Aaine has sold this house and has a lot to do

[Aug. 6, 1953]

before she gives occupancy so would not keep us on, I feel sure. Maybe it would be worth your while to have us move back to the Curtis, but that's quite a long stretch.

If it works out that we do stay (and you know we'll cooperate in any way you suggest) I am wondering about St Pau;. If the advanced publication date is for all Minnesota, and we went to Dayton on the 26th, would you want us to go to St Paul on the 27th? And then visit the other stores informally as I have done in the past? Or is this just Orpha's project? Of course I wouldn't discuss this with her. As always with book stores, I know nothing and do only what I'm told to do by Crowells. Delos is even more discreet than I am.

I had a perfectly wonderful time with the Librarian Summer School at the University yesterday. Librarians were there from all the middle western and many southern and western states, and two from Hawaii. They all seemed to know and love the books, and we did have fun. "Winona" has taken a cottage on a lake near Mankato so we can go down and visit her and get lake atmosphere whenever we want to.

We loved both the catalogues. If all of Vera's pictures are as adorable as that one that they were almost worth waiting for...although I well know that the delay on pictures will make you rub your brow now in regard to all the preceding. Have you heard from her since she finished the work on the book? I too worry about her and we'll certainly make "Betsy's Wedding" as easy for her as we can.

Love from us both.

P S. I suppose it's possible that Orpha would want a joint party...the husband-wife idea is such a novelty... even though I had to autograph just the old Betsy-acy books. But of course they've already had a very large sale here. Or ~~that~~ she could have Delos and leave me out.

4312 First Ave. S.
Minneapolis, Minn.
August 19, 1953.

Dear Elizabeth,-

It's all set for September 19....the joint autographing party at Dayton's. I trust and believe it will be worth all the extra trouble and expense. (But speaking of trouble, your news about Vera floors me.)

I know you and Donald Smith have already thought of the matter of having plenty of copies of all the other books in all the stores...in addition to "Winona's Pony Cart." But I want to make this point which might possibly be helpful in dealing with the book-sellers. Orpha Anderson seems delighted that the new book is for the younger age, and I know there is a demand for a new BF book for them, and I believe it will be welcomed....Just the same we all know that the most ardent fans are the teen agers. The Junior High School group. I am sure that a lot of those youngsters will come in to Dayton's, and will be wanting autographed books from all the Minnesota stores, and I want to point out that I've never autographed "Betsy and the Great World" out here. I did autograph "Emily", the last one ~~xxxxx~~ for that age group preceding "Betsy and the Great World", but never B and the GW. That should be a help in persuading the stores to ~~xxxxxxx~~ stock up. I think. Maybe too it might be a chance to push "The Golden Wedge", since this is the first time Delos and I have both been on hand to autograph that.

I'm lunching next week with Isobel McLaughlin and the other girls from that department and have told her I would speak for the library. Also Delos and I plan to go over to St Paul next week in as I want him to meet Della McGregor and Sister Avila. We speak for Darragh Aldrich on WCCO, Minneapolis, August 22....~~xxxxxxx~~ and she is going to mention our two books again on publication day. We're making a transcription for Audrey Booth at KUOM and she plans to use it as near publication day as possible. Darragh Aldrich ~~xxxx~~ (our very good friend) has made a few suggestions regarding the other radio and television shows which are important in both St Paul and Minneapolis and I'm putting their names in the ~~xxxxxxx~~ enclosed list of persons to whom I suggest publicity copies ~~xxxxxxx~~ be sent. (This list may be added to as Darragh plans to send us another list of the outstanding book people in Duluth. She says they got behind her last book and did very well with it and would do the same for us.)

Do you remember that on "Betsy and the Great World" the publicity copies did not go out until some days after the date of publication. We had some correspondence about it at the time and someone,....I'm not sure who from your department...explained to me that the free copies had certain identifying tickets and went out later than the copies which brought real money. Elizabeth, that was a mistake. ~~xxxxxxx~~ Those publicity copies might as well not be sent at all if they're sent promptly. I knew last year that it had been bad,.. when Tom Edwards (Willy Futt) of the Mankato Free Press wrote me with such hurt feelings. He had reviewed every book since Betsy-Lacy and yet Mankato people all around him were buying the books at Dayton's and it was advertised in the Dayton catalogue and he had not yet received his

[Aug, 19, 1953]

copy. By the time he got it it seemed foolish to write a review, although he did. Many more important people than Tom were similarly situated. Darragh Aldrich who does so much for us here, and Audrey Booth of KUOM like to have the reviews come preceding or around publication date. Audrey insists upon it, so I am sending her the galley proofs of Winona's Pony Cart.)

All this ^{is} to urge you to send the publicity copies of "Winona's Pony Cart" as soon as you possibly can. I ~~xxxx~~ understand the whole situation and how difficult it will be, and so far as my personal copies are concerned ...the ten I always receive and the extra twenty I always order, and order herewith....you can take your time about them, if needbe. But if copies get to the twin city radio and television people in time, it would ~~xxxx~~ probably lead to interviews which I know Mrs Anderson, Orpha, would welcome.

It has occurred to me that since "Winona's Pony Cart", no matter how early it is sent, will have to be a little late, you might ~~xxxxxxx~~ want to make sure that copies of "Journey to Bethlehem" go out very early to these key people, and you might want to arrange to have a covering letter mention "Winona's Pony Cart." Darragh Aldrich says she thinks these people will contact us anyway, but I would suggest that you don't leave it to chance. If ~~xxxxxxx~~ books could go out promptly to Arla Haberle, Bess Baxter and the rest, ~~xxxxxxx~~ also John Sherman of the ~~Star~~ Minneapolis Tribune, and the book review editor of the St Paul Pioneer Press Dispatch....with a covering letter stating that we were available at the Curtis from September 16 to 22 it might help.

~~xxxx~~ Going back to my publicity list for "Winona's Pony Cart", if the Minnesota names could be attended to promptly, the out of state names could wait since...as I understand it...the book will not be published in other states until October anyway.

I know you won't mind my coming forth with all these suggestions, and will feel free to follow just the ones you care to. I am very anxious to have the Dayton party a success, to justify the trouble and expense you are going to in order to put it on, and also to please Orpha who seems to be terribly happy about it. I suppose having both of us on brand new books is wonderful to her. ~~xxxxxxx~~ I asked her whether she would like to have us accept the various ~~xxxxxxx~~ invitations to speak at libraries and schools which might come our way, and she said, by all means yes. And tell everyone that they will be welcomed at Daytons on the 19th with open arms. (I don't think that would be exactly tactful but after September one, and especially after we get down to the Curtis we will certainly comply with every request.) Did I tell you that we go down to Mankato again on August 29th to visit "Cab" and I'm speaking at the Mankato Public Library on ~~xxxx~~ September 1st. That ~~xxxxxxx~~ occasion will be, I know, more important sentimentally than financially, but it should start things off with a whirl.

I am so glad you are having such a happy restful time with your parents. I know they're as glad to see you as we will be to see our chick at the end of September.

Love from us both. My list enclosed.

Maud

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

432 FOURTH AVENUE, NEW YORK 16, N. Y.

TELEPHONE: OREGON 9-0630
CABLE: "TYCROWELL," NEW YORK

August 21, 1953

Mrs. Delos W. Lovelace
4312 First Avenue, South
Minneapolis 9, Minnesota

Dear Maud:

Thank you so much for your good letter containing the publicity list and all the suggestions.

How I wish that we could get copies of WINONA'S PONY CART to all the publicity people before the Dayton party but it will of course be an impossibility. You see the books won't even be bound until September 11. They will then leave Binghamton, New York by special delivery, parcel post in order to get to Dayton's and the other book stores in time for the autographing. ~~They~~ *The main stock* will arrive by truck at our warehouse around the fifteenth or sixteenth. We'll have the shipping tickets there for them to be mailed out promptly but there isn't a chance in the world that they can get to Minneapolis before the Dayton party.

The bindery is making a special concession by mailing the books to the book stores but they won't under any circumstances mail out individual copies. The review copies would of course arrive at the reviewers before the national publication date but not before the Dayton publication date. However the copies of JOURNEY TO BETHLEHEM have started to be sent out and they will all have been sent out by the end of this week. This is true as well of the covering letters which will mention WINONA'S PONY CART.

I am not sure that ever again we'll consent to having an autographing party so soon after stock comes out of the bindery but

August 21, 1953

we'll all sweat this one through. I have a feeling that the whole matter wouldn't bother us so much if you were just two authors with two books but to me you are also Maud and Delos which makes everything so much more important and pressing. We'll do our best. Keep the suggestions coming.

Much love,

Elizabeth

Elizabeth M. Riley

emr:mod

I'm pulling every wire to see if I can make the bindery change its rules about mailing individual copies. So keep your fingers and toes crossed!

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

432 FOURTH AVENUE, NEW YORK 16, N. Y.

September 4, 1953

Mrs. Delos W. Lovelace
4312 First Avenue South
Minneapolis 9, Minnesota

Dear Maud:

Just a note about the advance on WINONA. We have sold 4061 copies. This is about one thousand copies ahead of BETSY AND THE GREAT WORLD at thistime last year. However it does include the large number of consignment sales we have made to the Twin Cities. Your income won't be as great, however, because WINONA is a \$2.00 book and BETSY AND THE GREAT WORLD is a \$2.75 book.

Affectionately and fiscally,



Elizabeth M. Riley

emr:mod

[ca. Sept. 4, 1953]

c
o
p
y

The Free Press Bookshop
Mankato, Minnesota

Gentlemen:

Maud Lovelace wrote to us about the happy day she had in Mankato. In the course of the letter she told us the good news about the existence of your book shop and the purpose of this letter is to wish you well in our field.

We are enclosing some booklets about Mrs. Lovelace and we hope that you will be able to interest many of your customers for years to come in the stories she has written so happily and successfully.

McClurg's always has a good stock of Lovelace books on hand and we know that they will service you well. Do write to us if we can be of help to you at any time.

Meanwhile our sincere good wishes.

Yours faithfully,

Elizabeth M. Hiley

emr:mod
enclosures

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432 FOURTH AVENUE, NEW YORK 16, N. Y.

TELEPHONE: OREGON 9-0630
CABLE: "TYCROWELL," NEW YORK

September 4, 1953

Mrs. Delos W. Lovelace
4312 First Avenue South
Minneapolis 9, Minnesota

My dear Mrs. Lovelace:

We are getting a number of enthusiastic responses from bookstores in the Twin Cities who are delighted with the prospect of a visit by the Lovelaces.. We are enclosing a list of the managers or buyers with whom we have been cooresponding.

We wish you every success with the autographing parties and hope that they will be both profitable and fun. Please let us know if there is anything that we can do to help.

Very sincerely yours,

Mary K. Harmon

Mary K. Harmon
Juvenile Department

mks:s
Enclosure

Minneapolis
September 5, '53

Dear Elizabeth,-

Many thanks for the advice regarding Susan P Anthony....the data on hotels....and the good news about Winona's Pony Cart. That really is good.

I can't believe that many books will come back from Minnesota for there's lots of enthusiasm out here. I think I told you of being on WCCO, the two of us, August 22...and of pending dates for WUOM, September 14 and 21; WCCO television September 18, and Bill Cleary interview WGBY(or something) also September 18. Orfa Anderson just 'phoned, en route to New York, and asked us to be on the Dayton WCCO program Saturday morning at 7.30 so you can see that the radio audience will certainly know we're in town.

We're going to call on Sister Avila and Della McGregor both next Wednesday...ending with Della so we can take her out for a drink. She wants me to come to the Childrens Room, and of course I'll try to.

Don't worry about me doing too much. This has been a marvelous summer, so happy! We had such fun in Mankato, first with "Cab" and Grace at the lake, then in town at the Saulpaugh. The autographing party at the Library was one of the sweetest I ever had. I had expected to be autographing just everyone's old copies, but it seems a Mrs Phillips has opened a book store in Mankato (which has long needed one.) I believe it's called The Free Press Bookshop, Mankato, Minn. She came to the library to meet me, and said she had sold 50 copies of various Patsy Casey books that morning. She was much concerned about getting copies of "Winona's Pony Cart" on September 18 along with other Minnesota stores, and asked me whether she should write to the Crowell Co or whether McClurges, from whom she regularly buys her books, would get them for her. I tried not to advise much, but said I supposed she could get them through McClurges if that was her regular channel. But in case McClurges don't have that Minnesota Publication date, ~~xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx~~ you may want to write her. I don't know a thing about her except that she seems to be a very nice person.

Miss Harmon sent the list of buyers in the various stores, and I'm so glad to have it. As things stand now,

Saturday

we'll visit Dayton on the 19th, in the afternoon. Monday we'll go to St Paul.....B and S in the morning; Field Schlich in the afternoon. Tuesday, we'll call on Powers, Donaldsons and the Minnesota Book Store. Since it isn't an autographing party at Field Schlich, it's all very simple.

I hope you're enjoying the new coolth and the long holiday. Love, as ever

Haynes, our doctor relative, has put Delossy on a diet that is a diet. He's so slim you'll hardly know him. All the partying has agreed with us both and almost all of it has contributed, directly or indirectly to "Betay's Wedding."

Have we told you that Maige Cavanaugh and his wife are going to Europe on a freighter this month and we have their darling new home with 7 acres of orange grove around it in which to get down to work after we get to California? We plan to start for some October 11, the day after Berian sails. But no decision yet on buying in California or anywhere. We're putting off that difficult decision until both our books are done.

September 7. [1953]

Dear Elizabeth,-

Orpha Anderson phoned me yesterday to say that she was going to New York and would be back on the 18th. Said she was going to see you. She said she had everything well lined up for the 19th, and asked us to be on Dayton Chimes, the Radio Show, ~~xxxxxx~~ that morning. Asked me for any further suggestions but nothing much occurred to me at the moment.

This morning I remember something I should have said, and if you see her you may want to pass it on. I think it would be ~~very~~ helpful if word of our autographing party were sent out a few days ahead of the actual date. Perhaps it might be mentioned on the Chimes a day or so early. You see I get so much fan mail from children all over the state of Minnesota....many many of them say that whenever I ~~xxxxxx~~ am autographing in Minnesota again, they would like to come in and see me. ~~xxx~~ And I think that many of them would come from towns as near as Winona, Red Wing, and especially the small towns which have no bookstores. But of course their parents have to know a few days ahead.

I hope you aren't laboring this Labor Day but getting out into the sun as soon as we propose to do....which is as soon as I get my housework done and Baloesy stops typing on his opus.

Love as ever

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

432 FOURTH AVENUE, NEW YORK 16, N. Y.

TELEPHONE: OREGON 9-0630
CABLE: "TYCROWELL," NEW YORK

September 10, 1953

Mrs. Delos W. Lovelace
4312 First Avenue, South
Minneapolis 9, Minnesota

My dear Mrs. Lovelace:

Thank you so much for your wire with its good suggestion about jackets for display purposes. We have acted accordingly and have sent jackets to all of the stores that you are planning to visit.

We received a nice letter from Miss Lillian Case at St. Paul Book and Stationery suggesting that you and Mr. Lovelace might like to attend a Publisher-Librarian Workshop Luncheon that they are holding on September 30. We have already written to thank them for the invitation and to tell them that unfortunately (for them) and fortunately (for us) the Lovelaces will be back in New York by that date.

All good wishes from all of us here.

Sincerely yours,



Mary K. Harmon
Juvenile Department

mkh:

Orange, California,
Route One,
October 29, 1953.

Dearest Elizabeth,-

Here we are, hidden away in the midst of Paige Cavanaugh's orange groves. The orange groves form the larger square; inside it is a jungly garden. That's the kind I like. Roses, fuchsia trees, a bed of begonias, asters, camellias, daisies and many other flowers whose names I don't know. My favorite, next to the fuchsias, are the gardenias. One is blooming right outside my writing room window. There are shrubs too of every kind, ~~xxxx~~the oleanders being conspicuous right now by reason of their flowers, and of course that orangey shrub that is everywhere in California. There are also mocking birds, and four Mallard ducks which ~~xxxxxxx~~ Delos feeds morning and night, and they follow Senor Montoya around when he comes to prune the lawn and are most picturesque. In addition to Senor Montoya there is Senora Lopez who also comes once a week. She is here today scrubbing our adorable house.

The house is really a gem, brand new, with the most wonderful kitchen and bathroom. The living room (it's more like a drawing room with petit point chairs and bric a brac and a pale grey carpet) and the dining room are both so dainty they don't seem like us, and we ~~xxxx~~ seldom step foot in them. But the big study with its huge fireplace, and books to the ceiling is the center of our lives. We eat there, as do the Cavanaughs, ~~xxxx~~ usually, I believe, and we expect to do a lot of living on the terrace too, after Mrs L cleans it today and puts out the chairs. There are two bedrooms with the bath between and Delos has taken the guest room for his ~~xxxx~~ writing room, while I write in our bedroom as I did in Garden City. ~~xxxxxxx~~ My typewriter table is set in angle between two very large windows looking out on the patio and garden and smelling, as above described of gardenias.

We are very happy. We loved the trip but especially after we left St Louis behind. That was very nice too for the Townsends are such dear friends and we both enjoyed Scruggs too. Mr Pettibone and Miss Lawless haven't changed a mite, and the party was conducted in their usual offhand way, but this time I had a strong feeling that something had been accomplished. The radio book women, Miss Munch, doesn't broadcast on Saturdays, but ~~xx~~ Scruggs sent us both to the Flynn Park School..... progressive school in a rich section with a very exceptional principal, Mrs Rossi. The children were exceptional too. We both made talks, and were given a good send off and I think there will be repercussions. The first one came when we autographed next day in the form of

a beautiful corsage ~~xxxxxx~~ for me from Mrs Rossi.

In the course of my speech I asked how many children had read any Betsy Tacy books and there were so very few hands that I was taken aback. However after the program Mrs R told us that some of the books would go into the school library at once, and Miss Lawless told us that half, or all, the children from Flynn Park would be in the store at Book Week and would buy her out of all our books. She asked us to autograph everything, and as you know there was quite a good sized purchase. There was a small showing from the public, but those that came were interesting,....I mean 'interested'.... they hung around and the talk was good, especially about the Journey. If hunches mean anything, I have an idea the afternoon really helped. There were almost no children...I suppose because ~~ix~~ of the library situation...but I have an idea there will be a lot more if I ever go there again.

The cost of the shindig was \$29.97. The Townsends were so kind that I didn't feel my usual need of going ~~xxxxix~~ to a hotel although they live way out in Kirkwood, so the expenses were limited to a few complimentary books, taxis and other incidentals and a small added expense involved in our route. The ad, by the way, was a beauty. It just suited us both.

We enjoyed it, but as ~~xxxxxxx~~ mentioned above, we were glad to have it off our minds. And the trip was as much fun as we always find such jaunts. We got over being tired. We stopped to visit the Bob Hugheses in Miami, Arizona, over night. (He is Dave Hunt out of Betsy was a Junior.) Now the ~~diraxxiarxf~~ general manager of three copper mines he lives in a beautiful isolated house on top of a mountain, with three Mexican servants. He loves to talk about the good old days and we did plenty of that as well as visiting a copper mine.

Arriving in Orange, we seized a cart on full of mail and there was a letter from Merian. A very fat one. So ecstatic that it almost sparkled. The Flandre was two days late in reaching France, but who cared? The passengers were almost all young, Merian said, a scholarship group from Mexico, a lot of French cadets, jet pilots, who had been studying here, students in all lines ~~fixxof~~all nationalities with a few Americans, and such comradeship! The very first night out they sang and danced so late that they decided to stay up for breakfast. That happened three times during the trip. Every moment was full, she said. There was hardly time to breathe. She said she had reverted suddenly to her sophomore year in college, and perhaps she had been taking life too seriously the last two years. The Flandre, she declared, was a floating Heaven, and now London is almost as nice. She is delirious ~~xixx~~ about it. At the same time she can hardly wait to get back to Paris where all these bosom friends from the Flandre are waiting. The London part is in a second fat letter. I believe she's going to have even more fun out in the Great World than Betsy did.

And now, my publisher says coldly, how about getting down to work? Just what I was planning to do, I answered hastily, when I sat down to tell you about St. Louis and that you owe us \$29.97.

Greetings to the office and our love to you.

As ever

P.S. A card from the Cavanaughs from Stockholm. They have been in ~~the~~ Holland and Belgium but have England, France and Spain ahead of them so I trust they will leave us in our paradise for four months at least.

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

432 FOURTH AVENUE, NEW YORK 16, N. Y.

TELEPHONE: OREGON 9-0630
CABLE: "TYCROWELL," NEW YORK

November 5, 1953

Mrs. Delos W. Lovelace
Orange, California

Dear Maud:

Enclosed is our check for \$29.97. You certainly are not an expensive pair of authors to send around! Thank you for the good work.

The children's librarian in St. Louis makes me sick. I am afraid we'll have to have a change in librarians before we can break the present rule. Disgusting isn't it?

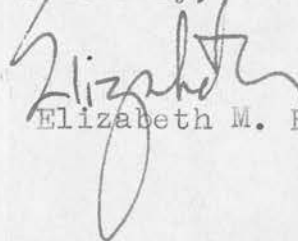
Your life in California sounds like Paradise and I am sure that you are both going to work well and hard there surrounded as you are by such beauty and such peace.

It was good to hear about Merian and her gaiety. I'm sure she will have even a gayer time than Betsy had.

Life is rolling along happily here. Business is good and the boss seems to be spending most of his time sending out copies of JOURNEY TO BETHLEHEM with letters to people who will do some talking and have some influence.

We all send our greetings and I send my love.

Sincerely,


Elizabeth M. Riley

emr:mod
enclosure

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

432 FOURTH AVENUE, NEW YORK 16, N. Y.

TELEPHONE: OREGON 9-0630
CABLE: "TYCROWELL," NEW YORK

November 30, 1953

dictated 11-25-53

Mrs. Delos W. Lovelace
Route 1
Orange, California

My dear Maud:

Thank you for your good note of November 20. You'll be delighted to know I am sure that we had an ad in the Chicago Tribune as well as in the New York paper on WINONA.


It did appear on the Times best seller list but I don't know what's going to happen about the reviews. Two reviewers have told me that they did not like the book so they were just going to ignore it instead of writing an unfavorable review because they did not want to interfere with the enthusiasm they have for the Betsy-Tacy series.

I was a little concerned about your sentence "I feel that prestige is what the books lack most of all." Can you be a little more specific? We cannot advertise the books in media that do not bring return and we have honestly tried to promote the books in as dignified a way as possible. Do you have any specific suggestions for the building up of "prestige?" There is a gaiety about the books which breeds warm familiarity between you and the reader but certainly I don't think that either the books or your name suffer from lack of prestige.

I really shall welcome specific suggestions from you. New York is rainy today and warm. I do hope that you are lolling in the glorious sunshine of California. Are you settled in enough to

go jaunting over to Los Angeles and meet a few people such as Miss Livsey and Miss Shreve at Robinson's? I hope that you can while you are there. Love to Delossy and to you.

Sincerely,


Elizabeth M. Riley

emr:mod

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

432 FOURTH AVENUE, NEW YORK 16, N. Y.

TELEPHONE: OREGON 9-0630
CABLE: "TYCROWELL," NEW YORK

December 2, 1953

Mrs. Delos W. Lovelace
Route 1
Orange, California

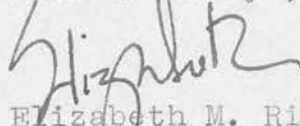
My dear Maud:

We are enclosing a sample page for the new printing of BETSY-TACY which is now being planned. We have decided to make a whole new set of plates for the first of these beloved books.

It is a matter of pride with us and should be with you too that the time has come for these plates to be made. Who would have thought those many years ago that the dear little girls with their long black stockings would grow so important to the children of our country.

Blessings on you and blessings on them.

Love as always,



Elizabeth M. Riley

emr:mod
enclosure

Orange, California,
Route One,
December 6, 1953.

Dearest Elizabeth,-

Seemed to

I hasten to answer your letter because I am so distressed that my jubilant scrawl re: the Trees Kneel advertisement in the New Yorker, distressed you. It was one of those matters that shouldn't have been put in a hasty note...but should be hashed out in some long cozy session of talk...and then perhaps discarded as worthless. But I have for some time meant to bring it up for discussion, and have mentioned it to Delos. Here'tis for what it is worth.

First of all let me make clear that it involves no criticism whatever of the handling of the "etsy*Tacys, up to this point. There has certainly been no lack of dignity in the advertising, and the warm friendly approach you mention has been ideal. The idea I'm advancing is just an extension of what has been done in the past. ~~XXXXXXXXXXXXXXXXXXXX~~

claim

You ask me to be specific so I'll give you one of the occurrences which made me think I must ask Elizabeth if we could build up more prestige somehow. At the Washington D.C. Book Fair, a booklet was distributed, given to all the children who attended. It was compiled by librarians and gave a list of....oh, it was something like One Hundred Worth While Books. (I brought one back to show you, but about that time we sold the house and packed and moved and ~~my~~ I forgot about the whole thing. I don't think we ever did really talk Washington over.) Anyhow, there wasn't a Lovelace book on the list. Many of them, I can honestly assure you, were books inferior to mine. And I know that on any such list compiled in the mid-west, I would certainly be represented. And I fully realize that you ~~xxxx~~ could not possibly in any way influence such a list. I wasn't at all hurt or disturbed by it, it just set me to thinking what could possibly be done to build up in the east a feeling for my books which would make it impossible for them to leave me off such a list. (Delossy suggests that perhaps the word 'prestige' ~~XXXXXXXXXXXXXXXXXXXX~~ doesn't exactly mean what I'm trying to get at.)

Another less tangible example is how often I'm greeted with, "Oh, I know my children would love your series! I remember how I enjoyed the Bobsie Twins!" *well! If mine are just more Bobsies, I'll just writing them.*

fund

(Before I go farther, Elizabeth, I want to make clear that my vanity is really and truly not involved, ~~in the feeling which causes me to bring this sort of thing up for discussion. That is much more important to me than reactions like the above are these two following~~ points. First that the children love the "etsy-Tacy books so much; that really matters. And second, that the books make money. That's ~~xxxxx~~ wonderful. I wouldn't sacrifice either of these to any adult-librarian or reviewer reaction, and I feel sure you wouldn't.)

Of course I've talked this lack...or whatever it is ... over with Delos, and he has suggested that an occasional advertisement might stress the enduring quality of the books. They are really already beginning to show that, Strange as it may seem, girls who grew up with the series are married and have babies now and tell me how they

and other influential librarians around the County

plan to start their little girls on the Betsy-Tacy books. (Of course, I realize that the lo lovers of the Bobsie Twins are doing the same thing as proved above, so perhaps this line is not too valuable.) Delossy suggests also that they are classics of their period, and I remember that James Grey in the Chicago ~~xxxxxxx~~ News gave us a good quote along that line which we used in the booklet...."by far the best interpretation of the problems and pleasures of growing up in America that any witness has lately offered etc etc." May Lamberton Becker also ~~xxxxxxx~~ said something which made the books seem important which we used in the booklet.

Min Becker

I have thought that perhaps we might make an effort to bring out some such comments from Anne Carroll Moore etc. and use them occasionally in a "prestige" ad. I say occasionally for I couldn't bear to give up entirely the type of gay, come-on-children-here a another type of ad. I love them.

Delossy comments on the above (Maybe we can achieve a talk it over around the fire session on paper) that perhaps it might not be a good idea because the reviewers or librarians who weren't quoted would be annoyed. You would know about that. Also which ones would be willing to give a good word to a series. I know that May Lamberton Becker, Agatha Shea and ~~xxxxxxx~~ more than a few others are our good friends.

Do you remember that I wrote you from Minnesota of the talks I had with the librarians gathered at the U of M for the ~~xxxxxxx~~ Library Summer School? Several made the comments that (in fact some one had brought it up for discussion in one of the classes.... a school librarian) that the BT books were useful to her with new children in the school, or children who were shy or badly adjusted. She said the BT books filled them so full of school spirit and a sense of how good school could be that they forgot themselves and really entered in. Another one said she used the books with backward readers, because they got so interested in the series that they read better than they knew how, and kept on reading. Now I'm not sure that the mention of "backward readers" is good, and perhaps the whole thing is too technical. It might be good for the Horn BOOK?

We spent last weekend with the Coopers, and Caroline, their college-age daughter, who still loves the BTs said something that really touched me. She said wasn't to o happy or well adjusted in high school, I gathered. She s one of these youngsters with too high and IQ for her own social good. And she said, "~~xxxxxxx~~ In high school, ~~xxxxxxx~~ whenever I had to do something that I was worried about, or that was hard to do, I used to pick up a Betsy Tacy book and read a few pages and then rush off and do it. They gave me courage." She said that she had always wished so hard that she could be like Betsy, and I said, "But Betsy wasn't any glamorous girl. Things were plenty hard for her, and she often lost her man etc." And she said, "Oh, that's what makes it all so wonderful. You think if Betsy could do it, you could do it, too." I mention this because it makes clear, I think, a real contribution that the BT books have to offer.

Now please, darling Elizabeth, don't let any of this worry you, or let it change the tack you have taken promoting the books. You've done such an inspired job all along, and as I've already said I wouldn't for the world give up their appeal to the children

strange ideas. I am used to spilling
you can always IGNORE. ing them all to y

or the money they're making...not for all the people in the world!
But think it over, if you think it's worth considering at all. And
maybe you'll come up with one of your inspired ideas. If you think
the whole thing is tosh, and I can't have my ~~max~~ cake and eat it too,
why leave me the cake and throw the letter in the waste basket.

I am very very anxious to have "Betsy's Wedding" be
very good (although exactly like all the others.) And your revelation
that a couple of reviewers didn't like "Winona" makes me all the more
anxious so to do. (I am very thankful they took it out in just not
reviewing the books. I think that was good of them.) But in view of
the fact that I do want to make "Betsy's Wedding" one of the best,
and that I don't want to work as hard as I have in the past, and that
in the spring we will certainly be moving (when Cavanaugh's come home)
...perhaps even in February...and that we'll probably be buying or
building, and certainly settling down for good....in view of all this
it seems more than likely that "Betsy's Wedding" won't come out until
fall of 1955.

That being the case, there won't be a new book from
me to advertise in 1954, and perhaps you would like to use part of
whatever advertising money the old books rate, on a Build Up for the
Series ad, which could stress ~~some of the quality~~ somewhat the quality
I've mentioned here.

Factors

Going back for a minute to the Coopers...Teresa, the
10 year old, who adores the Betsy books, doesn't have ~~Over the~~
Big Hill and Down Town. She has all the others. I wish you would send
her those two, and if her father being a motion picture executive makes
them publicity copies, fine! But you use your judgement about that,
and send them in any case, please. Tessa is not only a darling (she
practically wrote a sequel to the Tune for me while I was there) but
is a very friendly sociable aggressive child...just the opposite of
Caroline...and a good BT booster.

Regarding calling on Miss Livey and Miss Shreve...you
know, we know Miss Livey and like her a lot. I am going to be doing
some research in the Los Angeles Library eventually and I had planned
to run in on her to say hello. Probably both of us will. About Miss
Shreve. You know I am very wary of book store people. I never, unless
you've asked me to, introduce myself. Buffums, in nearby Santa Ana,
has a good shelf full of BT books and the Trees too, but although
I've been shopping in the book department, I never ~~in~~ say who I am.
If Miss Shreve wanted to see me, or wanted some stock autographed, or
so something like that, I wouldn't mind going, and of course I'll go
anyway if you urge it. Let me know.

Delos and I have been invited to a tea given next
Tuesday by the Santa Ana College Library to Orange County authors. We
accepted, for ~~California~~ California is so state-conscious and we are so
apt to be living here, that I think going to a tea in that connection
might really help. I want to help, and don't hesitate to ask me whenever
there's something I could do that would really help. I enjoy it you,
know, it's just that I hate to tear myself away from the book, now that
it's under way.

By the way, did you folks know that the Journey headed
a list of six recommended books in Dr Norman Vincent Peale's "Guide
Posts"? I was awfully pleased. Our rector here told us about it.

Lots of love from us both and DONT WORRY about my

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

432 FOURTH AVENUE, NEW YORK 16, N. Y.

TELEPHONE: OREGON 9-0630
CABLE: "TYCROWELL," NEW YORK

December 22, 1953

Mrs. Delos W. Lovelace
Route 1
Orange, California

My dear Maud:

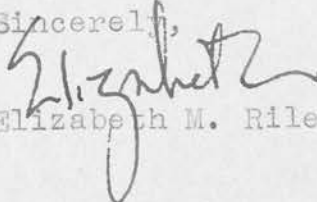
Thank you and thank Delossy for that idea about "the immortal trio." I am having that portion of your letter typed up and sent to our advertising agency so that they can keep it in mind for all future ads.

It's good to know that the books are coming along. I am looking forward so much to seeing Delossy's manuscript in the very near future. As for BETSY'S WEDDING, I think you are wise indeed not to rush it. This must be a happy book for you to write as well as a happy book for the girls to read. We are looking forward to it to be published in 1955 and what a splash that will be!

All goes well here. Sales conference is over and we are looking forward to good and happy holidays. An important event during the holiday period, however, is inventory and when that is once behind us, we'll be able to make more definite plans for the new year. Publishing is fun but the business side of it is interesting too. Shortly after the first of the year I'll send you a report on how the sales have gone this last year. I know that they've done well.

Meanwhile my love to both of you and a happy new year.

Sincerely,


Elizabeth M. Riley

emr:mod

P. S. I miss you so.