



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.

January 3, 1956

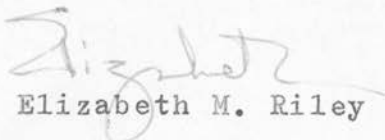
Mrs. Delos Lovelace
774 West Eighth Street
Claremont, California

My dear Maud:

Our sales to date of BETSY'S WEDDING are 10,909. We are pretty pleased with this and so should you be. We know that the sale is going to continue long after Christmas is over. We had sold some 5,000 copies of the PONY CART in the same period of time. Now let's hope this ratio continues.

Happy new year to both of you.

Sincerely,



Elizabeth M. Riley

emr:mo

cc to Miss Nannine Joseph

Mrs.

774 West 8th Street
Claremont, California
January 5, 1956.

Dear Esther,-

I've accepted the enclosed invitation to speak at a Beverly Hills P.T.A. Childrens Book and Author Luncheon. I hope you and Miss Riley will think I am doing the right thing. I'm back at work and shall turn down the run of requests to speak here and there but this seemed to me to be an unusually fortunate opportunity.

First, because of the Los Angeles situation, but more importantly because of the factor you and I have discussed before...the value of reaching parents with the first four Petsy-ays. This luncheon gives me a chance to speak to a group of very book-conscious parents...and without breaking my rule of speaking only for children.

You will notice Mrs Gordon's mention of the co-operation of the Beverly Hills Books Store. I don't know how such things are managed or whether the Crowell Company has any direct part in ~~supplying~~ the books. (I never go into that side with organizations I speak for; didn't refer to it in replying to Mrs Gordon.) But if you do supply the books directly, maybe you might like to see that those young-age books are represented. At Fullerton, they sold out all the young-age books the bookstore had sent over...only three or four. Of course, there were plenty of "Petsy's Wedding" which was the main concern. I realize that at Beverly Hills I will be speaking for the older group of children, which probably means the ones who read the older books, and having the older books is of first importance. But I am thinking ^{also} of the mothers, many of whom will have younger children too. I'll make a real effort to awaken interest in the first four books and it would be nice to have some there. Delossy says that since Beverly Hills is so rich, it would be fine to have a set on display. We both know that this is something you may not even be consulted about. I'm only talking as over a cup of coffee.

Thank you again for the Christmas greetings expressed both in card and wire. They added such a lot to my holiday. And out of 1955along with the president's heart attack and Princess Margaret's sad romance....I'll remember our Petsy doll at the Waldorf!

Ever,

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

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

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

January 9, 1956

Mrs. Delos Lovelace
774 West 8th Street
Claremont, California

My dear Mrs. Lovelace:

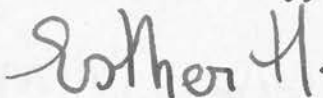
Thank you for your letter of January 5. We are delighted to hear that you will speak at the Beverly Hills P.T.A. Children's Book and Author luncheon. We know that the children and their parents will enjoy hearing you.

Since Mrs. Gordon's letter did not mention one specific bookstore which will supposedly provide the books at the luncheon, we shall drop a note to four or five big bookstores in Beverly Hills. We shall tell our friends in the bookstores that you will speak of all the books in the Betsy-Tacy series and that they should be prepared to fill orders for the first four titles, as well as for the subsequent ones.

We shall also write to Mrs. Harold Gordon and offer to her display materials for your books. Also newspaper releases should be coordinated by us and Mrs. Gordon.

All is well around here. It's so nice to lead a normal, peaceful life again after the rush and excitement of pre-Christmas preparations. All the girls send to you their best. Greetings to Mr. Lovelace and to you.

Yours sincerely,



Esther Hautzig
Promotion Director
Children's Books

eh:s
enclosure (Mrs. Gordon's letter)

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

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

January 13, 1956

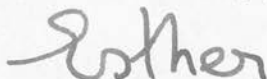
Mr. and Mrs. Delos Lovelace
774 West Eighth Street
Claremont, California

Dear Mr. and Mrs. Lovelace:

You may be interested in seeing the new catalog of Crowell Books for School and Public Libraries. Almost 30,000 of these catalogs are being mailed by us to school and public librarians. We hope that this mailing will bring good results for all of us. If you would like to receive additional catalogs, do let us know.

Best wishes from all the members of the children's book department.

Sincerely,



Esther Hautzig
Promotion
Children's Books

eh:mo
enclosure (catalog)

THOMAS Y. CROWELL COMPANY
PUBLISHERS OF BOOKS

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

January 17, 1956


Mrs. Delos Lovelace
774 West Eighth Street
Claremont, California

My dear Maud:

I am sending you a copy of Ann Robbins' 100 MEAT-SAVING RECIPES which I have marked with some special party dishes. Meanwhile, we are still searching for a copy of HOW TO COOK WELL. Here's hoping you have lots of happy parties.

Love from all of us.

Sincerely,



Elizabeth M. Riley

emr:mo

to nibble at Tom's sleeve.

"None of that," Tom said. "Just stand quiet and learn who's boss from now on."

Everybody stood quiet, but smiling as Dodger nibbled, and Uncle Orlando read the document which formally transferred ownership of the little Morgan to the boy standing tall, and proud.

"As long as he can outsmart him," Uncle Orlando finished, and suddenly was sober, no more. He chuckled. "I put that last in," he said, "just ~~xxxxxx~~ Dodger ~~xxxxxx~~ to be fair with Dodger. "When ~~xxxxxx~~

that we really don't mind. The mountain have been beautiful ever since the clouds lifted. Covered with snow. There is skiing on valley. And our lawns are green, our camellias, calla lilies and narcissus in bloom. Fruit trees in bloom, too.

Love from us both. Don't work too hard;

Ver,

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

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

February 7, 1956

Mrs. Delos Lovelace
774 West Eighth Street
Claremont, California

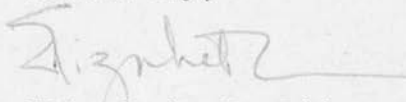
My dear Maud:

We are sending along a copy of last Sunday's Herald Tribune. Louise sometimes takes her time about some things but gets there in the end.

The girls here all join in sending you greetings. We are so pleased to know that the California book is coming along. Obviously you are having a good time with it.

Love from all of us.

Sincerely,



Elizabeth M. Riley

emr:mo
enclosure

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

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

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

February 29, 1956

Mrs. Delos Lovelace
774 West 8 Street
Claremont, California

Dear Mrs. Lovelace:

We've kept all the clippings you sent us, but we are returning one which you wish to hold on to.

Betsy is so photogenic she should become a model! Is she in good shape still and is the veil clean? If not we'll have to get her back here for a reconditioning session.

Best wishes to you and to your husband.

Sincerely yours,


Esther Hentzig
Promotion Director
Children's Books

eh:s
enclosure (clipping)

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

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

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

March 16, 1956

Mrs. Delos Lovelace
774 West 8th Street
Claremont, California

My dear Mrs. Lovelace:

Once in a while I give myself the luxury of writing a letter for no particular reason, but simply because I want to. Nothing of world-shattering importance happened in the office. As usual, daily floods of requests for the booklet and book mark come in regular like clock work. We don't send most of the letters to you, because they'd really prove a tremendous burden to answer. Only those letters that are specifically addressed to you or that contain some questions we can't answer get forwarded. We hope you approve of this procedure.

Betsy is now visiting in Arizona. Mrs. Webber of Pomona sent us all the clippings etc. on Betsy's visit. What a fine job she's done in organizing the whole thing. As a matter of fact, she was nice enough to send a set of clippings to the library who was next on the list. The librarian who received the clippings feels obliged now to out-do Pomona, I guess. At least that what it sounds like from her letter.

A picture of the Betsy bookmark in Publishers Weekly resulted in a flood of requests, too. Our poor mailroom boy is ready to give up, but so far it's been only a mild threat not a statement of fact. He is really devoted to children's books and loves us all, bless him.

That's about it for today. It's snowing like mad in New York and the weather looks more like December than March. Be glad you are in California. Greetings from all the girls and best wishes from me.

Sincerely,

Esther

Esther Hautzig
Children's Books

eh:s

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

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

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

March 23, 1956

Mrs. Delos Lovelace
774 West 8 Street
Claremont, California

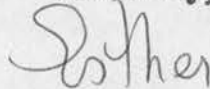
Dear Mrs. Lovelace:

Thanks for your letter of March 19. We'll see what we can do about removing the spot from BETSY'S veil and about ironing out the wrinkled spot. We shall probably write to one of the librarians and ask her very nicely and politely to fix it up.

Betsy should definitely not come standing on ~~the~~^{her} head. We shall be sure to notify the other librarians about packing her properly, proper side up.

I've given your message to the girls in the department and they all send you their greetings and best wishes. So do I.

Sincerely,



Esther Hautzig
Children's Books

eh:s

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

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

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

March 26, 1956

Mrs. Maud Hart Lovelace
77½ West 8 Street
Claremont, California

Dear Mrs. Lovelace

We received today a letter from Mrs. Sue Gondek of The Carnegie Free Library in Tucson, Arizona, where Betsy visited last week, in which she said the following:

"We enjoyed Betsy very much. Approximately 1000 teen-agers were brought from schools to visit the library and see her and hear a review of the book. There was no way of keeping count of the daily readers count. I am enclosing the special news clippings, names as signed by some of the classes, and the result of an art project of the art discussion panel who all drew Betsy from the papier mache figure while she was here. This will tell you better than I, that they really appreciated and enjoyed Betsy. One of the interesting questions was, 'What are they going to do with Betsy next?' Thank you for all of them and us."

Enclosed are the clippings and other material she sent us, as well as two fan letters from Betsy-Tacy fans.

All best wishes to you.

Sincerely yours,

Polly Ormsby

Polly Ormsby
Juvenile Department

po:s
enclosures

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

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

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

March 28, 1956

Mrs. Delos Lovelace
774 West 8 Street
Claremont, California

My dear Mrs. Lovelace:

Polly Ormsby sent to you on March 26 clippings from Tucson, Arizona papers, etc. on the visit of Betsy to the Carnegie Free Library. In her note she did not mention that we would like these clippings back for our files. A return reply envelope is enclosed for your convenience in returning the clippings.

Life is pleasant around here, as usual. It is made more pleasant by the nice orders that come in for BETSY'S WEDDING and the other Betsy-Tacy stories. We are working full steam on next fall's list, as well as on this year's books. All the girls send to you greetings and best wishes. Have a wonderful Easter!

Sincerely,

Esther Hautzig

Esther Hautzig
Children's Books

eh:s
enclosure

774 West 8th Street
Claremont, California
March 29, 1956.

Dear Esther,-

My letter about Betsy's grooming crossed your extra-newsy one which it was very pleasant to get. My only reason for this one is that I need more "Betsy's Wedding" bookmarks. Oh, I do want to tell you too that your procedure is quite right in not forwarding letters about these books unless they require an answer from me. Or, of course unless they are extra special like the ones from the little girl in Brooklyn who keeps thinking up titles for new books. Quite a flood of letters are coming to me directly to Claremont....as well as the still steady trickle which comes via Garden City. Many of the former are from California towns.

Yes, we are lucky to be in California...if only it weren't quite so far from our children. This morning, we took our second cups of coffee outdoors, ~~xxxx~~ and strolled (in dressing gowns) a round our small domain. Our flowering peach looks like a mass of pink cotton candy. Rosy finches are nesting in the vines on our garage. ~~xxxx~~ Next month, around the 15th, I think, we are going on ~~xxxxxxxxxxxx~~ another research jaunt down to Baja California, and out to some of the islands. I love doing books that make me travel.

Ever,

first saw it, it was called bust-four-
even tried to get down it in the winter always finished on the
seat of his pants."

Rob said enviously that he could just imagine.

"Even now," Uncle Orlando said, "a fellow can have himself
a real ride if he's got gumption enough to belly-flop on a sled
and let 'er go Gallagher."

It struck Rob that the question of his own gumption was
being turned over in Uncle Orlando's mind. This pleased him. He
wasn't sure how much he had but he liked to think that he had at
least some and he made up his own mind that if he ever got a
chance, with a Swamp bear or anything else, he'd try to prove as much
to Uncle Orlando.

Ever since the lake had appeared on one side of the road,
Uncle Orlando's farm had been spreading away from the other, a long

Mrs

774 West 8th Street
Claremont, California
April 28, 1956.

Dear Esther,-

Delos and I are going to the San Marino California, Public Library on Wednesday morning, May to speak for the combined sixth grades of all the San Marino Public and Parochial schools. They want Delos speak particularly on The Golden Wedge, as the sixth graders are studying South American this year, and I sure he'll find occasion to mention That Dodger Horse I'm talking on the Petsy-Tacy series, as usual.

The librarian, Mrs Beverly Saunders, (ve nice,) made a great point of the fact that most visit authors find San Marino a rewarding place to speak.. matter of sales, I mean. It's rich. However, I dont we could have been tempted to give a morning to it e for the fact that that week wouldn't, in any case, h amounted to much for either of us as regards work. W just be getting back from the San Francisco region (a Bancroft Library at Berkeley,) the last part of the a we need to explore for Cabrillo. We will have tracked the way ~~xxxxxx~~ up the coast from Ena Mexico.

I have an idea that Mrs Saunders would any publicity material you care to send, bookmarks o lets and pictures. Do you have glossies of the pictu Orange, California newspaper took of Delos and me to of 1953? We're standing in front of a fireplace. The good of both of us, I think, and if they wak for pic us, I'd suggest that one. Mrs Saunders didn't mentio bookstores participating, but she say most emphatica the children bought books, and San Marino is so nea dena that I imagine ~~xxxxxx~~ Vromans might the effects of the visit...as well as the San Marino store. It seems like a good chance to push The Gold

etc

and sputtering like anything.

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

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

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

May 2, 1956

Mrs. Maud Hart Lovelace
774 West 8 Street
Claremont, California

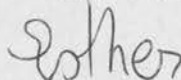
Dear Mrs. Lovelace:

Thank you for your letter of April 28. We have written to Mrs. Beverly Saunders, as well as to the San Marino bookstore, about your forthcoming speech. We hope you will enjoy giving the talk and that it will result in sales for all your and your husband's books.

Betsy is visiting now in New Hartford, New York, and we had a card from the librarian saying that she was creating a sensation in the library. After her appearance in New Hartford Betsy is coming home for a beauty treatment. After that she goes out on tour again. I am afraid Mr. Lovelace's library won't be graced by Betsy for some time to come, as I believe she will be traveling all through the coming year.

All the girls send to you greetings and best wishes, and so do I.

Sincerely,



Esther Hautzig
Promotion Director
Children's Books

eh:po

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

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

May 25, 1956

Mrs. Delos Lovelace
774 West 8 Street
Claremont, California

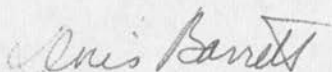
Dear Mrs. Lovelace:

Our proof files are bulging, and
once again we must clean house.

Would you like to have us send
you the manuscript and proofs
for BETSY'S WEDDING or shall we
destroy them?

Greetings from all of us.

Sincerely yours,



Doris Barrett
Juvenile Department

db:s

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

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

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

June 7, 1956

Mrs. Delos W. Lovelace
774 West Eighth Street
Claremont, California

My dear Maud:

Your letter about Cabrillo came just at the time we were getting ready for Sales Conference. We were happy to present Delos's book but we were sorry that there was no book written by Maud Lovelace to present. Your letter gave us the feeling that before many seasons roll by, we'll present your much needed biography.

We are simply delighted that you are going to tell your story as a biography. There is no doubt but that the young are interested in life stories these days and you will rest much easier with all your facts if you give children the story of Cabrillo's life in its true form.

Please, however, don't ever consider telling the story in the form of letters. Children stay away from letters in droves. We simply cannot make them read books of letters. They even skip over letters in the center of a story despite the fact that the letter may have a great deal to do with the plot.

We would urge you, too, to keep the book to 30,000 words and no more. After all, we want to print the book in large type. We have had enough experience with the biographies of Enid Meadowcroft and the historical material of Clyde Bulla to know that what is needed is short books with a very simple vocabulary, plenty of pictures, and large type. When you talk about keeping the book to the length of 30,000 to 35,000 words, we urge you strongly to keep it to the shorter figure.

It is, of course, very difficult to write history and biography for the fourth-grader, but you will be doing the children, not only of California, but of the whole United States, a great favor by keeping your book to the Fourth grade level.

Mrs. Lovelace

2.

June 7, 1956

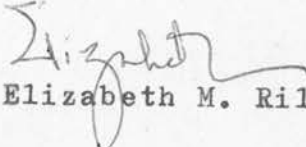
We are really very much excited about the whole matter, and I know that you will carry off the biography with literary style and enthusiasm.

We are going to publish a book for older boys and girls centered around Anza and his trek to San Francisco. After we publish your biography of Cabrillo, we'll feel that the government of California owes a large vote of thanks to Crowell's children's department.

Your letter shows that you have thought through the problems with your usual clearness. The chapter headings would indicate this. Of course, I can't tell too much about the book until I see a chapter or so. So get going and burn up the typewriter. You have months of hard work ahead of you, but you also have months of happiness, too.

Love from all of us here.

Sincerely,


Elizabeth M. Riley

emr:mo

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

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

TELEPHONE: OREGON 9-0630

June 13, 1956

Mrs. Delos W. Lovelace
774 West Eighth Street
Claremont, California

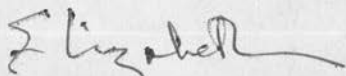
My dear Maud:

Carolyn Field at the Free Public
Library in Philadelphia thought you
might like to have one of these
lists for yourself.

You are in very good company, but
some of the other books on the list
gain glory from you!

Love from all of us here.

Sincerely,



Elizabeth M. Riley

emr:mo
enclosure (booklet)

Mrs.

Claremont,
June 16, 1956.

Dear Elizabeth,-

I'm more pleased than I can say with the listing of "Betsy-Tacy" in the Philadelphia Free Public Library booklet. I am going to write Miss Field...if she's the one to address...and say so.

This sort of thing offsets the often heard remark...I heard it just last week from a gracious lady who sat across the table from me at a dinner party. "How interesting that you write a series! I well remember how I used to love Elsie Dinsmore!"

I was particularly pleased that they, Philadelphia chose the first Betsy-Tacy book. I've had several illustrations within the last two or three weeks of the impact of that book. One little girl here, 5 years old, received a copy which her mother was reading to her. She adored it. They came to the chapter where Betsy and Tacy get up early (after Bea dies) and put on all their warmest clothes. This little girl immediately insisted upon digging out and putting on all her warmest clothes. It was only 97 in Claremont that day. She went out to play wearing two sweaters, a heavy knitted cap, and everything else warm she could lay her hands on. The other children were all in the scantiest play suits but little Susan was happily perspiring playing she was Betsy. Her mother called me to look. Another little five year old, named who has been having the first B-T reading party just named

a new doll Betsy-Tacy. Not ~~Betsy~~ but Betsy-Tacy.

And then a day or so ago two strange little girls came to call. ^{on me.} This happened not infrequently. But what made this visit especially interesting that these children were 9 or 10 years old and in the fifth grade; ~~they~~ they were all steamed up about meeting me and they had read only the first book, "Betsy-Tacy." They bombarded me with questions ^{about the milkman's wagon etc.} and I showed them the little glass pitcher from the first birthday party, and all the early photographs. One of them said, "When I got to that part where Baby ~~Bea~~ died. I just got prickles down the my legs!"

I was very much interested, ~~xxxxxxx~~ as I've said, in the impact of the book, and also in the age range of the children, from 5 to 10. I remarked to Delossy that I thought I'd write you and Miss Hautzig about it, because ~~xxxxx~~ there might be some promotional idea hidden in it. Promoting that single book gets away from the series boogie, (and of course we know that it ^{usually} leads into all the others.) At any rate, I was delighted that the Philadelphia library picked that particular title, and seeing it listed among so many other books I like and admire, gave me a very good warm glow. Delossy too was delighted.

Cabrillo sails on. Your letter about the biography was helpful and inspiring. Yes, I can easily keep it to 30,000 words. It's a hard assignment but challenging and I'm enjoying it. One nice thing, this book should appeal to boys as well as girls. Even more so. That will be a new experience for me. Love from us both, as always.

774 West 8th Street
Claremont, California
June 18, 1956.

Dear Miss Field,-

Thank you so much for sending me, via Elizabeth Riley, a copy of Modern Classics. I really can't tell you how much it pleases me to have my Betsy and Tacy included in this list. Like my heroines I'm riding on a feather.

Sincerely,

774 West Eighth Street
Claremont

The doorbell rang again and this time Tacy and Carney both pulled off their aprons, and Tacy joined Harry at the door.

Mr. Bagshaw was tallish, thin, with a small dark moustache and dark hair carefully arranged to hide a bald spot! He wore convex eye-glasses which gave him an inscrutable look. He seemed able to see them better than they saw each other. And he was, Betsy admitted with a shock, definitely older even than Harry who topped the rest by a few years.

"He must be nearly forty!"

But he had the fascination of this great maturity. Suave, leisurely, he passed a leather cigarette case, selected a cigarette and poised it in long, slender fingers, inquiring about Sam's father.

Betsy followed Tacy to the kitchen. *Kitchen.*
"Isn't he perfect?" she whispered.

Tacy's eyes sparkled. "Speaking of English novels!

He'll expect the men to stay behind after dinner with port and cigars."

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

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

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

June 19, 1956

Mrs. Delos W. Lovelace
774 West Eighth Street
Claremont, California

My dear Maud:

Esther Hautzig is down in Miami at the Library meetings, and I'll tell her about your letter just as soon as she returns. I think she will probably be able to make a little news story of some of your incidents. She has lots of plans for the Betsy books this fall despite the fact that there is not a new one coming.

We are looking forward to the Cabrillo story. We don't mean to rush you, but can you tell us when you think you will finish it? We are needing longer and longer to publish. I thought you'd like to know that the Library meetings next June will be held in Kansas City and in June of 1958 they will be held in San Francisco. It would be wonderful if Cabrillo was all established by then, wouldn't it? If you finish the book some time this year, we'll certainly be able to publish it in the fall of 1957. The nice part about this business is how we continue to look forward!

I went up to see Nannine today, and I'll write you about our business matters in another letter. You will be happy to know that she seems very bright and cheerful despite the terrible suffering she has gone through. I'll be visiting with her in another week or so, and I'll let you know how she is.

Meanwhile, love from all of us here, and love to Delossy, too.

Yours always,



Elizabeth M. Riley

emr:mo

Mrs.

Claremont,
Glorious Fourth, '56.

Dearest Elizabeth,-

Before I explode a single firecracker (joke), I'm going to answer ~~my~~ two letters from you. ~~My~~ My answers have been delayed, as I'm sure you've guessed, because I was pushing through a chapter of Cabrillo.

First, about "Carney's Houseparty". I know it was a sad duty for you to write and tell me that it must go out of print. And it's sad for me to hear it. But we have to be philosophical about what can't be helped. I'm particularly sorry, because "Carney's Houseparty" and "Emily" tell the story of Betsy in her college years and seem to be a consolation to the little girls who hated to have me skip those years. But I do compress Betsy's experiences in college into the background material of "Betsy and the Great World." (Glad I did.)

I feel sure that you have explored every possibility about keeping "Carney" in print/^{but} I'll put in the two ideas Delos and I have come up with. First Delos, who says that.....If you were able to go to the expense of making new plates, he thinks that by trimming those chapters which have short last pages (as pages 133, 195 and 239), and by running together some of the very short paragraphs, and by a very little cutting, Carney's Houseparty could be reduced to 224 pages. *He'd be willing to try.*

Second me....Would it be worth while to print *as it is* ~~as it is~~ ^{as 3.25} one more edition at \$3.50[^] to see what happens? The ~~xxxxxxxx~~

Cortés swept his plumed cap almost to the ground.

"Oh, yes, my brave captain!" he replied. "Leave everything to me!"

But the fat Governor grew more and more worried. He decided to have someone else lead the expedition. Just as the fleet was ready to sail, he sent orders to arrest Cortés.

That, however, was more easily ordered than done. The men loved their bold cheerful leader. Cortés, they felt, and no one else would lead them to fame and fortune. They hurried on board and Cortés sailed away with his eleven ships.

(It was lucky that the wind was right. In those days before there were engines to pull ships, everything depended on the wind which must fill the great white sails and drive the vessels forward.)

Besides the sailors who numbered just over a hundred, there were five hundred and fifty-three soldiers, and some Indians to do the hard work, and the horses, of course! Mangers had been built on the ships and stocked with hay and maize, which is Indian corn. They took good care of their sixteen horses and vessels before the vessels landed. There were seventeen, for a colt was born during the voyage. Nothing could have been luckier!

Across the Gulf Cortés and his men coasted along a strange new shore. They landed here and there, and in some places the natives who were called Aztecs, welcomed them with gifts of fowls and fish and maize cakes and plums. In others the Spaniards had to fight. There were hordes of the fierce Aztec warriors wearing feathered head dresses and cotton padded armor, and they fought bravely with bows and arrows and spears (two-handed swords?) Yet the Spaniards

*Cortés
by hand*

Cortés soon saw that Mexico was very different from anything the Spaniards had yet discovered. And the natives were decidedly different from the naked red-skinned savages of the islands.

The Aztecs were the most powerful tribe.

Their faces were brown and their hair shining black.

They wore cotton clothes, sometimes colored, ~~xxxx~~ for they knew how to spin and weave and dye. ~~xxxx~~ They had fields of cotton, and of corn, and a strange useful plant named maguey, and ~~xxxx~~ which made Their towns were clean and well swept/~~xxxx~~ houses of stone or white plastered lime. The poorer kind were made of clay and earth but all had gardens.

They had ^{well tended fields} ~~xxxx~~ plantations of corn, and a strange useful plants named maguey, and cocoa which made a most delicious drink. They did not have ships

the historically important. And for all these reasons put together together, along with the fact that our children are coming out in August for a visit I want to enjoy every moment of, I've rather abandoned the idea of spring. I hope to get ^{that} ~~it~~ off my desk well before Christmas, and hope/that will suit you to a T. Will it?

"What a lovely friend"

I plan to read it to several children already picked out among my little Claremont friends...or rather, to have them read it to me. I thought too that I might let our librarian, or Miss Webber of Pomona, look it over. I'll have an amusingly distinguished list of people checking my nautical and historical background. Rear Admiral Bruce Mc Candless, Congressional Medal of Honor winner, for one, and probably Dr John Kemble of Pomona College Faculty who teaches history and specializes in ~~California history~~ maritime aspects of California history. Perhaps your delightful Mr Parr ^{be kind enough to} will read it, too.

I hope you are having a good patriotic Fourth. In lieu of firecrackers, we are planning strawberry shortcake ^{with} whipped cream as our fling. Strawberries yesterday were 5 boxes for \$1.00, and divine.

You put so little personal news in your letters that I think you should write from home sometime and tell us that you are well and happy.

Love from us both.

Perhaps

P.S. I meant to say this regarding the publication date. ~~I think~~ it should be in August, rather than September or October. Cabrillo landed at San Diego on September 28, and that day is observed with appropriate ceremonies in ~~the~~ ^{all the} California schools. I should think that it would help if the book were well distributed by then. Right?

Cortes soon saw that Mexico was very different from anything the Spaniards had yet discovered in the New World. And the natives, who were called Aztecs, were ^{decidedly} very different from the naked, red-skinned savages of the islands. ^{The Aztecs were the most}

^{principal tribe, and ruled over a vast territory}
Their faces were brown and their hair shining black.

They were ^{both sometimes colored} clothed of fine cotton, for they knew how to spin and weave ^{and}

~~xxxxxxx~~ The nobles whom Cortes met ^{and the} wore ^{the} mantles ^{of} the feathers of tropical birds ^{and} jewels and precious stones ^{as} well as ornaments of gold.

^{These} people had towns that were clean and well swept.

There were ^{with} ~~xxxxxxx~~ houses of masonry and gardens full of flowers. ^{streets with planted in corn}

They cultivated a strange useful plant named maguey, and cocoa which made a most delicious drink, ~~xxxxxx~~ They did not have shops but they had

markets every fifth day where beautiful objects were sold... ^{Embroidered cottons, and many} ~~xxxx~~ ^{best seats, sofas,} ~~xxxx~~ ^{household} ~~xxxx~~ ^{ware} ~~xxxx~~ ^{ware} were cooking utensils and cups and vases of ^{solid} lacquered wood.

They had large plantations of corn and a strange useful plant named maguey and cocoa which made a most delicious drink.

~~Some of these things Cortes xxx now saw and others he heard of.~~

The Aztecs knew how to write in a curious and interesting way. They painted ~~xxxx~~ long strings of pictures on cloth and the pictures told the story of whatever they wished to say. While picture writers copied down the stories of their landing, and Cortes was still camping near the coast, ^{swift} runners took these picture books up the mountain trails to where the great ^{Aztec} emperor

Montezuma lived in a wonderful palace on his lofty mountain plateau.

^{being} ~~on~~ a mountain lake.

The Spaniards

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

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

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

July 10, 1956

Mrs. Delos W. Lovelace
774 West Eighth Street
Claremont, California

My dear Maud:

Your good letter made this sticky, foggy morning a happy one. We are delighted no end that you are so far along with the Cabrillo story. If we receive the manuscript by Christmas, we will be able to publish it in the fall of 1957 in good time. We can't have it much later than that, however, because the illustrations will have to be checked historically, and that will take time. I don't have to tell you how Californians lie in wait to find an error in any material to do with their fair state!

I know that Mr. Parr will be delighted to read your manuscript, but I am not sure how helpful he will be. His field is the Iberian Peninsula and the explorations that started from it.

The paragraph about the strawberry shortcake makes me very homesick for that pleasant back yard in Garden City. I have tried to make strawberry shortcake following Delos's recipe, but it just isn't as good as his. I guess I have to have the Lovelaces to go with it.

Now about CARNEY: We could not possibly make new plates. They would cost so much that we would long since have gone to our rewards before they could possibly be paid for. The problem of reprinting in quantities of 1500 or 2000 copies has become almost insurmountable. As I probably told you, the printers and binders are not interested in doing runs as small as this. They jack up the price, therefore, to an impossible figure. CARNEY sold 1500 copies in the last two years, so we couldn't do a printing of any more than 2000. Before printing up any at a retail price of \$3.25 or \$3.50, I would have to have some pretty serious talks with the salesmen. They are not only my guides and friends, but yours too. There is no need for me to tell you how they feel about the name of Maud Hart Lovelace.

Mrs. Lovelace

2.

July 10, 1956

You will hear from me again about this. Meanwhile, CARNEY is still in the catalog.

More later, and more from home.

Love as always,



Elizabeth M. Riley

emr:mo

P.S. Did I tell you that Esther Hautzig is going to have a baby? We have all decided that even if it is a boy, he is going to read the Betsy-Tacy books. We are all very happy for her.

774 West 8th Street
Claremont, California
July 20, 1956.

Dearest E,-

I mustn't take time to answer your letter although I did enjoy it, but I do want to know WHEN Betsy is having a baby and if you meant right away, Has it come? Is it a boy or a girl? (Betsy would be excited about this!)

Also must tell you that Mr Parr's interest in the Iberian Peninsula is just what attracts me. You see, our hero comes from Portugal, and so I've been trying to familiarize myself with that little country. I'm glad I at least saw the Azores and Madia for they are part of Portugal, after all. I'm going to be writing Mr Parr, for as I remember how kind he was, with some questions.

The enclosed letter shows you what I mean about Carney, and is so nice in other respects I thought you'd like to see it.

Love in haste,

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

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

TELEPHONE: OREGON 9-0630

July 24, 1956

Mrs. Delos W. Lovelace
774 West Eighth Street
Claremont, California

My dear Maud:

I am returning the letter from Agnes Rose about Carney. I know what you mean, but the price problem is still a difficult one. We are still working on it, and I'll keep you posted.

I would suggest that you write to Mr. Parr at the Essex Club, 52 Park Place, Newark, New Jersey. He will be glad to be of help, I know.

I am writing you about the other matter in a personal letter.

Meanwhile, my love.

Sincerely,

Elizabeth M. Riley
m.o.

Elizabeth M. Riley

emr:mo
enclosure (letter)
dictated by Miss Riley
transcribed and signed in her absence

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, 1956

Mrs. Maud Hart Lovelace
774 West 8th Street
Claremont, California

My dear Mrs. Lovelace:

We are sending to you a copy of Edward Eager's book, KNIGHT'S CASTLE, where on page 4 you will find a reference to the Betsy-Tacy stories. It was nice to find your books mentioned in KNIGHT'S CASTLE, and I am only sorry that Tacy was misspelled. We shall write a note to our friends at Harcourt, Brace and ask them to correct the spelling in the next edition.

Betsy is still traveling. As of today she is booked until the end of January, and I am sure that she will be booked before too long until the end of this school year.

All the girls send you their best wishes, in which I join.

Sincerely yours,



Esther Hautzig
Promotion Director
Children's Books

eh;m

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

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

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

October 2, 1956

44-154
Mrs. Delos W. Lovelace
774 West Eighth Street
Claremont, California

My dear Maud:

I am enclosing the sweet picture of the translator of your books into Japanese. How nice to have this international friend! We were delighted, too, with Miss Amori's letter. I am sending it along to Esther so that she can be delighted with it too.

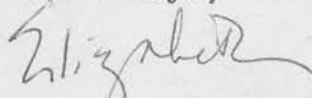
Esther had a little baby girl yesterday morning at 5 o'clock. She is at the New York Hospital and doing very well. This morning she walked to the phone booth and called me so that she could keep track of everything that has been going on at the office.

We are delighted that you are so far along with the Cabrillo book, and we'll look forward to seeing it just before Christmas. The only thing that worries me now is the length. 100 manuscript pages is pretty long for a very simple third and fourth grade reader. But we are looking forward to seeing the book itself. Then we can tell what is what. Next year is going to be an exciting publication year!

I called Merian yesterday and asked her to come to dinner this week but she, as you know, is deep in the Stevenson campaign. I'll see her for dinner directly after I get back from Oklahoma.

All of us here send you greetings, and I send my love.

As always,



Elizabeth M. Riley

emr:mo
enclosure (snapshot)

October 12, 1956.

Dearest Elizabeth,-

We're so pleased about Father's baby girl! I recommended girls when I wrote Max a while ago. And speaking of daughters, we're so glad you are seeing ours. She is, too.

Don't worry about the length of the Cabrillo book. It was stupid of me to mention 100 pages. 100 is just such a nice round number! I ~~xxx~~ don't anticipate any difficulty in keeping it to 30,000 words. I worry only about getting it finished on time, but shall do my best.

You refer to it as "a very simple third and fourth grade reader". It's in fourth grade that they study California history out here...and I think they do ~~also~~ study America in the sixth grade. (The Golden Wedge is supplementary reading for the sixth grade in San Marinon I know.) I think the Cabrillo book will be good supplementary reading for the fourth, fifth and sixth grades, but ~~xxxxxxx~~ ~~xxxxxxx~~ ~~xxx~~ not for the third grade.

Your worded 'reader' puzzled me a little, because it sounds so like a text book. I wondered whether I had given somehow a wrong impression of "What Cabrillo Found." It isn't a bit like a textbook. You might describe it as a fictionalized biography. That is, the facts of his life are correct in my book, (so far as they are known) ~~xxxxxxx~~ but they are definitely ~~xxxxxxx~~ dramatized. I feel sure you will think it tells an interesting and almost exciting story.

I may have thrown you off a bit by talking so much about the California schools. I was delighted to find, after I had thought of a book about Cabrillo, that it was so much needed here. I'm very glad to think of it being useful (I love this state, so) and am aware too, of course, that that feature may help it financially. Very much aware of it, and pleased by it.

However, I think children everywhere will find it lively and entertaining reading. Just as ~~xxx~~ California children read about the Pilgrims and Captain John Smith, children of the east coast and the middle west ought to like to read about Cabrillo. I hope they will.

And we both hope you are having a good time in Oklahoma. Our October here isn't golden in leaves, but it is in weather. Our concert season begins next Wednesday night. And it opens our social season (like the opera and the horse show in New York.) Belossy and I decided that the long dress

I had brought from New York had seen all the days it
should, and yesterday bought me a RED VELVET semi-formal.
He egged me on...he egged me on!

Love from us both,

at
Date of the Dodger Horse Party ~~and~~ the Claremont Book and
Art shop has been changed to October 27th.

Did I thank you for sending us Clementine Paddelford's piece
on Pegasus Hill? I'm not sure. But we were interested in it.
I sent it on to Merian but asked her to return it as I'll
put it in my Claremont-Mexican American file! We took
Merian and Bert up there, too.

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

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

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

October 15, 1956

Mrs. Delos W. Lovelace
774 West Eighth Street
Claremont, California

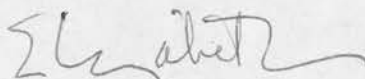
My dear Maud:

I guess I don't express myself very well. We know that you are going to write a book that is not a textbook and we know that it will have a sale and interest far beyond California. When I used the word "reader," I referred to the child who uses the book; I didn't mean to use the word "reader" in the sense that your book will be a textbook. Heaven forbid!

Oklahoma was dusty, dry and interesting. Many librarians asked about you and were delighted to hear about the Cabrillo book that is coming.

Love to you and Delossy.

Sincerely,



Elizabeth M. Riley

emr:mo

more after Thursday!



THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

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

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

October 19, 1956

Mr. Delos W. Lovelace
774 West Eighth Street
Claremont, California

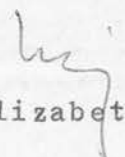
My dear Delos:

Sales are running along nicely on the Eisenhower book, and we will just about run out of stock in December. Will you, therefore, have the new material ready to send to us practically the day after the election? Doris is writing to tell you just how many words to use.

I had a delightful time with the children last evening. I must say that Merian was a good picker when she spotted Bert. He is a nice, bright, quiet boy. I have to go off to New England for a few days on Sunday, and as soon as I get back, I will be lunching with Merian to talk about her plans.

Greetings from all of us here.

Sincerely,


Elizabeth M. Riley

emr:mo

October 29, 1956.

Dearest Elizabeth,-

About an artist for "Cabrillo"...it's certainly an important question. I don't know the artists you mention although Don Freeman's name is familiar to me. I'll ask our librarians here to show me some of their work and something from other California artists. Our artist should, indeed, know California, and he should have also, it seems to me, a special feeling for history.

Some small maps could be used to advantage in the decorative scheme, but they would not, of course, take the place of the pictures.

I too have something important to take up... at delossy's urging. It seems ridiculous...with only 15,000 words to go....but he doesn't believe and I can't promise that the book will be done by the first of the year. Some of the reasons it goes so slowly I've mentioned in other letters....the enormous number of books I'm reading, and the amount of actual historical material I am working into the story. It's woven in like embroidery.

The day delossy asked me to write this to you, I had worked a concentrated five hours...seven to noon...and come out for lunch just a few paragraphs ahead. Some days, of course, it goes much better.

^{has gone out}
The tape recorder/~~waxxwax~~ of ~~waxx~~ twice. When that happened, I compose on the typewriter, always a slow job ~~farxxx~~ with me. My passion for perfection and accuracy keeps stopping the creative flow. Now I am dictating again, and if the tape recorder fails another time, I am resolved to call in a secretary.

The hopeful part is that I really think the little book is good, and delossy said the other day that what made the whole thing so puzzling to him, was that it ~~xxxxxxx~~ sounds as effortless as the first four "Betsey" books.

Anyhow. I don't want this book to cause you

a lot of problems as "Betsy's Wedding" did. So if you
could refer problems to Betsy into the spirit. So if you would
refer to that area, I don't know where to place it. Or
xxxxxxx. ONLY until the time when it becomes awkward for you
not to have the manuscript.

I don't suggest, with this book, sending it
piecemeal either to the artist or to the publisher, because it is so
short...it is something to be treated as just one unit.

My darling thinks I will do better if the strain
of meeting a deadline is taken out of the picture. Certain
things are probably right at heart, but the back of the
neck is working. I don't know what I can do, but I
will suppose I should just keep ploughing ahead until
the day comes when it takes wings.

Oh, these authors! I'm so sorry to be a problem.
Dorothy's words are, "But how lucky you are to have a
certain blonde publisher!" Lots of love from us both, and
I'll write again about the artist as soon I see either
Mrs Faul or Miss Webber.

THOMAS Y. GROWELL COMPANY

PUBLISHERS OF BOOKS

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

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

November 21, 1956

Mrs. Delos Lovelace
778 West 8th Street
Claremont, California

My dear Mrs. Lovelace:

We are enclosing newspaper clippings of the little girl who wrote the best letter about your books for the Beloit Public Library contest.* A copy of the librarian's letter is also enclosed. It all makes us very happy and we hope that you will be pleased also. Please return to us the clippings in the enclosed envelope. They will be added to the already bulging BETSY'S WEDDING file.

Everything seems to be going well around here. Reviews on your husband's fine story are coming in nicely. By the end of the year we should have a collection of them for you to enjoy.

Best wishes to you and to Mr. Lovelace from all of us here. A happy Thanksgiving Day!

Sincerely,

Esther

Esther Hautzig
Promotion Director
Children's Books

eh:s
enclosures

* I'm enclosing the original letter.

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

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

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

November 23, 1956

Mrs. Maud Hart Lovelace
778 West 8th Street
Claremont, California

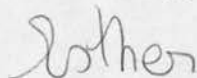
Dear Mrs. Lovelace:

We are enclosing two letters from your fans. The letter from Linda Saven is quite pathetic, don't you think? It seems almost incredible that a sixteen year old girl should write like that. The child is obviously all confused about who wrote, illustrated and published the Betsy-Tacy stories. We set her straight in our letter.

Rhoda Gordon's letter addresses you, but the envelope was addressed to the Company, and was opened therefore in our office.

Best to you, as always.

Sincerely,



Esther Hautzig
Promotion Director
Children's Books

eh:s

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

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

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

December 4, 1956

Mrs. Delos W. Lovelace
774 West 8th Street
Claremont, California

Dear Mrs. Lovelace:

It's nice to know that you enjoyed attending the book fair and that you autographed lots and lots of books.

Since you asked me to tell you about the baby, here I go. She is like the little girl with the curl - when she is good she is very, very good and smiles and makes cute noises and is very much interested in the world around here. But when she is bad, she is really...not quite horrid. When she cries her chin shakes awfully and huge tears roll down her cheeks and her hands become tight little fists. She has dark blue eyes and what little hair she has is reddish blond. She is a very good baby. I hope you'll see her some day soon.

Best wishes to you from all of us here.

Sincerely,

Esther

Esther Hautzig
Promotion Director
Children's Books

eh:s

P.S. Would you, when you have a chance, send back to me the clippings from Beloit, Wisconsin and the librarian's letter? Thanks ever so much.

I am
not here!

THOMAS Y. CROWELL COMPANY

PUBLISHERS OF BOOKS

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

December 7, 1956

Mrs. Maud Hart Lovelace
774 West Eighth Street
Claremont, California

Dear Mrs. Lovelace:


Thank you for your note. It is always nice to hear from you.

I have taken care of your order, and you should be receiving your books shortly.

Enclosed is a fan letter which came to my desk this morning. We always enjoy sending them on to you. Esther Hautzig has a young secretary who takes these letters very seriously indeed. I believe she has written to you sometimes when she has forwarded to you letters that were addressed to the company. Barbara Erlichman is her name.

Best wishes to you and Mr. Lovelace from all of here.

Yours sincerely,



May H. Oren
Secretary to
Miss Riley

mho:s
enclosure (letter)