



WESLEYAN THEOLOGICAL SOCIETY

A FELLOWSHIP OF WESLEYAN ARMINIAN SCHOLARS

UNIVERSITY PARK, IOWA

Marion, Indiana 46952
4308 S. Wigger Street
Feb. 10, 1968

Dear Dr. Dayton:

I called at your house yesterday I believe and Carol informed me that you were not at home, but that you had received the WTJ from Donald Washburn of Pilgrim Press and had been sending them out. Washburn sent me a duplicate of the bill for the job, which actually varies slightly from his original figure. This usually happens for obvious reasons. The change of copy runs higher than last year, though I am very sure that there was less change than last year. Anyway, the total bill comes out to little difference.

The total cost from or for last years Journal for 1,000 came to \$659.89, and the total this year for 1,050 copies came to \$727.60, or a difference of \$67.71. Of course cost continue to climb everywhere and we have to face it. I still think they are doing a good job and by far the best price we have been able to get anywhere.

As you know, Washburn sent directly to me 26 copies. I promised to pay you for the twenty-five and let the extra one be my membership copy. However, upon reflection I am wondering whether, in the light of my desire and effort, and success last year in moving by far the largest number of the 1967 Journals, apart from membership copies, the executive committee would be willing to allow me these twenty-five copies for complimentary promotion copies? I expect to sell a good many of the 1968 WBC WTJ this year, but usually require to have some complimentary copies in order to promote them. If this is not allowable by the Executive Committee then I shall be more than willing to send you a check for these twenty-five copies, which as I understand would cost me 75 cts per copy in lots. Am I correct in this? Please let me know at once. Of course I am not trying to make any money on the WTJ. I am only trying to help promote the Journal, as I have in previous years.

I am asking Eerdmans to send you a check in the amount of \$55.00 to cover the ~~WT~~ WBC ad, as they did last year. You should be getting this soon directly from them. This will cover the cost of the cut and the WBC ad. Only the cut (\$10.00) is listed on the bill, but they will pay \$55.00 for the ad, including the cut. I hope this is clear and satisfactory.

I hope you found the WTJ satisfactory and you received 1024 copies. Please let me know that all is satisfactory, or otherwise. How are things working out with Climenhaga as Promotional Secretary-what is he doing. Say, did you see that in the Feb. issue of United Evangelical Action the WBC, Vol. 1, Pts. 1 and 2 made the list of the sixteen best books published in 1967, as judged by a distinguished panel of nineteen scholars? This is the third time WBC has made the "best book list" of its year. I like this, naturally. In Him
Chas. W. Carter

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P.S. I still have some pre-publication price Vol. II (Job-s. of Sol.) I could furnish you at \$5.00 postpaid if ordered within the month of August - as one of the contributors. ~~XXXXXX~~ They should make excellent Christmas presents. ~~XXXXXX~~ Why does not the ATS bookstore catalogue list the WBC. They got 10 copies of Vol. II from me. Nor have I seen any reviews of Vol. I, Pts. 1 and 2 or Vol. II in the Asbury Seminary. How about proding the ATS men !!!!! We can use all the help possible, and especially from ATS. C.W.C. August 12, 1968

Dear Wilber,

PLAN AND PURPOSE

SIX VOLUMES—SEVEN BOOKS

SCHOLARLY
EVANGELICAL
PRACTICAL
EXPOSITIONAL
HOMILETICAL
DEVOTIONAL
WESLEYAN
RELEVANT

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EVANGELICAL UNITED BRETHREN
FREE METHODIST
FRIENDS
METHODIST
MISSIONARY CHURCH ASSOCIATION
CHURCH OF THE NAZARENE
PILGRIM HOLINESS
WESLEYAN METHODIST

I just returned from Ohio last evening where I attended the funeral of Mrs. Carter's brother's wife at New Philadelphia. She was aged and infirm and has gone to glory. My neighbor who looks after my mail when I am gone told me that there are several boxes in his garage which came in my absence, and that among them was one or some from Wilmore, Kentucky. I have not picked them up yet but suppose the the brochures and the 30 copies of Vol. 1968 WTJ are among them. I am out of both now and can use them.

First, I shall send you a check herewith for the 1968 WTJ at the 40% discount price, or 60 cts per copy-herewith my check in the amount of \$18,00. Thanks for sending them. Approximately how many copies of the 1968 number are left? Is Climenhaga doing anything with promotion and sales yet? I sent 15 Or 18 copies to Western School of Theology bookstore to be used in a meeting he was having with the Quakers nearby recently and wrote him to push them hard.

Second, I shall have to admit that I seem much more successful at selling WBC so far than the WTJ, though I am moving quite a few of them. It seems that I have to use more WTJ sample copies to sell them than I do the WBC, but of course Eerdmans furnish most of the complimentary copies of the WBC whereas I furnish the WTJ, and they cost much less also.

Now I think I have not as yet paid you for the portion of the WTJ that I took from the 1966 and 1967 reprints, have I? I could of course check this in my files and check stubs, but as memory serves me at 4:00 a.m. this morning I have not done so. Nor have I sold all of those I got as yet by considerable. I believe I took $\frac{1}{4}$ of the lot of 2,000 copies did I not? If this is correct then I would owe you for 500 copies out of the total of 2,000.

At the 40% of retail price this would be \$300.00. I do not wish to appear to be a skinflint, but two things have occurred to me. In the first place, as Chairman of the Editorial Committee I have quite naturally stood considerable expense in handling the WTJ in preparation for the press, postage, secretarial help which I have had to hire during the past year as Mrs. Carter and I are not longer able to keep abreast of all the business, complimentary copies in the effort to sell them, ect. Second, as you know that while it is not my responsibility to sell the WTJ, but just to see it through the press, I have consistently worked at this job of helping to move it as I realize that there is little value in producing it unless it is distributed. Now, in the light of these factors, I have been wondering whether it might not be only fair if I were charged only cost of production on these WTJ, plus postage to me on the lot I took for sale? Is this an unreasonable request, or suggestion? If it is I shall certainly not complain about paying the 60 % of

the retail price of \$1.00. I refer only to the 1966 and 1967 reprints, and not the 1968 original printing. I shall gladly pay the 60% of the 1968 WTJ as it cost us much more to have it done. If this does not seem fair then perhaps you will wish to make another suggestion in the matter as to what you consider a fair price to me- otherwise I shall pay the straight 60% of the retail price without complaint. However, I am now beginning to realize that in order to promote and sell the WTJ and pay the 60% of retail I am losing considerable money. I shall be glad to make this investment in the cause however if such seems necessary to the success of the WTS. I realize that we are in the beginning throes of a project that may require some sacrifice on the part of some of us to make it go, but I have faith in it and am willing to make any reasonable sacrifice necessary to make it succeed. Let me know your opinion.

Third, since you intend a year of sabbatical leave (beginning in September is it, or October?) some of us are somewhat concerned about the future of the secretarial office of the WTJ for the forthcoming year. Will you be here until the November meeting at Olivet College? If not, do you have any suggestions to offer?

Fourth, Vol. II of the WBC is selling the best ever of the printed volumes. Since its issuance about two months ago I have personally sold about 1,500 copies of the WBC. Several new markets have opened. The Evangelical Friends had their national meeting here at Marion a week ago at which I sold over \$500.00 worth of WBC, and already some of the former Pilgrim camps have come in for some rather substantial orders. This has been the best summer for sales of the WBC so far by far. It seems that quite a few who are buying the O.T. volumes for the first time are now ordering the N. T. volumes also to complete their sets. This is of course good. Over 100 copies have gone to Japan alone recently, and they are now considering translating the whole WB into Japanese- time will tell. But best of all advanced sales for Vol. III are far ahead of schedule, many of them even paying in advance. In fact I received one check from a single source a few days ago for Vol. III of \$850.00. I should be happy for some more like that. It certainly indicates full confidence in the completion of the WBC set.

I believe I wrote you, among others, recently suggesting that you write Wm. Eerdmans your personal appreciation for their excellent cooperation and fine work on the WBC so far, and that you strongly urge that they get Vol. III out on schedule in November of this year. Already he has written me that it may be February or March of 1969 before they can complete it. I am not ready to accept this delay, and will not do so unless I am forced to it. There are several reasons I shall continue to insist that it be out no later than November. First, this is their announced and promised date, as per the brochures, etc. Second, I have already sold (pre-sold) about 700 copies of Vol. III, and probably will go to at least 1,000 copies, on the promise that it will be available in November according to the announcements. Third, I am now seriously considering and actually planning (the Lord willing) to take my sabbatical leave during the second semester of this year and the summer of 1969. Our first semester concludes before Christmas and this will give me about eight months, that is of leave time before the fall semester of 1969. Taylor administration is planning with me for this provision now. I shall probably be in the Orient much of this time- Japan, Korea, Taiwan, Philippines, India, Africa, and possibly part of the time in Latin America- if all goes well, plus Australia and even possibly Palestine and parts of Europe. No definite itinerary has yet been worked out, but I am strongly urged to go to Japan and have several other invitations. Thus I wish to clear the slate with WBC (Vol. III) sales, as well as the printing of the 1969 WTJ if at all possible. I believe I have another year on the editorial committee by election. Have you written Earl about his WTS membership? He thinks he is a member.

Cordially
W. Carter

THE WESLEYAN BIBLE COMMENTARY

Aug. 22, 1968

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Dear Dr. Dayton:

I have been thinking about the Wesleyan Theological Journal and have decided to write you again about this.

I am afraid I was not thinking when I wrote you about letting me have the WTJ, 1966 and 1967 at our cost, on the one hand. On the other hand I find that to pay 60cts. per copy is running me into the red considerably in handling them. For one thing, most that I have sold, or will sell perhaps, are in lots of ten or more for which I get only 60cts. per copy. It now appears that postage and envelopes alone, should I sell all that I have retained, will cost me somewhere between \$30.00 and \$40.00 dollars. For the most part at least I have sent the brochures forth as riders on the postage of my WBC letters. Thus this has not cost me much extra. But the manila envelopes or other packaging and book postage does run into considerable money. I do not mind investing my time in handling the WTJ as an aid to advancing the interests of the WTJ and the WTS. However, there is a limit to the amount of money one can spend and keep going. But still I want the WTS to make something on the Journals and my former asking is not realistic— in fact it was not thought out.

Now, I am going to make the following suggestion.

~~X~~ I kept $\frac{1}{4}$ of the reprints for sale here on consignment— that is of the 1966 and 1967 Journals. Of the total 2,000 copies my share was 500 copies.

250 copies 1966 WTJ cost us \$ 77.75, plus postage
250 copies 1967 WTJ cost us \$121.75, plus postage
Total cost of 500 WTJ \$199.50, plus postage

At wholesale price of 60cts 500 copies = \$300.00; thus the profit would be \$100.50, minus postage, etc.

Now if I were allowed 15% of the \$300.00 wholesale price that would be \$ 45.00. Thus \$45.00 from the ~~XXXX.00~~ \$ 100.50 would leave the society \$55.50 profit on the $\frac{1}{4}$ of the reprint stock of 1966 and 1967 Journals held by me. Or if this seems too much I might be able to make it even, though I am uncertain, on 10% which would be \$30.00, leaving the WTS a profit of \$70.50. If I were able to sell enough of them at the \$1.00 figure I would come out all right, but if most of them go at the wholesale 60 cts. price I might lose somewhat. I wish to be fair and am not interested in making any money on these sales. And of course I realize that you and Climenhaga are in the same boat in handling these Journals. Let me know your reactions to ~~to~~ this suggestion or suggestions.

(over)

Of course another problem that I have faced is the necessity of giving away quite a few of the Journals as examination copies. This is not financially profitable immediately, but in the long run it pays off. Sales have been rather slow with me on the Journals, as compared with sales of the WBC. However, for some reason sales seem now to be picking up just recently. In fact I have been getting quite a few orders from sources totally unknown to me, and with which I have had no contacts. Several of them are Nazarenes- one today from Canada. Dr. Richard Taylor preached at our North Michigan Camp and I asked him to advertise the WTJ in the Preacher's Magazine (now the Nazarene Preacher). He promised to do so and though I have not seen a copy of this magazine recently it is possible that this is becoming a source of sales. Then I have introduced it into the Evangelical Methodist Church and am getting some sale from them. Of the 500 copies which I got of 1966 and 1967 reprints I have left about 230 copies. Thus I have sold a little over half of my stock. Perhaps I shall do better this fall, however, especially after school begins. How are you and Climenhaga doing saleswise? I am finding quite a few people interested in membership in the society and have been directing them to you.

A letter from Merne Harris today informs me that the program committee has completed its program for the fall meeting, but still does not inform me of the general theme of the program. He has urged me several times to do a paper on inerrancy in an attempt to resolve this proble. However, I have not felt that my involvement in the issue is sufficiently strong to undertake it, nor do I feel competent to do it. I have consented to do a paper on "Spiritual Gifts." Marston is to do one on something, but I do not remember his subject- perhaps some phase of sanctification, perhaps from a psychological perspective. Dr. Paine is to delive the keynote address I believe. Perhaps you have this information. Sometimes Harris is not too definitive.

The WBC is selling the best ever this summer. Personally I have sold about 1,500 copies in the past two months since Vol. II appeared. I received one check of \$850.00 advance payment for Vol. III recently.

I believe I wrote you that I am taking my sabbatical leave at the end of the first semester, just before Christmas, until Sept. 1969. I look forward to this now and think I shall enjoy and appreciate it.

I finished my summer exams here at Marion yesterday and am glad. However, the WBC business is so heavy that it keeps Mrs. Carter and me driving hard all the time, plus the help of a hired typist several hours a day. I shall get into the mail another approximate 2,000 letters within the next few days, and then a college and university library mailing sometime in September - nearly 3,000. Those envelopes are all addressed, however. Not all the effort pays off, but a sufficient percentage does to make it well worth while. More and more of the fellows are using the WBC as required textbooks in their college and seminary Bible classes- Taylor, Marion Kufeldt at Anderson Seminary, Earle at Nazarene Seminary, and others. This is of course a great outlet.

I am now getting concerned about the WTJ brochure. I do not have nearly enough to include in all of my planned WBC mailing. Shall we plan to have another run made before the 1969 Journal appears?

Eerdmans inform me today that Warner press has ordered 4,000 copies of the imprinted WBC brochure, Free Methodists 5,000 copies, Pilgrims 5,000, etc. This is great and appears that at last someone else is about to help sell the WBC. Perhaps Halt will do it. Kierstead and Day would not.

Cordially

Chas. W. Carter