

August 28, 1968

Dear Dr. Carter:

I have two letters and a card from you in my stack of mail that awaited me when I returned from some of my travels. I hope the delay has not been serious.

Thanks for the check for the 30 WTJ 1968.

There remain about 200 WTJ 1968 on hand.

Climenhaga replies that his wife's illness has hampered his activity but that he has been plugging for us in Portland, Oregon and has helped WES clean out their stock so that they will reorder. Petticord replies that WES is likewise on the ball now and will order more. Climenhaga says he has now received a listing of all bookstores in the Holiness arena and as soon as he gets back to his office he plans to send out a letter to all of these bookstores with some publicity concerning WTJ. No fruit yet, of course. A trickle of sales come in here. A few times I have been able to take advantage of conventions etc, but still have plenty of stock on hand. You still are our best salesman by far.

Your complaint is certainly just. You must be running in the red on WTJ and you shouldn't. I am all for whatever adjustment is fair and reasonable. I would not object to your proposition of cost plus postage on the reprints for you for the sake of reducing our inventory, increasing our cash in hand, and getting the thing distributed. On the other hand, if that looks too radical, there is another way of skinning the same cat. As a special distributor who handles hundreds of copies for us, we could put a flat rate of say \$.50 a copy for you and allow you a reasonable number of copies for distribution for advertising and even allow you to submit an expense account or estimate of costs for postage and materials. I think it would be perfectly defensible if you said 25 or 50 of the 500 copies was for advertising and then charged yourself \$.50 on the balance. So the bill would then be \$225 or more -- less any expenses you feel should be charged to keep you in the black. This shows no big profit but it moves the stock and keeps our assets more liquid. I would defend any reasonable price or marketing concession that would protect you and, if possible, show you a bit of profit. Perhaps you can suggest what your considered opinion now indicates as best. It was, of course, my original thought that the 500 copies were sent to you so that they would be handy and not have to be sent back to you -- not to make you immediately liable for the wholesale cost. So you have flexibility there too. And I certainly appreciate all you are doing and want you to be happy about it.

Yes, Earle's membership is clarified. He paid 3 years' dues and was slipped in as a charter member -- on an "oversight" basis.

Merne wrote me for stationery and a list of the members. The latter consumed much of last night. He said the program is moving on well but gave almost no particulars except that he wanted the names to contact for certain aspects.

Yes, I suppose we are in the program of selling WTJ to the point that we should not begrudge the cost of a suitable brochure in suitable quantities for promotion. And I hope we can now assume that the reprint business will keep us in stock so that we can operate for the future on the regular discount basis of \$ 40% for all issues as long as someone is able and willing to promote. So I would judge it would be good to put out a brochure that would be useful over a period of time.

This all has one worry. Your sabbatical and mine could pull a spark plug or two out of things. I will not leave until early January or so. So we will both be gone about the same time, except that I am scheduled to stay longer. I am trying to keep November convention clear on the schedule.

It appears that you have an exciting and profitable sabbatical in the hopper. I trust it exceeds expectations. Will I see you in Palestine. I'll be at the American Institute of Holy Land Studies from mid Feb through most of June if all goes as planned.

The WBC sales are truly remarkable. I surely hope Eerdmans will pick up speed and cooperate with you on the remaining volume. It should be to their best interests. I will try to check about things at ATS. They haven't moved as they should. I think I know some of the reasons but not all. Some of it is lack of comprehension and reticence on the part of some of us to hit it hard enough, I suppose. I did think the reviews were coming through better than that. Maybe part of the fault has been that some of us just haven't had time to do the reviews assigned. Thus we are not assigned all the new ones we should.

About Dr. Samuel. Yes, he spoke here. He seemed to have a grasp of his subject. I was not taken off my feet except by the fact that it was an Indian and not a top-notch British or American lecturer. But maybe I was drowsy. I think part of his charm was his Oriental origin. I don't think he would be a dud. Nor might he be the most captivating in the world. It depends too on the subject. And I don't know him well. He would probably be fine for you.

I hope I have not been too vague on a lot of matters. I try to leave you a margin for your opinion and reactions.

Cordially in Him,

Wilber Dayton