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## Elwood R. Maunder to Mrs. Fortenberry, 16 November 1961

Elwood R. Maunder

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# Forest History Society Inc.

2706 West Seventh Blvd  
Saint Paul 16 Minnesota



November 16, 1961

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Mrs. Mae E. Fortenberry  
University Editor  
University of Mississippi  
University, Mississippi

Dear Mrs. Fortenberry:

I do appreciate very much your letter of November 13 regarding progress toward publishing Nollie Hickman's book. I'll be very pleased to see the set of page proofs which will soon be forthcoming.

I regret that the university has not as yet made provision for advertising the book and getting a bid on the advertising brochure which was described in the original specifications. Our recent experience in book publishing shows that without a sustained promotional effort even a good book fails to sell. We'll give the book good publicity in FOREST HISTORY and will gladly send out our own press release at the time of publication if this can be done so as to work harmoniously with other promotional efforts at Ole Miss. We'll follow up with a review of the book in a subsequent issue of FOREST HISTORY and arrange to get the book reviewed by some of the principal forest and forestry periodicals whose editors we know on a first name basis.

It is my plan to visit the South some time in January or February. I intend to visit Ole Miss on that trip and will certainly see you then.

My good friend Jim Silver has some glowing words for you in a recent letter. He credits you and Bill Willis with making this book possible. I hope I'll have opportunity to express my own personal thanks for your work when I get to Mississippi.

Cordially,

Elwood R. Maunder  
Director

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