



Sheraton-Crest Inn

SHERATON HOTELS & INNS, WORLDWIDE

111 EAST FIRST STREET AT CONGRESS

AUSTIN, TEXAS 78701

512/478-9611

Saturday April 9, 1983

Notes on the meeting with Bill Wittliff of Encino Press. The essential advice which came out of our meeting was this: That John, Scott and I did not need the Institute of Texan Cultures if we did not want to use them. Above all - keep full control of entire project in our hands. Do Not let The Institute put its name on any printed matter. Bill said that the Institute did a good job but that in the end they would probably want to make it appear as if the Book was the idea of the Institute. Our credit should be guarded to insure that the Institute does not usurp it or attempt in some way to take credit for it. Bill's photo essay called "Vagueros" was usurped in this way. Bill did give the Institute credit for putting on good shows and for a vigorous promotion of those shows.

Bill also warned me to be very careful about doing a catalogue or book with them. We should keep all that in

our control.

Wittliff was extremely enthusiastic ^{about} the entire project. He is convinced like all the others that our book would be accepted as a sesquicentennial state project without any problem. He thinks that we have one of the most important projects in printing that Thomas have ever produced. He made a suggestion that we should contemplate coming out with a Brookshelf volume of the bird book about a year after the boxed set is printed. This would be titled, "Volume I" and would fill the promotional gap between the first Boxed set and the second Boxed set. When we completed the printing and sales of the second boxed set we would come out with volume II of the smaller version or have it "boxed" in cardboard and sold with the first volume. This would allow John Jones to change his direction if he wishes and do an entirely separate text. Both of the small volumes would be augmented with additional paintings. Bill said that we could pick and choose any national publisher that we wanted. He thinks that we are sitting on a gold mine - and so does John. As long as we keep control of the project!!!! Bill also has a distribution network set up and was interested in doing a publication sometime in the future.

Important
notes on meeting
the Austrian with John
Brown and Bill Witherell
of American Press.



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