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About the Institute

The Hunt Institute for Botanical Documentation, a research division of Carnegie Mellon University, specializes in the history of botany and all aspects of plant science and serves the international scientific community through research and documentation. To this end, the Institute acquires and maintains authoritative collections of books, plant images, manuscripts, portraits and data files, and provides publications and other modes of information service. The Institute meets the reference needs of botanists, biologists, historians, conservationists, librarians, bibliographers and the public at large, especially those concerned with any aspect of the North American flora.

Hunt Institute was dedicated in 1961 as the Rachel McMasters Miller Hunt Botanical Library, an international center for bibliographical research and service in the interests of botany and horticulture, as well as a center for the study of all aspects of the history of the plant sciences. By 1971 the Library's activities had so diversified that the name was changed to Hunt Institute for Botanical Documentation. Growth in collections and research projects led to the establishment of four programmatic departments: Archives, Art, Bibliography and the Library.

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60 FIFTH AVENUE, NEW YORK, JUL 29 1941

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H. S. Latham
per H. S.

signature Wilson Popenoe

date

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March 7, 1940.

Mr. Wilson Popenoe
c/o Tela Railroad Co.
Tela
Honduras, C. A.

Dear Mr. Popenoe:

The Macmillan Company with its world wide connections has, for years, been making a special effort to obtain adequate circulation for its publications in foreign countries. Even with the best of effort on our part, the representation of our books abroad has still seemed most unsatisfactory to us. This has been due, we believe, in large measure to the fact that American books are high in cost to the ultimate consumer in foreign countries. The disturbed international situation, increased cost of water transportation, increased cost of insurance, and other factors contributed to making a foreign retail price not on a parity with books produced in the foreign country. There has been a consequent loss of sales for American books and a lessened distribution.

We propose to remedy this situation, if possible, by a drastic reduction in the price made to foreign customers in the hope of making American books more attractive from the price standpoint to the ultimate consumer abroad.

You will recognize, of course, that we as the publishers not only control the list price at which your book was sold but also the export price. Realizing that a drastic reduction in the price which we receive for books exported would adversely affect the returns to our authors, since foreign royalties are for the most part payable on the basis of cash received by us, and not wishing to penalize unduly our authors through this new sales policy, we suggest a new arrangement of royalty accounting on foreign sales to you. We believe that you will conclude with us that this new arrangement will be more advantageous to you under our new sales policy than the present one. We feel that the sharp reduction in our prices on export sales should stimulate the sale of your books in foreign countries and we believe that it will prove greatly to your advantage to accept the offer which we are making.

We are enclosing a supplementary agreement (or agreements) in duplicate, and if this new arrangement meets with your approval will you kindly sign in the space provided for the purpose and return one copy of the agreement(s) to us, the duplicate copy of course being for your own files.

Sincerely yours,

*MS [unclear]
per [unclear]*

THE MACMILLAN COMPANY

KINGSTON,

April 26th 1940

Mr. H.S. Latham
The Macmillan Company
60 Fifth Avenue
New York

Dear Mr. Latham,

Your letters of March 7th and March 29th have only now reached me. For some time I have been out of touch with my mail.

I am returning herewith one copy of the agreement duly signed by me. I have always felt that you could sell a good many more copies of my book in Tropical America if you would cut the price to \$2.50 or \$3. Two months ago I got a copy in San Jose de Costa Rica in order to give it to a friend, and I had to pay the equivalent of more than \$5. The book-stall where I got it only had one copy on hand, and when they ordered that they figured they were taking big chances! Do cut the price as hard as you can and try to interest your Tropical American friends in pushing the work. It is still the only book in its field, and though disgracefully out of date, I believe a good many copies could be sold in such countries as Colombia, Venezuela, Mexico and Cuba if the cost was cut in half.

Only one point worries me - some of the book-stalls down here are out to get the last cent, and I fear they may try to sell the book at the old price - the equivalent of the American list price - no matter what they pay for it themselves.

Sincerely yours,

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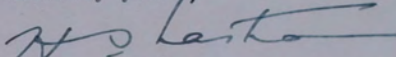
May 3, 1940

Mr. Wilson Popence
United Fruit Company
Kingston, Jamaica

My dear Mr. Popence:

Thank you very much for your letter of April 26th. I am very glad to have the signed letter covering payment of future royalties on your work. I am referring your suggestion as to special exploitation of your book to our sales manager where I know it will be most cordially received and looked after.

Sincerely yours,



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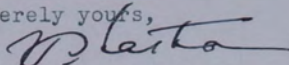
May 16, 1940.

Dr. Wilson Popenoe
United Fruit Company
Kingston, Jamaica

My dear Dr. Popenoe:

Our Sales Department has given very careful consideration to the suggestion which you made in a recent letter that the retail price of your book, *MANUAL OF TROPICAL AND SUBTROPICAL FRUITS*, be reduced, particularly for sale in Colombia, Venezuela, Mexico and Cuba. It is the opinion of our sales advisers that to reduce the list price is not the way to go about this; that we want to be able to make attractive proposals to book dealers and publishers in these countries which will make it possible for them to increase their margin of profit, which will make it, in other words, more profitable for them to handle the books. It is along this line that our sales people will be working in the hope of increasing the foreign sales. The actual list price will not, therefore, be decreased, but I didn't want you to think that your suggestion was being entirely ignored.

Sincerely yours,



Vice President
THE MACMILLAN COMPANY

HSL.KK

Antigua, Guatemala, 30 July 1940

Macmillan and Co.,
New York City.

Gentlemen:

Will you kindly send me by mail, addressed to me in care of the United Fruit Co., 12 calle oriente num. 1, Guatemala City, C.A., two copies of my "Manual of Tropical and Subtropical Fruits" (Rural Manuals Series), and deduct the cost plus postage from the royalty payment due me in autumn of this year?

Thanking you in advance,

Sincerely yours,

Wilson Popenoe