

The Magic of Manly MacDonald

Christmas Update 2010



Dear Friends, Collectors of Manlys & Book Buyers,

This year has indeed been a wonderful experience for us here at **Plumley Press**. The anticipation of the book's launch and subsequent sales has far exceeded expectations. However, without sounding trite, it has been the contacts over the past four years, the anecdotes and the stories that have most enriched the project.

One of the latest tales refers to Manly MacDonald's early studio in Point Anne. A woman, on hearing about the book, wanted to buy a copy for her husband's birthday. She said, "I have somewhat of a confession to make - or my husband does. When he was a boy growing up at the Point, he and some friends broke into MacDonald's studio and stole some things. They were caught and had to make restitution, so he's never forgotten the episode." When I asked her what inscription she would like me to add to my signature, she hesitated...I suggested, 'Fond Memories of Point Anne', which she loved. I have yet to hear from the birthday boy.

One of the proudest and unforeseen results of promoting the book has been working with independent book store owners. As we have often heard, the publishing industry is in transition - again. It is difficult for small publishers to compete against the **Chapters** and **Amazons**. One Canadian success story is that of the independent **Gaspereau Press**, publishers of the **Giller Prize** winning book, **The Sentimentalists**. So too, is it difficult for first-time authors, such as myself, to find a publisher. In the end, as you know, my wife and I established **Plumley Press** to produce **Interpreter of Old Ontario** ourselves. Marketing and sales of the book were also done by us. The easiest way to promote the book would have been through the national chains, however, they expected a cut of 40 per cent - yes forty per cent, which is standard practice. Giving major chains that percentage would be like doing the whole project for nothing. So, we therefore started approaching the independent booksellers, and in particular, **Greenley's** in downtown Belleville. Owner Tammy Greaves couldn't have been more supportive and agreed to a lower commission. From here, I approached other independent booksellers, and the results, pleasingly, were the same. One coup was the National Gallery book store in Ottawa. Because they are a crown corporation, they could accept and sell the book under the same terms. And so it went...

The satisfaction of knowing that every bookseller who was approached said yes to the book immediately, cannot be understated. Their support and promotion has been amazing and we have been able, in turn to support their independence in a very tough marketplace.

Watch for a review of **Interpreter of Old Ontario** in the latest issue of **The Upper Canadian Antique** magazine and a 6-page spread and review in the winter issue of **Arabella** magazine. We continue to have requests to buy Manly MacDonald paintings, so keep us in mind to help you sell.

It may be a strange time to move, but we might be elsewhere in the New Year. Watch the website for new address and telephone number. It is with heartfelt appreciation that my wife and I extend to you and yours the **Blessings and joy of the approaching holiday season!**

Books are available for Christmas giving at:

The National Gallery, Ottawa (613- 990-1985), Greenley's, Belleville (613- 966- 9760), Gallery ArtPlus, Belleville (613- 961-1977), Gallery One Twenty One, Belleville, (613- 962- 4609), Novel Idea, Kingston (613- 546- 9799), Heronwater Antiques, Bath, (613-357-3411), The Lennox & Addington County Museum, Napanee (613- 354- 3027), Books & Company, Picton (613- 471-1895), St. John's Books, Grafton, (905-349-3743), Furby Book House, Port Hope (905- 885- 7296) Kerr's Corner Book Store, Campbellford (705- 653- 4335), John A Libby Fine Art Gallery, Toronto (416- 364- 3730) and through the official website at:

info@charlesbeale.ca.

The Magic of Manly MacDonald continues...