

September 22, 2011

Dear Friends & Collectors,

Here we are once again in the autumn season and just over one year since the official launch of the book, **Manly E. MacDonald - Interpreter of Old Ontario**. The painting, 'Tilling the Land', used for the book's cover, although a Spring event, evokes the heart of this book and this part of Canada.

We all know times passes quickly and the Manly project has been no exception. Being at the centre of the action, so to speak, I'd like to share some interesting bits about the book and the reaction from readers and collectors.

Interpreter of Old Ontario has now sold over 1,000 copies and although it has been a slower summer, the fall appears solid. We published 1,500 books and have decided that there will be no reprint. One of the surprising sales thread has been the continued interest from *Coutts Information Services*, Niagara Falls. Over the course of the last year the department of *Coutts-Hallmark* have ordered books on a regular basis. *Greenley's Book Store* in Belleville is a natural location for sales since MacDonald spent so much time in the Quinte area and books signings there continue on a regular basis. *Books & Company* in Picton and *Furby Book House* in Port Hope have also had steady sales. Although sales of the book by the AGO in Toronto continue one by one, copies at The John Libby Fine Arts Gallery, the location of the 2010 Toronto launch, continue to sell remarkably well.

We are also pleased that *Teachers' Pension Plan* decided in April to buy 50 copies to use as gifts overseas. The executive felt that the book was a logical choice, firstly as it was written by a retired teacher and secondly that it helps to explain Ontario in a bygone era to people around the world.

And we continue to sell books here at home and have welcomed travelers passing by for a signed copy. An old school chum, now living in Texas, visited us this summer and now has her 'Manly' book.

The addition of the DVD, '*The Life & Times of Manly MacDonald*' on YouTube has now had 200 'hits'. Although the disc was prepared solely for the launch in 2010, we were getting requests to buy it. In the end, we decided to put it on YouTube for many more to share for free.

Plans also began in late 2010 to create transfer pieces of paintings found in the book. A transfer is a look-alike of the painting where the image is projected on to a canvas-like material of any size, then attached to a wooden frame. These pieces do not have the signature Manly frames, but any frame can be attached. Two examples of this process come to mind.

In the first case, a friend wanted a transfer piece of a painting showing her husband's family farm with horses and a colt in the foreground. She had attempted to buy the painting at auction at some point previously, but was not successful and so, as the saying goes, has kicked herself ever since. The replica was to be a Christmas gift for him, but timing did not allow it, and so, her husband was presented with it for Valentine's Day 2011.

In another case, a collector knew of the location of one of the pieces in our private collection - *The 'Mill at Ameliasburgh'*. He had lived very near the old mill as a boy in an unusual frame house which Manly MacDonald had also painted. He hasn't found the homestead painting, but he wondered if we could create a transfer piece of the old mill. When it was ready, I delivered it to him and with tears in his eyes as he paid for it, he thanked me again and again.

We have made many new friends through the writing and production of this book. We enjoy keeping touch with you and as cooler air approaches, winter sets in and the holiday season is upon us, we hope you do too.

Warm regards,

Charles & Paula Beale

info@charlesbeale.ca/613-354-8029