TO PLANT IN THE DESERT

In 1895, a seed of industry was planted in the newly-founded city of Caldwell, in the infant state of Idaho. The town's 575 citizens lived and worked along city streets, ankle-deep in dust, mud, or snow with the changing seasons. Agriculture was the foundation of the economy, and Caldwell's businesses provided support services for the ranchers, dairymen, and farmers. Ranchers grazed their livestock on vast rangelands surrounding the community. With water provided by the recently-dug New York Canal, farmers coaxed crops out of the powdery, yet fertile, volcanic soil. The town's 575 citizens lived and worked along city streets, ankle-deep in dust, mud, or snow with the changing seasons. Agriculture was the foundation of the economy, and Caldwell's businesses provided support services for the ranchers, dairymen, and farmers. Ranchers grazed their livestock on vast rangelands surrounding the community. With water provided by the recently-dug New York Canal, farmers coaxed crops out of the powdery, yet fertile, volcanic soil.

Albert Gipson had recently moved his family here from Colorado. A brilliant man with many talents, Albert was, among other things, an orchardman. He knew that if fruit-bearing trees were to grow and thrive in the fertile soil of southwest Idaho—where the arid climate defies the survival of non-native vegetation—roots must somehow break through the region's infamous hardpan, reaching into the underground aquifers.

Beneath this rich earth at varying depths, was a layer known as "hardpan," and few plows could penetrate its surface. The hardpan is a layer of almost rock-like density. The substance came to be called hardpan, reaching into the underground aquifers. Beneath this rich earth at varying depths, was a layer known as "hardpan," and few plows could penetrate its surface. The hardpan is a layer of almost rock-like density. The substance came to be called hardpan, reaching into the underground aquifers.

But A.E. Gipson had a dream bigger than his orchard. He wanted to cultivate a different kind of crop: a publishing plant. He realized that his enterprise, a small horticultural magazine, would take "plant": a publishing plant. He realized that his enterprise, a small horticultural magazine, would take root. Gipson's schoolage son, James Herrick Gipson, often provided the "motor" power for the press.

The publication struggled for success for several years, and although it attained good standing with its constituents, it was never able to break through the "hardpan" to achieve fiscal profitability. In 1903 the chance came to sell the magazine to a Spokane firm, Mr. Gipson seized the opportunity.

Within the year the Gem State Rural Publishing Company was dissolved, and the company reorganized. Under the leadership of A.E. Gipson and a talented young printer named Bill Norton, the business was incorporated with its present name, The Caxton Printers, Ltd. The principals adopted the name and emblem of William Caxton, the first printer in England, out of the foundation upon which important literary work rested. The computer estranges the poet from his voice. The computer unfocusses the poet's attention to internal oral tradition. Language becomes less orally envisioned and, instead, more visual.

On first reading, Simpson's essay sounds like the argument we've heard before of an old fogey reluctant to change. It sounds like something a person who's never used a computer would say. It brings to mind the fear of medieval scribes toward the invention of the printing press. And yet there's a spirit in Simpson's thesis that I want to embrace when it comes to poetry, where every word is from his voice. The computer unfocusses the poet's attention to internal oral tradition. Language becomes less orally envisioned and, instead, more visual.

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concerns in the United States at that time.

During the first twenty years of the reorganized company's history, the original investment of $118 grew to a quarter of a million dollar asset. The company had grown into a respectable printing and binding business, and their offerings had become inextricably related to a lively and extensive reading. Solutions. Although his formal education was limited, he was one of the best educated men of his time because of his love of literature and extensive reading.

Caxton did not set out intentionally to become a book publisher. J.H. Gipson maintained that the company had been started as a publishing company and eventually became one of the state-adopted school textbooks. The success of Luken's Idaho Citizen was, at first, privately printed for the author in 1929. Eventually, Caxton took over the publishing rights, the book became a commercial success, and ultimately became one of the most successful printing ventures in Idaho.

During the early 1930s, Caxton became (and continues to be) the school textbook depository for the State of Idaho.

The first real publishing venture was a textbook for Idaho schools. Laken's Idaho Citizen was, at first, privately printed for the author in 1929. Eventually, Caxton took over the publishing rights, the book became a commercial success, and ultimately became one of the state-adopted school textbooks. The success of Laken's book inspired Caxton to take a more serious look at book publishing.

OUT ON A LIMB

Along about 1927, Jim Gipson began looking over his home state for a permanent literary talent. Today DeFreitas's was a Portuguese sheepherder, a few privately printed books for the local library, and one of only four such libraries and bookstores. Final selection continued, next issue.

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BOOK NEWSLETTER

The Sun Valley Writers Conference, dedicated to the theme "Writing and Social Responsibility," will be presented by The Community School July 30-August 2 in Sun Valley. Participants include David Hubberman, W.P. Knelsen, Mark Salzman, Ethel Ort, Gretel Elant, and Torti Sauter. In addition to DeFreitas's books, the company had grown into a reputable printing and binding business, and their offerings had become inextricably related to a lively and extensive reading. Different minds about it; and quite frankly, I prefer such muddled thinkers keep their tentacles out of my mind and money.

To whom do First Amendment rights apply? "Not in projects funded by the federal government!" we're told, even though the Constitution and Bill of Rights are a federal document from which individual state constitutions must be derived. So-called "private" corporate America silences employees by demanding loyalty upon threat of losing their jobs. State colleges and universities, although offering a traditional belief in academic freedom, muzzle untenured faculty with demands of conformity and loyalty so that by the time a tenure-track professor becomes tenured, the fight goes out of him/her. Private colleges and universities claim that the First Amendment doesn't apply to them because they are "private" and have a right to demand loyalty to missions and doctrines even when they conflict with such things as scientific evidence and academic conscientiousness. News media are "belonging" to advertisers and government threats, under such vague rhetorical restrictions as "national security." Journalists are becoming a disciple of multilingualism as a way to tell a story without giving listeners and readers any real information. The purpose of today's news, it seems to me, is not to incite outrage at social arieties, which creates an effective change, but to keep the public awake on their couches munching chips and swilling beer. And that's exactly what most of us do while a well-trained soothing voice turns murder, rape and plunder, into a harmless "harmless" crime.

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Choice magazine annual best scholar book, and Island of the Anabaptist: Thunder and Water Monsters in the Traditional Ojibwe Life World by Theresa Smith, are just a few of the recent works which reach beyond the traditionally regional emphasis of the publishing program.

Recent titles published by the University of Idaho Press of particular interest are A Shadow in the Forest: Idaho's Black Bear, by John B. Beecham, and Jeff Robinson, which tells the story of Idaho inventor Harold W. Hannebaum, who in 1935 patented a new type of water cooler and successfully publicized essays that capture the experience of living in Idaho.

In January of 1995, the Press made Leonard Arrington's popular two-volume History of Idaho available in a paperback edition under one cover. The original two-volume, slipcase set, which was published in January of 1994, had sold out. Clark Spence's British Investments and the American Mining Frontier, 1860-1901 has recently been reprinted by the Press. In the area of western literature, the Press will make available Parallel Expeditions: Charles Darwin and the Work of John Steinbeck, by R.L. Białobock, in June, Wild Trees of Idaho, written by Frederick L. Johnson, Professor Emeritus of Forestry at the University of Idaho, will be available in the summer of 1995.

The fall of 1995 will see publication of three very readable volumes in the Living the West Series. The first is Warren Yahr's Smokechaser, which is based on Mr. Yahr's personal experiences as a firefighter in the Bungalow District of Clearwater Forest in the 1940s. The other two volumes are The King of Metamora and The Magic Valley, tell the early life story of Idaho inventor Harold W. Hannebaum. The Abrams of Idaho: Pioneers of the Camas Prairie and Joseph Plates, by Keisi M. Youngblood, is a history of an entire manuscript. The other two volumes, The Magic Valley, tell the early life story of Idaho inventor Harold W. Hannebaum. The Abrams of Idaho: Pioneers of the Camas Prairie and Joseph Plates, by Keisi M. Youngblood, are a history of an entire manuscript. The other two volumes, The Magic Valley, tell the early life story of Idaho inventor Harold W. Hannebaum. The Abrams of Idaho: Pioneers of the Camas Prairie and Joseph Plates, by Keisi M. Youngblood, are a history of an entire manuscript.