

June Second
1937

Mr. Warren Chappell
54 West 53rd Street
New York City

Dear Warren:

How are you both? We have missed you a great deal in Colorado Springs.

I have a possible job for you if you would be willing to make a sketch in competition with a Santa Fe artist for a book cover. I feel very sure of your ability to do a grand job for this. The booklet is to be a catalogue for the San Dia School at Albuquerque, New Mexico. This is a girls' boarding school owned and operated by Mrs. Albert Simms.

There are various suggestions to give you regarding motifs, and I will try to give you as clear a picture of the lay-out as possible. The school is situated on the mesa east of Albuquerque looking toward the San Dia mountains. They have one hundred twenty-five acres of clear prairie land and a beautiful group of buildings of Spanish colonial architecture designed by John Meem. The buildings are around a square and are eminently suited to their purpose.

The school is using Spanish names for their buildings and the Spanish background enters in to everything. Incidentally, the word San Dia means watermelon, so named because of the beautiful rosy sunsets during most of the year. It seems to me that some symbol could be worked out here.

The activities of the girls are divided into two groups, the Lions and the Unicorns, with rival teams, etc. These could be used very beautifully in a cover design. The only lettering will be San Dia School, Albuquerque, New Mexico, and I enclose the hand lettered die from an old Spanish document which the school has already established and which I shall try to follow as closely as possible in the printing of the booklet.

The booklet will consist of some thirty or forty photographs which I have just made, with an accompanying text which has been especially written for it by a Chicago author, Miss Estilene Bennett. The book will be general

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and will not include the usual school curriculum, so that it can be used for a number of years. In the text, Miss Bennett has described each building, and I believe that both she and Mrs. Simms would like either a small symbol which can be used as a typographical ornament, or an ornamented initial letter for each general heading.

The names of the buildings are as follows: Bien Venida, the main building (Spanish for welcome), the Colomona, the Spanish for bee hive, which is the children's work shop and stage, and the kitchen department, the Jornada, Spanish for day's work, or pilgrimage, is the school house. Pinocho, the cottage, is the Spanish for pine cone (the headmistresses house), Yerbabuena is the dormitory with the infirmary, and is the Spanish for mint, and Mirla is the new dormitory with the music studios, and is the Spanish for blackboard, and Castilleja is the future dormitory with the art studios and is the Spanish for Indian paint brush. The symbols are obvious for most of them, probably for Bien Venida a tea kettle, and for Jornada a Pilgrim staff.

Mrs. Simms is very anxious to make this an outstanding booklet, and it would please me very much if we were able to have your fine work for the cover and for typographical ornaments inside.

The school activities include, of course, a great deal of Spanish-American history, with field trips to the old missions and other Indian life. There is a splendid group of young women on the faculty, and it has the promise of developing into a remarkable boarding school.

I do hope you will be willing to design a cover on this basis. The reason for two people submitting work is the fact that Mrs. Simms had already spoken to an artist in Santa Fe regarding it, and then I butted in, visualizing what you could do for this, and knowing both of you, I feel reasonably sure that the job would be yours. I have to leave for New Mexico again on the eighth or ninth of June and if I could at least have a letter from you before I go, I would appreciate it. Later I can give you a New Mexico address, and perhaps you could send me a sketch there.

My best to you both and all good wishes.

Sincerely yours,