

HASTINGS HOUSE



135 FRONT STREET
NEW YORK CITY

Publishers

AIRMAIL

September 20, 1940

Miss Laura Gilpin
317 Cheyenne Road
Colorado Springs
Colorado

Dear Miss Gilpin:

Many thanks for your prompt reply of September 7. I have been out of town for a fortnight else I should have answered before this to tell you that we are very interested in seeing your proposed book, THE STORY OF THE SOUTHWEST IN PICTURES.

Your suggestion that perhaps a good book could be made including Bryce Canyon, Zion National Park, and North Rim of the Grand Canyon sounds like an excellent one. The material I know would make a splendid book, and I assume that the market would be quite satisfactory. The idea would be, of course, to make a beautiful small book to sell for not more than \$1 or \$1.50 at the most. If you feel that such a book is a possibility, I should like very much to have your opinion and whatever photographs you may care to send on to indicate the type of material available.

In reference to the cards, ours are not printed by collotype but by sheet-fed photo-gravure, thirty cards on enlarged copper-plate. It is impractical to print these in quantities less than three thousand if they are to sell for 2½¢ a piece retail. Under separate cover, we are sending a package of our New York City prints.

Awaiting your further news with pleasure, we are,

Very truly yours,

HASTINGS HOUSE

Walter Frese

Walter Frese

WF:AD