

HASTINGS HOUSE



67 WEST 44TH STREET
NEW YORK CITY

Publishers

A I R M A I L

April 29, 1941

Miss Laura Gilpin
317 Cheyenne Road
Colorado Springs
Colorado

Dear Miss Gilpin:

Many apologies for not having answered your letter of March 15 before this. We have been in the midst of a tremendous spring season.

We are all very much enthused about your swell manuscript. The story is tremendously interesting and most of the pictures excellent. We were particularly impressed by the intelligent manner in which the material is divided, and the fact that it so graphically tells a story which seems to be comparatively unknown to the layman. I understand that you like the photographic reproductions we have done in a number of our books and that you would prefer to have your book done by this process. A swell job can certainly be done. However, some of the shots you mention in your foreword as soft focus shots would definitely be still softer in the finished job. If you have replacements for these, a more uniform work could be obtained.

It has been suggested that an appendix be added which would describe to the tourists how best to reach the points of interest and describe whether accommodations were available. This is not very important but it may add to the value of the book. What do you think?

We haven't, as yet, had the opportunity to make a tentative layout of the book, but we should very much like to get the book to sell for two or three dollars, perhaps in our Visage of America Series. The size of the gravure plates will more or less determine the number of pages we should use for the book, and therefore, we should like to leave the question of whether the group of Spanish American Village pictures are included or omitted until a tentative layout can be decided upon.

I wonder whether you might have one or two other shots of the Canyon de Chelly which would show the relation of the two detailed shots you have sent to the whole Canyon. I remember having seen some other shots of this Canyon with the cliff dwellings in the distance, and I was most impressed by the vastness of the Canyon and the tininess of the houses. I do believe that if you have any of these shots that one or two would greatly help the person who has never been to the Canyon to get an idea of the true perspective. Another suggestion is that if you have any closer shots of Shiprock, it may be a bit more effective. However, neither of these constitute a problem at all and are quite unnecessary, but they may help the book a bit.

Miss Laura Gilpin

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April 29, 1941

I enclose three copies of our usual contract which I hope you will sign before a witness and return to us for our signatures. The book will make a valuable addition to our list of books on America, one that we shall be proud to publish.

We know that you have done a marvellous collection of photographs on the Indian. Unfortunately, I was unable to see your exhibitions in the Museum of Modern Art. From your Indian pictures which I have seen, I know that a valuable and striking book could be made if your pictures are in sufficient quantity. I understand you have. If you have not already made arrangements with some other publisher (I notice that Tom Maloney has asked for opinions for such a book for his Lens League. His usual procedure is to have the actual publishing done by a house other than his own.) do notify me as we should be very much interested in seeing the material. I might add that if two books came under the same imprint, the one would work to help the other and the distribution would be much simpler.

Carl J. Smalley, our western representative, went over your material with me on Sunday and is just as enthusiastic about it as I am. He will be out in Colorado soon and will try to get down to see you. In the meantime, he asks me to send you his best wishes.

I look forward to your further news and to publishing your very interesting book.

Cordially yours,

HASTINGS HOUSE

Walter Frese
Walter Frese

WF:ad

Enc:3

P.S. We are considering several sizes which will be economical for the gravure sheet. Six by eight, the size of our Calendars and the NATCHEZ book is the smallest I would consider. We do get more pages per sheet. Perhaps, the best size would be the size of our FRANCE WILL LIVE AGAIN which is $7 \times 9\frac{1}{4}$. Another size, $6 \frac{7}{8} \times 10$ is quite satisfactory but does not allow for as many pages. The second size would, I believe, permit us to do the book for about \$3.00 or \$3.50. The first size would be about \$2.00 or \$2.50. Have you any preference?