

Box 147 Albuquerque, N.M.
ROLF TIETGENS 22 GROVE STREET NEW YORK CITY
TELEPHONE CHRYSLER 3-0076

August 29th 1941

Miss Laura Gilpin
317 Cheyenne Road
Colorado Springs, Col.

Dear Miss Gilpin:

Thank you for the letter from August 22nd. The letter I received from the Meriden Gravure Co., was very unsatisfactory and confusing to me. First of all I would like to know what the price is for having 1000 cards printed. That is most important, because if I can make the card less expensive in the photographic process and don't have to take thousand at the time I rather do that.

I have never sold post cards before and do not know whether I can sell thousand cards in a reasonable time. I wonder whether it could not be arranged that instead of printing 1000 of 25 cards they can ^{print} 500 of 50 different cards.

How shall I know which cards sell and what do I do with the thousand cards that don't sell. These are my problems. If you would be kind enough to inform me about the price of the cards I can tell you how many and when I want them printed. I have seen your Indian series in Santa Fe but I am wondering why they are not more widely distributed since they are of such excellent quality.

Very truly yours,

Rolf Tietgens.

*You are invited to an Exhibition
of Photographs by*

Rolf Tietgens

at the Santa Fe Art Museum

Oct. 15th to Nov. 1st, 1941