

NEW MEXICO *Sun Trails*

THE MAGAZINE OF TRAVEL, RECREATION, SPORTS AND LIVING IN "THE LAND OF ENCHANTMENT"
R. C. Pettingell, Jr., Thomas G. Summers, Publishers . . . P. O. Box 693, Albuquerque, New Mexico

26 Sep 53

Miss Laura Gilpin
Box 1173
Santa Fe

Dear Miss Gilpin:

We have had a very happy response to your article and pictures on La Conquistadora, and I am glad that you are pleased also.

I have already mailed you a group of reprints of the color photograph, which I hope will serve your purpose. There is no charge for these. We are pleased that Fra Angelico liked the photograph, and hope that he is able to use it in his book. He has talked to Mr. Pettingell about it.

As for the "sponsor," you will notice that most of our color photographs from now on carry the name of a sponsor. This means that various individuals and commercial firms have agreed to pay a part of the cost of printing the color, a point which is an enormous help to us. The cost of printing color is so prohibitively expensive that we have had to employ these means of continuing such a lavish use of color in the magazine. As you may know, our national issue of the magazine does not carry the additional advertising section which appears in the State issue, and in order to "balance the budget" in our national issue, we have hit upon this plan. It is not necessary for you to contact the sponsor, since sponsors do not know until they see the magazine, which photograph will bear their name.

As of this week, I have given up most of my activities with Sun Trails to accept a full-time editorship with the University of New Mexico Press. In the future you may contact Mr. Pettingell, at the address above, regarding Sun Trails. He now has those photographs of yours which we still hold.

In a few days I will mail you the photographs not used with the Conquistadora article. I will also return most of those used, although we reserve the right to retain black-and-whites used. Your color transparencies will be returned after use.

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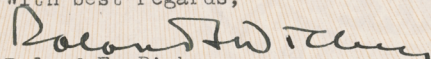
Miss Laura Gilpin

2

It has been a pleasure to use your photographs, and I hope that you will contact Mr. Pettingell whenever you have something of interest to the magazine.

I would consider it a very great personal favor if you would care to autograph a copy of the color photograph of La Conquistadora for me and send it to me. I consider it the finest photograph and the best piece of color reproduction which Sun Trails produced during my term with it.

With best regards,



Roland F. Dickey
% University of New Mexico Press
Albuquerque