

March 23,
1954.

Mr. Savoie Lottinville,
University of Oklahoma Press,
Norman, Oklahoma.

Dear Mr. Lottinville:-

Your letter has been long unanswered as I have been in Colorado since March 10th and out of touch with my mail. I had not expected to be gone so long, but my friend who lives here in Santa Fe with me had the misfortune to have her brother taken ill while we were in Colorado Springs, which delayed our return. As it is I have come home without her.

The contents of your letter are similar to Duell, Sloan & Pearce, and are consequently disappointing. I quite realize that this will be an expensive book to produce. Forecasting any kind of sales these days is difficult indeed, and I can quite see what your problem is. In fact I seem to have produced a "problem child".

My reason for suggesting the foldouts is that I have seen so many of them used recently. U.S. Camera Annual as a six page fold out. The Abrams Art Books have used them extensively and in color. I am not adverse to using a double spread instead provided that the book workmanship is such that the two plates meet properly or that important detail is not lost in the binding. This was my reason for suggesting the foldouts.

As to joining with another such as you suggest in your last paragraph, I just don't think I could do it for several reasons. I would lose out badly from the financial point of view. It would also defeat my purpose in the whole book which is to interest the layman with an authentic book without being scientific. And lastly having done three books myself, it would certainly be a comedown to have this end up this way so far removed from my whole conception of the book.

The day after I sent the dummy to you I had a wire from Walter Frese of Hastings House asking to see it. His findings may be just the same as yours but I want, and also feel I owe it to him, to submit the dummy to him.

I do not want to say "au revoir", and I should like to ask one question. I have some pretty strong backers in this part of the world. If to publish this book as I see it requires a subsidy, how much would you require to print the first edition of 3500? I just might be able to get some help on it, though I have not mentioned this to anyone.

Will you be so kind as to return the dummy to me and I shall see what Walter Frese has to say of it.

Thanking you for all your interest and hoping that sometime something else may come along which will not present such expensive problems, I am

Very sincerely yours,

P.S. It just occurs to me, how many illustrations will be needed for this other book? Perhaps I have material that will do, or could make it aside from my own?.

L.G.