



UNIVERSITY OF OKLAHOMA PRESS

Publishing Division of the University

NORMAN · OKLAHOMA

March 12, 1954

Dear Miss Gilpin:

If I know anything about authors, I'd have a very difficult time convincing you that we have not been idle since we received your book manuscript on the Navajo. Actually, I routed it once into the costing process, we went over it individually several times, and we've had a conference on it as recently as yesterday. Here, to my great regret, are our findings:

For a book managed very much according to the lines that you've presented, admitting, of course, finished photographs which you do so beautifully, we'd have a minimum investment of \$6,000 for manufacture, plus \$4,000 to \$4,500 for editing, design, promotion, advertising, shipping, and all the other things that go into the making and marketing of a book. This is naturally very high cost, and it can be got back only from the finished product, which would have to **sell for a quite** high price. So far, there's no problem. But

Our sales office cannot forecast the kind of market that we need in order to dispose of an edition of around three thousand to thirty-five hundred copies at, say, \$7.50 a copy.

Finally, while it would be feasible to produce the many folded pictures that you have in mind, the cost would be exorbitant in terms of book making, and the final book would be lacking in certain staying powers which many of our buyers, not necessarily librarians, rather insist upon. These folded edges just will not stand up even without use, because of the damaged paper fibres at the fold.

I feel very bad about all of this, because I'm attracted to your work, which is easily the finest that has ever been in this shop. I don't think there can be any doubt about our interest in the Indian, not after the publication of 38 volumes and two more contracted for. But I do have a suggestion which may or may not be possible:

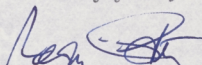
Miss Gilpin

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March 12, 1954

We have in hand a book on the Navajo, and we're going to want to publish it. It is straight text, no illustration. Would you be interested in any plan whatever that would join your photographic ability with our author's anthropological powers and ability to interpret these people in words? If so, I'll see what I can do to bring you together. I'll send the materials back to you as soon as we've had a chance to discuss this one further chance by mail.

Cordially yours,


Savio Lottinville

SL/of

Miss Laura Gilpin
Post Office Box 1173
Santa Fe, New Mexico