



UNIVERSITY OF OKLAHOMA PRESS

Publishing Division of the University

NORMAN · OKLAHOMA

March 26, 1954

Dear Miss Gilpin:

We are always ready to take a flyer on a fifty-fifty basis when a book costs more than we can afford, or the market is uncertain. If some individual, foundation, or interested group would like to advance \$5,000 towards the publication of your book on the Navajo, we'd be glad to enter into an arrangement whereby, after we had received all of our costs back, we would start paying at a rather steep rate of royalty the sum advanced. Often, however, tax free foundations do not want (cannot receive) such returns.

I do not advise this as a piece of business enterprise for anyone. It's very bad business, as a matter of fact, because if we thought that we could recover our full investment from the publication of the book, we wouldn't consider a grant-in-aid from anyone. I'm sure you understand this.

I've gone back to the manufacturing department about the folded illustrations, and I get a frank but friendly statement that this kind of thing just won't work for us in book production. We can't do it by halftone reproduction, where it would be disastrous, and it leaves much to be desired in gravure, offset, and other and related methods.

What our production department has in mind is something resembling the technique of *THE WEST OF ALFRED JACOB MILLER*, with which you are undoubtedly familiar. We published it two or three years ago. The page is big enough to accommodate a good deal of material, and we can get a nice bleed to the right, and for larger pictures, say those running two pages, we can make the spread, particularly if we use center folds. I know what your response to this will be, and I don't blame you in the least, because I don't like a book gutter running down through a fine photograph. But this is better than attempting to fold, even with the grain of paper, for a folded picture tipped in.

I am returning the dummy to you at once, using railway express, if that proves most feasible, because it probably will be safest. If Walter Frese, who is an awfully good publisher, by the way, sees an opportunity in this book for himself, I'll be delighted. If not, please let us know

Miss Laura Gilpin

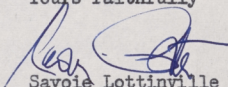
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how we may be of help at any time in the future.

With very best wishes,

Yours faithfully



Savoie Lottinville

SL:et

Miss Laura Gilpin
Box 1173
Santa Fe, New Mexico

P.S. I see that, like you, I have failed to deal with the Navajo book, the text of which we already have. I imagine that sixteen pages would turn the trick. Perhaps some of these ought to be historical photographs, which we can get from the office of Indian Affairs, but a minimum of eight, possibly ten, should be contemporary. I'll be glad to consider this whole matter with you after you have had a chance to canvass your book with Walter Frese.