



# *Colonial Williamsburg*

*Restored by John D. Rockefeller, Jr.*

*Williamsburg, Virginia*

*Vice President's Office*

April 13, 1956

Miss Laura Gilpin  
Box 1173  
Santa Fe, New Mexico

Dear Laura:

You will think I have been very negligent in shopping your manuscript in New York. While I have been in New York once since we discussed the matter, there was no opportunity to contact Mrs. Abbot and I have still to see the dummy. However, in order to assure you that I have been thinking of the problem, I have discussed it with two persons who are in a position to give some intelligent addition to the matter. They are Martin Simmons, the representative of W. S. Cowell, Limited of Ipswich, England, who are publishing the Abby Aldrich Rockefeller Folk Art Collection Catalogue, and Mr. Kidder Mead, formerly the Public Relations officer in Williamsburg and now associated with a large firm of public relations consultants in New York City. My thought in taking up the book with these gentlemen was to receive their suggestions re. the probable areas of interest in the publishing field. Mr. Simmons, while representing an English firm, handles all manner of accounts in America.

A great deal depends on the format and the cost of such a publication. I have shown them your book on the Rio Grande and Yucatan, neither of which, of course, are concerned with color problems. In your letter you did not say whether the book was to be considered for color. Would you let me know on this point, as it seems to be of great interest to the two people I have discussed it with. Mr. Simmons reflected the same interest which your Viennese friend expressed in securing the European distribution of the book. As usual, it seems that we are talking about a problem which everyone is interested in but no one has the money to break the log chain.

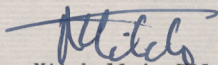
I do not want to hold up the dummy unnecessarily and consequently will ask Mr. Mead for his comments at once and see if he is sufficiently interested to take over the manuscript and dummy for examination purposes. Among other things, he is quite friendly with numerous people in the Ford Foundation. I wish I could leave it with him long enough to show some of his friends.

To sum up, I think I may require more time than you can give me at the present moment to hold on to the material. If you have the dummy in Santa Fe, would you be able to bring it to completion and then let me try with a more finished exhibit. As you know, public relations people like to see everything in its bright, shiny package and they might be more impressed if the prospectus were in more complete form. Please let me know, for I will be happy to give this a real boost either way--that is, immediately with the material that Mrs. Abbot has or to wait until you have completed it.

I am very sorry to hear that the word of Eric is evidently so final. Betsy had a note from him in a most tragic sort of "chin up" determination to attend the Anthropological meetings in Philadelphia this autumn and if able he would come to Williamsburg. However, all indications are that we will never see him again. It is a tragic end for a person so active and strong, and contributing so much to his profession. The past few months have been nothing but a seeming succession of sad commentaries on our old friends; Julie Penrose, Dan Norton, Merrily Duncan, Dorothy Stewart, Pop Collins, and now Eric. I think Merrily's suicide was the most disturbing of all.

Betsy joins in fond greetings to you and Mrs. Foster.

Yours,



Mitchell A. Wilder