



Vice President's Office

Colonial Williamsburg

Restored by John D. Rockefeller, Jr.

Williamsburg, Virginia

April 30, 1956

Miss Laura Gilpin
Box 1173
Santa Fe, New Mexico

Dear Laura:

I am sending off today the dummy to you in Santa Fe via Parcel Post, Special Handling. I do hope it will arrive safely and please do let me know when it is back in your hands in good shape.

Of course, the color cost is colossal but as everyone repeats constantly to me, the book market today is in the upper brackets and you might be interested to know that we have ended up printing the A.A.R. Catalogue in full color, 165 plates, full page to be exact. Our manufacturing cost in England for 10,000 copies is approximately \$6.50 per, including duty, binding, and boxing, the binding to be in hand marbled papers in linen. There is considerably more text in our book than you probably plan and would, I think, stand up well under fairly critical gaze so far as printing quality is concerned. W. S. Cowell, Ltd., Ipswich, England, is the outfit through which we are working. If you would like to contact them at any time, their American representative is Martin Simmons, 455 East 57th Street, New York 22, New York. Simmons is most helpful and energetic, being most anxious, naturally, to land as much American business as possible.

I like your idea of a running text going along with the pictures. It sustains reader interest and I believe draws more attention than a formidable section of text unbroken by pictures.

Since last writing to you my friend in Williamsburg has asked me if you had contacted Lottinville, the Director of the Oklahoma University Press. I am certain that you have had this in mind so I am afraid this thought will be of little use. Fond greetings from us all.

Sincerely,

Mitchell
Mitchell A. Wilder