



THE UNIVERSITY OF NEW MEXICO / ALBUQUERQUE, NEW MEXICO 87106

UNIVERSITY ART MUSEUM 505:277-4001

August 17, 1967

Laura Gilpin
409 Camino del Monte Sol
Santa Fe, New Mexico

Dear Miss Gilpin:

Thank you very much for your letter of August 14.

We are delighted that you are willing to grant us the right to publish your photo Church at Picuris in the form of a greeting card this year. We have never before published any work by a living artist in this way, and so we have no precedent on the basis of which we can suggest terms to you that would recompense you for granting the publication rights. All I can think of at the moment - that we would be in a position to afford - would be to offer to send you about 50 of the greeting cards as soon as they are published, these to be used in any way you see fit. I wonder if this strikes you as acceptable?

Needless to say, the Museum would not hope to realize great sums of money through the sales of cards. One of our main objectives would be simply to announce through the card that the Museum and its collection exists and to imply that these are of outstanding quality. Moreover, we feel that by making such cards available we can serve in some small way to raise the critical sights of our visitors; the University faculty and students in particular inquire from time to time as to whether we may have some kind of greeting cards or notepaper for sale, and so in publishing such things as the Church at Picuris we would be rendering them a service. Not incidentally, we would be making your own work better known through such a publication and would be sharpening the eyes of persons who buy or receive our cards to the qualities of the ancient and local architecture.

I shall, of course, be expecting to be in Santa Fe from time to time as soon as I feel quite settled in in Albuquerque, and should like very much to drop by and see you. You may expect me to let you know that I am coming before I turn up on your doorstep.

With kind regards and repeated thanks for your interest and helpfulness of the Museum.

Most sincerely,

Robert O. Parks

Robert O. Parks
Director

ROP:jd