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Speed Message

☐ IMMEDIATE REPLY REQUESTED

☐ NO REPLY NECESSARY

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Ms. Laura Gilpin
409 Camino del Monte Sol
Santa Fe, NM 87501

TO USE WINDOW ENVELOPE FOR RETURNING MESSAGE TO SENDER

FOLD HERE

◀◀ SUBJECT ▶▶▶

DATE

Message July 8, 74

Dear Laura: To answer your letter in parts:

a. The book is not going OP. I do not know where Arthur got that idea. As long as the market for that book is as strong in the SW as it is, it will never go OP. (Stock on hand in June: Approx. 1700 copies.)

b. Dave Gilbert did not get the job as Director. I will explain all of that to you in August when I am there.

c. The \$14.50 price you heard about was a price that we put on this book for a special sale catalog. It was a one-time affair to raise cash to publish another Western Americana title. All our titles were discounted approx. 20%. The great majority of the catalogs were mailed to libraries. The only individuals that were sent this catalog were the Texas State Historical Association members. (Some of the real slow-moving titles were discounted more, though.)

I hope to be up there in August and we will get together for dinner. Take care.

SIGNED

Reply

Sincerely,

Steve T. Rice
Sales Manager, Trade Sales

DATE

SIGNED

PLEASE RETURN THIS COPY TO SENDER