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

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Dec. 10, 75

Dear Laura:

Bad news and good news. The bad news is that your book has sold so well that we have gone out of stock. There have been a few production delays and that has not helped, but it will be available again in the first week or so of February.

We are fed up with other people selling our books so poorly so we are going to attempt it ourselves. I am making a very long trip to the East as are other Marketing Dept. people - in the spring season (Jan-May). I have already made trips to some places, like the hq. of B. Dalton Booksellers in Minneapolis (they are the largest chain in the USA). Let us hope for continued success.

As to the price, we shoot for a breakeven margin of 50%, but we are only getting 38% on Enduring Navaho at \$25.00. We feel this is acceptable because it's a big book and it nets enough to make the reprint worthwhile. The price jump only reflects the increases in production cost I'm afraid. If for some reason the general public does not accept the price, we can consider a price decrease, but due to our costs we need to give \$25.00 a shot.

Finally, what about the retrospective work. Is Bill Webb going to publish? We are still interested and I do not want to see him put you off forever - which he may not be doing. Just curious.

I will let you know about the new arrival.

Sincerely yours, *+ Merry Christmas*

Steve

Steve T. Rice

Marketing Manager