

Dear Laura

I have finally boiled the suggestions down to three sketches which I am sending. I started to re-letter "Sandia School" for the letter-head as a present to Mrs Sims just because the present lettering is so lacking in character but I decided against presumption.

The cover just about explains itself - but first I word as to the format as I visualize it. I have suggested a square book because almost any photograph can be made to fit - vertical or horizontal. The next thing that occurs to me is that the covers should be heavy enough to keep the booklet fresh in mailing (Of course my sketch is in illustration board - not a suggestion for weight - naturally) The other thing I would strongly advise is a spiral binding.

As to the cover - I have taken my cue, perhaps wrongly - from the "two sides" you spoke of. The name of the school has been put into an adapted uncial with much of the rotunda character. Behind the Lion & Unicorn, I have suggested a diapered pattern

which can be a conventionalized New Mexican flower - perhaps the Yucca bloom.

You will find also a couple of pages in a pencil layout - showing the way a square book might work up. We could draw a special paragraph mark to introduce a little color at the paragraph starts. I would suggest as type the 14 pt linotype cloister in the new cutting widely line spaced - somewhat as indicated. The photographs would bleed. The third sketch is just an approximation of some of the symbols - and in the two pages I have indicated me in use. Of course I could make these things as metal cuts, i.e., I could draw silhouettes and engrave a white line in to them for the definition.

Naturally this is all pretty much guesswork as I do not know what the feeling is about the approach wanted, but it may all serve as a point of departure. If Mrs Davis still wants the man in Santa Fe and if any of these suggestions will help you in the project go right ahead and use them. I only say this because I know how it is often difficult to get around promises

And I also feel that my suggestions may be a little severe as I never look around and find something to copy - which of course often keeps a client from being shocked (I mean copying). So if these things happened - and yet my sketches printed away here or there you may feel free to use any idea you want.

However, if something were done roughly in the spirit of this thing I have planned I do believe it would be fresh - get attention - have lots of the red - and yet be essentially new. I am writing this before hearing from you again, so I will attach a note after word from you as to where and when to send this.

June 6/

I have your letter from Santa Fe and the sketches go to you today - air mail - as you ask.

That will be well about the picture Laura - It is the one in front of the mantle and a small picture it is. I wrote Mike and so I am sure he'll inscribe it. Best wishes
W. A. W.