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May 20, 1963

Dear Laura Gilpin:

There's nothing like the old proverb that "a bird in the hand is worth two books in the bush," or something like that. The Texas University Press sounds promising.

I would call Van Deren Coke, Director Art Department, College of Fine Arts, University of New Mexico in Albuquerque and ask him about the, Amon Carter Museum, T.U.Press, etc.

Coke has just brought out the book:

Taos and Santa Fe

The Artists Environment

Pub. by the Carter Museum and Univ. of N. Mexico.

He organized the exhibition on this subject and wrote the book, which is an excellent job. Probably you already know about the book and Coke. If not, he should know about your work. Coke has written two articles for my Encyclopedia of Photography...one on Exhibitions and the other on Teaching Photography.

I am sure that the Sierra Club would be interested in your Navaho book. They have been quite successful with their books and are now covering a broader field. They would do a superb job if they took it. Ansel Adams can give you more dope on who to contact, etc. His address is Route 1, Box 181, Carmel, California. Or telephone Code 408-MA 4-2558. Probably a telephone call would be best.

You have a good subject and you should get the best in production and printing from an outfit that has money to produce it. I should think that if you can get a royalty of 10% of the list price of the book that you would have a good deal. Try for more of course.

The Sierra Club is getting a better national sales circulation now, besides their own membership. They sold over 350,000.00 worth of books last year.

Will send you a copy of the Polaroid Manual. Thanks.
Barbara sends her best wishes,

Sincerely,

Willard D. Morgan

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