



UNIVERSITY OF TEXAS PRESS

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December 13, 1966

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

Dear Miss Gilpin:

Thank you for your letter of December 1, which should have been acknowledged earlier.

It certainly is going to be necessary for me to get up into your part of the country early in the new year. I will make it a point to get to Santa Fe to see you.

Mitchell Wilder indicated to me that one of the points in your contract which you wished to discuss concerned the fact that royalty payments are based upon net receipts from sales rather than on the list price of the book. Most of our contracts are written that way these days. Year in and year out, net proceeds from sales average about 60 per cent of the list price. The fact that there is a fairly rapid escalation of the royalty rate as the book continues to sell means that the author gets just about as much under the ^{new} system as he would have under the old if the book is a real success from a sales standpoint. This type of contract is particularly appropriate in connection with a book in which the manufacturing cost is disproportionately large, which necessitates an unusually high list price. If we manufacture your book as it should be manufactured we're going to have to sell it for around \$15.00 a copy.

I shall certainly be happy to discuss this point and any others which may worry you, when I see you early in the new year.

All good wishes to you.

Sincerely,

Frank H. Wardlaw

Frank H. Wardlaw
Director

FHW/bs