



UNIVERSITY OF TEXAS PRESS

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May 28, 1970

Miss Laura Gilpin
409 Camino del Monte Sol
Santa Fe, New Mexico 87501

Dear Laura:

I am surprised and more than a little upset to learn that you think we haven't done a good job selling your book. Except for the bookstores in the East quite the contrary is true.

A first printing of 7,500 copies of so expensive a book is a rather large one and this will be exhausted within the first two years of publication. There will definitely be another printing, this time of 5,000 copies. As Dave Gilbert told you, the book has settled down to a steady sale of from 110 to 150 copies a month and it looks like this sale will continue indefinitely. An annual sale of 1,500 copies for such a book this long after publication is excellent and the sales pattern indicates that it is not likely to slack off. We will keep the book in print as long as there is a steady demand for it; trade houses usually let books die after sales drop under a predetermined figure.

Our own salesman visits all the principal retail outlets in Texas, Oklahoma, Arizona, New Mexico, and Colorado regularly and always checks on stock of The Enduring Navaho and resells it. The men who represent us reciprocally elsewhere in the country are supposed to do the same thing and sales have been reasonably satisfactory in all sections except the East. The East has always looked at the products of other sections with a sadly provincial eye and since Johnson and the Viet Nam war we have had a very difficult time both with sales and reviews in the East just because we are Texas. However, we ourselves sell the major jobbers in the East and elsewhere in the country and make sure that they always have books for the library market.

I don't think the Sierra Club could do more for your book than we are doing unless it were their own book; they have a built-in market in their membership list.

Miss Laura Gilpin
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We can't expect any major reviews now from the general media although additional reviews in scholarly journals may appear. All in all, reviews both in scholarly and in popular media have been excellent.

Our major promotional expenditure has been in direct mail advertising and it has been substantial. When the new printing comes out we will do some additional promotion; exactly what form it will take hasn't been determined yet.

I might mention that your book has been included in many exhibits of scholarly and professional groups--historians, anthropologists, ethnologists, librarians, booksellers--and has always been displayed very prominently.

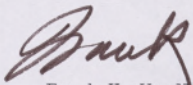
Mrs. Price's remark about the European sales is based on ignorance of the European market. The book is in stock in London and there have been some sales in England and on the Continent through salesman working out of the London office. But most European booksellers find it impossible to handle high-priced American books. Our best bet would be to find a European publisher. The book was prominently displayed at the Frankfurt Book Fair last year and European rights were offered, but there were no takers. I suppose the European publishers didn't see enough of a market there to make a European edition feasible.

All in all I think we have achieved about as big a sale as a trade publishing house would have and I know we will keep it going longer. I also know that we made a greater effort to give you just what you wanted in the book than a trade publishing house would have done.

When we are ready to put the color plates on the press again we will be happy for you to come to Austin and confer with the printers. They can certainly make some adjustments in the inking which may help and perhaps some changes in the plates. I am not too happy with the color work either, but much of the trouble stems from the fact that the transparencies were old and that the dies in some of them had changed color. However, I think that Steck can improve on the first printing and we will do everything we can, with your help, to bring it about.

As soon as I know when the new color printing is likely to take place I will let you know so you can make your plans to come to Austin. It will be very good to see you again.

Very cordially yours,



Frank H. Wardlaw
Director

FHW/lb