



UNIVERSITY OF TEXAS PRESS

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June 3, 1970

Manager
Thunderbird Lodge
(Canyon de Chelly)
Chinle, Arizona

Dear Sir:

We have published a book that I think will have excellent sales in your area of the U. S. In fact, you have probably heard of the book--Laura Gilpin's The Enduring Navaho--a beautiful pictorial of the Navaho Indians. (A blurb is enclosed

I feel this book will have even better sales during your peak seasonal tourist travel. I am offering a resale discount if you will try this book at your sales desk or curio shop. (40% plus return privileges).

Needless to say, it is about as regional a title as there is for your area--not to mention being a great tribute to the Navaho and Laura Gilpin. It sells for \$17.50 and has over 220 photographs (color and black and white).

Thank you for your consideration in this matter of mutual importance. Please place orders to Steve Rice at the above address. Again, thank you.

Sincerely yours,

Steve T. Rice
Sales Manager, Trade Sales

STR:dk
Encl
cc: DHG
FW
DB
Laura Gilpin
409 Camino del Monte Sol
Santa Fe, New Mexico 87501