



UNIVERSITY OF TEXAS PRESS

P.O. BOX 7819 • AUSTIN, TEXAS 78712 • (512) 471-7233

September 5, 1973

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

Dear Laura:

With profuse apologies for the delay I am only now getting around to answering your last letter.

Actually your letter came while we were conducting the annual meeting of the Association of American University Presses, and I have been ill off and on ever since with a bad flare-up of my old gastro-intestinal ailment. I sent copies of your letter to Steve and to our Advertising Manager. I don't know what they did about advertising in connection with the Navaho Fair. I do know that we had to cut our budget all the way across the board in order to make ends meet. These are rather desperate times for university presses, and we are having to play our cards close to our chest. Most of our advertising funds go into the promotion of new books. I should have followed through more closely on your suggestion, but I didn't.

The Enduring Navaho is now in its third printing and has settled down to a steady and continuous sale. We haven't done as well with it in the East as should have been the case. But Steve is constantly plugging it on his rounds in the Southwest, and re-orders from bookstores are constant. We expect to keep it in print virtually in perpetuity. Trade houses frequently do better on initial sales but allow books to die too soon.

We are now represented in the East by Columbia University Press, and they were asked to emphasize The Enduring Navaho in their calls. We have had unsatisfactory experience in the past in trying to team up with trade publishers. The suggestion in regard to Hastings House does not appeal to me. Over the long haul I think

Miss Laura Gilpin

page 2

you are better off with us than you would have been with an Eastern house. They wouldn't have given you as good a book in the first place, and its life expectancy would have been much shorter.

This has been an entirely miserable summer for me. I have been confronted with continuing and serious problems and have felt so badly that it has been difficult for me to deal with them. But I seem to be coming out of it now and am eager to get on with the business ahead. I'll be glad to hear more about the Rio Grande book; I believe I told you we could make a modest advance to help cover expenses.

All good wishes to you.

Very cordially yours,

Frank H. Wardlaw
Frank H. Wardlaw
Director

FHW/pw