



12/8/75

to Laura Gilpin

*And*

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Endleaves for reprint of THE ENDURING NAVAJO

Just received your note. Photographs arrived at the end of last week, and I sent them to our printer to be reduced and screened. Unfortunately, there is no way that we can get them to Meriden and have them printed on time to go in the book, which is on a priority schedule. Therefore, we are printing the endleaves here, at the printing division. They cannot print a 300 line screen, so we are limited to 150, but I think that they will do a good job.

I agree that the endleaves will greatly enlarge the total impact of the book by giving the reader a concise image of the range of Navajo experience and activity.

The design that I have evolved is a grid design, but not the checkerboard, as I feel that the checkerboard approach is too scattered for the tight design of the rest of the book; and is in addition slightly dated, and I am very enthusiastic about acquiring a new readership for your book.

This book is of course a classic, but seems to be relatively unknown to the great bookbuying public. Part of the new Press Policy is to try, through publicity and redesign, to garner new readers for our previously published books.

We will, of course, send you a copy of the reprint as soon as it is available, but Meriden has a large backlog, and it will probably not be printed before February or so.

Rich and I are splitting the design chores, so if you have any further enquiries, write me, as I am handling your book.

Thank you,  
Eje Wray  
Design

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