

THE FRONTIER SOCIETY

INCORPORATED

Albuquerque, New Mexico

FEBRUARY 11, 1938

MISS LAURA GILPIN
317 CHEYENNE ROAD
COLORADO SPRINGS, COLORADO

MY DEAR MISS GILPIN:

THANK YOU SO MUCH FOR SENDING ME THE LIST OF NAMES. I HAVE WRITTEN TO ALL OF THEM, SENDING THEM EACH A COPY OF THE PROSPECTUS. ONE OF THEM, WILLARD KING, TO WHOM I HAD WRITTEN THE WEEK BEFORE, HAD ALREADY SENT IN HIS CHECK. I HOPE I SHALL HAVE AS GOOD LUCK WITH SOME OF THE REST OF THEM!

OUR FIRST MEETING, LAST FRIDAY, WAS VERY SUCCESSFUL AND ENCOURAGING. DEAN HERSHEY CAME FROM THE SPRINGS IN PROXY FOR PRESIDENT DAVIES WHO HAD BEEN CALLED TO THE COAST. MRS. MACFARLANE CAME FROM DENVER. ALL MY OFFICERS AND TRUSTEES FROM SANTA FE AND ALBUQUERQUE WERE PRESENT. THE BY-LAWS WERE PASSED, THE WHOLE POLICY OF BOTH THE SOCIETY AND ITS PUBLICATION WAS OUTLINED AND DISCUSSED IN DETAIL. WE NOW HAVE AN ACTIVE ORGANIZATION WORKING AND HAVE EVERY REASON TO FEEL THAT PLANS WILL PROGRESS AS RAPIDLY AS POSSIBLE.

RETURNS ON THIS INITIAL PROSPECTUS HAVE NOT BEEN AS HIGH, TO DATE, AS I HAD HOPED; BUT PERHAPS IT IS TOO SOON TO TAKE TOO DEFINITE AN OPINION. I AM HOPING THAT A FEW PEOPLE WHO CAN WILL FIND IT POSSIBLE TO MAKE LARGER FINANCIAL GESTURES TO MAKE-UP FOR THE MANY WHO WILL NOT CONTRIBUTE.

I SHOULD LIKE TO RECOMMEND TO THE BOARD OF TRUSTEES THAT YOU BE INVITED TO SERVE AS A TRUSTEE. I AM SENDING A MEMORANDUM TO EACH MEMBER NEXT WEEK, RECOMMENDING THE NAMES OF JOHN MEEM AND OF JUDGE BRATTON OF THIS CITY. I BELIEVE THAT YOUR INTEREST AND ADVICE WILL BE DEFINITELY HELPFUL TO THE SOCIETY AND SHOULD BE VERY PLEASED TO KNOW THAT YOUR INTEREST IS SUFFICIENT THAT YOU WILL AGREE TO SERVE IN THIS CAPACITY. IF YOU ACCEPT, WHEN YOUR NAME HAS BEEN APPROVED I SHALL SEND YOU A COPY OF THE MINUTES OF THIS FIRST MEETING WHICH OUTLINES THE ORGANIZATION IN DETAIL.

MISS LAURA GILPIN

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YOU WILL BE INTERESTED IN THIS ITEM. I HAD WRITTEN CECIL BEATON, ASKING HIM IF HE WOULD BE INTERESTED IN DOING A SERIES OF DRAWINGS AND PHOTOGRAPHS TO ACCOMPANY A PERSONALITY SERIES. A LETTER JUST ARRIVED FROM HIM THE OTHER DAY, SIMULTANEOUSLY WITH THE STORY IN TIME ABOUT HIS BREAK WITH VOGUE. I HAD JUST RECEIVED MY COPY OF VOGUE WHICH WAS ONE OF THE UNEXPURGATED COPIES. IN HIS LETTER TO ME HE SAID 'I AM NOW UNDER CONTRACT WITH VOGUE'--THEN HAD CROSSED OUT THE WORDS 'WITH VOGUE' IN PENCIL! HE SAID HE WOULD BE INTERESTED IN DOING THE SERIES IF THE WORK WOULD NOT BEGIN UNTIL JUNE. HIS WILL CERTAINLY BE A GOOD NAME. I THINK THIS PUBLICITY, WHILE NOT TOO DESIRABLE FOR HIM AMONG A CERTAIN GROUP, WILL NOT HURT HIM PERMANENTLY.

ROBERT EDMOND JONES, MAURICE STERNE, OLIVER LAFARGE, ERNA AND HARVEY FERGUSON, EDNA FERBER, JOHN MEEM, GISELLA LOEFFLER, LOWELL THOMAS, COUNT KNUTHENBORG, REGINALD POLE, SIR EVELYN WRENCH AND THORNTON WILDER--AMONG THE NAMES ON THE LIST IN MY PROSPECTUS--HAVE ALL AGREED TO CONTRIBUTE DURING THE FIRST YEAR. YOU SEE I AM REALLY GETTING MY OUTLINE OF CONTENT LINED-UP. I BELIEVE THE SET-UP I SHALL HAVE TO ANNOUNCE IN MY SECOND PROSPECTUS TO REGULAR SUBSCRIBERS WILL REALLY BE IMPOSING AND WILL HELP PREISSUE SALES TREMENDOUSLY. I PLAN SOME KIND OF PUBLICITY SUCH AS LIFE TRIED--MAKING COPIES HARD TO GET. I BELIEVE I SHALL ANNOUNCE THAT THE MAGAZINE WILL NOT BE AVAILABLE ON NEWS-STANDS. WE MAY LOSE A FEW RETAIL SALES THAT WAY, BUT I BELIEVE IT WILL BOOST OUR SUBSCRIPTIONS. IT CERTAINLY DID FOR LIFE!

I SHALL NOT BE COMING TO COLORADO AS SOON AS I EXPECTED DUE TO THE SLOWNESS WITH WHICH THIS PRELIMINARY WORK IS MOVING. PERHAPS YOU WILL BE COMING DOWN TO NEW MEXICO WITHIN THE NEXT MONTH? IF YOU COME, PLEASE DO LET ME KNOW. I SHOULD LIKE VERY MUCH TO DISCUSS MANY PLANS WITH YOU.

MY SINCERE GOOD WISHES AND AGAIN, THANK YOU FOR THE LIST OF NAMES.

MOST SINCERELY YOURS,

Jack Vandermeier
JACK VANDERMEYER