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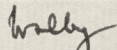
November 10, 1949

Dear Laura:

We want to plan some cooperative advertising with the local bookstores through the region of the Rio Grande. I have written to Jerry Clemens already, but would like from you the persons who might be most interested in this kind of a thing in Colorado Springs, El Paso, Dallas, and any other towns that would be particularly interested in promoting the book. The way these cooperative ads work is that the publisher and the local bookstore each pay half for the space taken, and the local bookstore gets all of the orders because they run their name. It works out particularly well where there is a book of true local interest.

I have sent a copy with a letter to the editor of Modern Photography in Cincinnati and also to U. S. Camera Magazine. I have given your address to both of these magazines and suggested possible material for a story of the writing of the book. This may be more work for you, but I believe it could be worked into good publicity and, from their point of view, encourage the use of some of the photographs in the article, and for the readers, give the idea of book material for other photographers. We will wait and see what comes from it.

Sincerely,



Walter L. Goodwin, Jr.

Miss Laura Gilpin
Box 1173
Santa Fe, New Mexico

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