

DUELL, SLOAN & PEARCE, INC.

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PUBLISHERS

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Cable: SWORDWORDS

February 10, 1950

Dear Laura:

Your letter of January twenty-fourth to Walter must have crossed mine to you. At any rate, with its most helpful detail and analysis of the whole sales and bookstore situation, the letter went first to our sales manager. We are delighted to have such a full account of all the circumstances from you because now we are prepared to deal very effectively with any slightest hint of criticism that may still be forthcoming. It is quite clear that you acted reasonably and helpfully and entirely within your rights. As you say, it is ridiculous of people to whom you have tried to be so helpful to take any sort of carping attitude about what you have done.

More important than all that wiggle-wabble is the question of your next book, and Charles and I want to tell you now definitely to go ahead with your plan for a Navajo book. I probably will not have time this week to draw up a contract which we want to submit for your signature. We are sorry that Walter Goodwin isn't here to share, as he inevitably would, our enthusiasm about making definite plans to go ahead with this second book.

One of the things that has made it easiest for us to decide is the very interesting and appealing Vernon Young selection of pieces by Mary Austin. We have been reading this manuscript with great delight but also with a growing conviction that such a book as this would not have the substance and vitality that people are bound to expect of your second book, having found these in your first, whereas surely the Navajo book will have these same elements together with a theme that is of absorbing and timely interest. I cannot believe that any book you undertake to do will be an easy job, because I know too well how hard and thoroughly you work at the tasks you set, but I do believe that the Navajo book will be much much easier to prepare than a Mary Austin book.

Incidentally, I will be writing to Mr. Young this week to explain to him that much as the Mary Austin project appeals to us it does not seem an altogether wise and sound venture at this time, though I'd like to think that in the years to come there may be an opportunity for you and for ourselves to indulge in the luxury of preparing such a book as that.

Miss Laura Gilpin
Page two
February 10, 1950

Once again I hope you forgive us for not writing to you more often. One of the troubles of making such good friends of your publishers is that they assume you know more than you do of their family feelings.

Enclosed is a copy of our release announcing a special arrangement on advertising for the next year with the Herald Tribune. All this started with the full page ad on THE RIO GRANDE in the 25th anniversary issue, and we feel that this great departure is going to be an unqualified success, just as we feel that the results of our Herald Tribune ad for your book were immensely successful and gratifying.

Very best,

Cap

Miss Laura Gilpin
Box 1173
Santa Fe, New Mexico

CAP:lmh
Enclosure