

# HASTINGS HOUSE



41 EAST 50th STREET  
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INC.

AIR MAIL

April 12, 1948

Miss Laura L. Gilpin  
Box 1173  
Santa Fe, New Mexico

Dear Miss Gilpin:

I have been going over your letter of March 25, which came just a few days before yours of the 30th (the twelve additional copies asked for in the latter have been sent to you).

I don't know quite what to say about the Bandelier National Monument. The sales on a book of this type are hard for me to determine at this distance. Therefore, I wonder what Jerry Clemens thinks he could sell, or the others could sell, within the period of a year. It's almost impossible to do a book now in quantities of less than 10,000 copies. We were just able to squeeze by on the YUCATAN on 5,000 because we bull-dozed the printer to let us keep the 1947 rates on that particular book since we started it before. \$1.50 book would be pretty difficult to do, because the binding alone will cost between 20¢ to 25¢, and the total cost can't be more than the \$1.00 book than 35¢, including royalties. We have hopes that costs will come down, particularly in binding, in the near future, but until they do, or unless we can get a guarantee which will give us a sale of 10,000 or more copies within a few months, I don't see how we can do it for the present.

The Churches sounds like an interesting project, and I'd like to hear more about it, but as you may gather from the above, we'd also need volume and the sale price would have to be fairly large.

I'll write to Carl Smalley about this, and work on it some more with our production department. Frankly, for the present, production costs just have me stumped. Maybe we'll have to go to letterpress for a while, but I haven't explored that process recently. We'll keep trying, but don't hesitate to prod me if you don't hear from me within a reasonable time. Best wishes.

Cordially yours,

HASTINGS HOUSE

*Walter Frese*

Walter Frese

WF/mgm