

# HASTINGS HOUSE



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AIR MAIL

August 13, 1953

Miss Laura Gilpin  
Box 1173  
Santa Fe, New Mexico

Dear Laura:

I hope that by the time this reaches you, your virus infection as been beaten, and that you are now in the best of health and spirits.

Both the Canyon de Chelly and Taos would make magnificent subjects. The only problem is that for any such book we must print at least 10,000 copies, and in order to do that must have a pretty big tourist turnover and outlets at which to sell the book on the spot.

Probably a fair amount of the books on Taos could be sold in Santa Fe. Are there any stores or stands in Taos itself, and what sort of a turnover do you estimate they might present?

Canyon de Chelly is pretty much out of the way - is it not? Where would the nearest point of sale be, and what would you estimate the turnover?

What price would you think would be ideal to present the material for ready sale to the tourists?

I look forward to your further news about this with much interest. I'm not so sure about our trip to the coast this fall, but I would like to hear from you in the event that we can't make it.

Best wishes.

Cordially yours,

HASTINGS HOUSE

Walter Freese

WF/mgm