

HASTINGS HOUSE



41 EAST 50th STREET
NEW YORK 22, N. Y.

Publishers
INC.

AIR MAIL

June 22, 1954

Miss Laura Gilpin
Box 1173
Santa Fe, New Mexico

Dear Laura:

The manuscript indicates a magnificent book, and I got great pleasure in going through it. One of our western salesmen was in town last week, and he thought it excellent.

He was a bit conservative about his conception of the sales possibilities in the Southwest at a fairly expensive price. The cost, of course, will be the most important factor. As soon as the production department can get the fall books tied up, we'll sharpen our pencils on this one and let you know.

It would be nice to be able to do the book in Europe. Ylla's ANIMALS were superb in their reproduction, but 40,000 copies were printed, and there are much less pages. Even at that and at \$5.00 the book was not successful here.

I'll keep you posted. Best wishes.

Cordially yours,

HASTINGS HOUSE

Walter Frese

WF/mgm