



KIRK PUBLIC RELATIONS

1511 JENNIFER STREET  
RICHARDSON, TEXAS 75081  
214 690-8446

Fri., June 19, 1987

Mr. John Broders  
Assistant to the Editor  
TEXAS MONTHLY Magazine  
P. O. Box 1569  
Austin TX 78767

John:

How nice of you to touch base again regarding the Gentling Twins, their growing notoriety and the success of "Of Birds & Texas." Reiterating the new developments:

- o People magazine coverage (enclosed) has stimulated sales.
- o F.W. Museum of Sci. & Hist. is continuing to purchase the 40 collected watercolors in the book--16 to date, another 12 pledged--at \$7,500 each.
- o The artists concede some book/print dealers are buying books to break up and sell-off the prints at about \$200 each. (50 plates = \$10,000; book cost \$2,500) but that makes rare book collectors happy, since it means less "unbroken" books.
- o Prints, like the "Black-Crowned Night Heron" are expected to go for up to \$400 next year, but Stuart is adamant he will never seek more than \$500 for a print, regardless of what dealers/museums/libraries may be able to charge for them.
- o They've heard from friends and prospects as far away as San Miguel MX and Paris France, West Virginia and Minnesota . . .and there is some lament that when an artist completes a project of this magnitude, the attendant "marketing" effort takes them away from painting.
- o Also, they are moving toward a decision on the trade press edition--probably an 8½ x 11 version with more text, as many as 30 more color plates, selling for \$40 to \$50. (Some advisors want to see a much higher-priced version--\$100--and feel the popularity of the Imperial folio is an indicator that "Of Birds..." may have been under-priced at \$2,500. (I believe TexasMonthlyPress may be under consideration.)
- o I'm continually impressed by their integrity--lacking in some corners of the art world--since they practically insist on showing and discussing the book with a prospective buyer or sending a preview folio, rather than selling it site unseen. / Also, they will be featured on the cover and inside of the upcoming issues of the Texas Library Assn. Quarterly and the Southwest Historical Assn. Quarterly. The broad national mailings of those publications will probably mean that the museum/libraries/rare book collectors will become even more plugged into this mammoth accomplishment.

I've enclosed other letters, clips, releases, bios, dredged up in recent weeks. It should prove helpful. Hope TM makes a move soon. Scott & Stuart are beginning to feel like "prophets in their own land." AND let me know about the book or folio. We'll ship it ASAP for your review.

Regards,

*Preston*  
Preston F. Kirk, APR

Encl.

cc: Gentlings