



KIRK PUBLIC RELATIONS

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Fri., June 19, 1987

Mr. Stan Richards, President
The Richards Group
Ten Thousand North Central Expwy.
Suite 1200
Dallas TX 75231-4104

Dear Stan:

Sara Pentz shared with me your interest in illustrated art books, specifically "Of Birds and Texas" by Fort Worth artists Scott and Stuart Gentling and essayist John Graves, published in late 1986 and nearing a "sell-out" of its limited 525 copies.

Sara suggested I share some information with you, since I have been handling media relations and PR for Gentling Publications of late--CNN, Ch. 4 & 8, PEOPLE, FWST, DMNews, DTHerald, Reuters, UPI, Int'l Herald Tribune, Ultra, Haute. I respect your appreciation of art, but I personally know that this is a fine investment. Already book dealers are buying-in and stripping out the 50 litho plates, which sell for as much as \$200 each currently. It is a "sad" practice in one respect, but rare book collectors like it: It makes their own unbroken edition much more valuable. The print dealers must be ecstatic. They are getting a four-for-for one return on their investment.

The enclosures will tell you more, but you can see the original watercolors through Labor Day at the F.W. Museum of Sci. & Hist, as well as one of the books. Gentlings' Gallery is only 6-8 blocks away. They would be pleased to discuss it with you.

For the record... I must say that your original and basic design for Texas Business Magazine, of which I was founding editor in 1976, has stood the test of time fairly well. Dallas may be "Big D," but I do find it somewhat strange that we've not worked together on something in the last 11 years. Since Maning, Selva & Lee pulled up stakes in Texas (after 10 years), I have restarted my firm with the intention of keeping it at 1 or two persons. I have a half-dozen clients, but provide counsel, brainstorming and services--inside and outside to several large agencies. Perhaps we should have lunch and play catch-up. Meanwhile, have a great summer.

Regards,

Preston F. Kirk, APR

Encl.

cc: Stuart Gentling
Pentz



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