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March 8, 1971

Re.: SELECTED POEMS OF GABRIELA MISTRAL

Dear Miss Johns,

This morning's mail brought me your nice letter of March 3rd, the outline of your promotion plans and copies of your letters to Marianne C. Moore, Cecelia Isaacs, etc. Many thanks for sending me all this material. I shall look forward to talking to you about further details now and again. Since I shall be away for about two weeks, I shall quickly give you my immediate comments and suggestions.

Review copies: Doris has promised to furnish you with some further information about the local interest areas and their news papers. Gabriela has lived in Santa Barbara; she was made honorary citizen of New Orleans, etc. Please look to Doris to give you all pertinent details.

Publicity Releases: We would ask you to please set this up fairly soon so that there will be enough time for consultation with Miss Dana and myself before anything will finally be printed and released.

Prizes: I would suggest that the finished book be also submitted to the ABA for their "Fifty Books of the Year". The award titles are selected by a jury of the American Institute of Graphic Arts but I believe that publishers can submit candidates.

A very important way ^{projects of the} exposing the book to booksellers would be to have finished copies with possibly the Franconeri drawings at the ABA in Boston. I don't know whether you have space there, but please take up this matter with Mr. Goellner. Such an exhibit will, I am quite sure, be much more vital than anything we could think of.

I am writing to you separately about the Today Show.

Yours,

Joan Daves/bp

Miss Lisa Johns
The Johns Hopkins Press

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