

May 16, 1932.

Mr. Raymond Rubicam,
Young & Rubicam,
285 Madison Ave.,
New York City.

Dear Mr. Rubicam:-

Last month I joined a party from the Fountain Valley School, here in Colo. Springs, on a trip to Yucatan to study the ruins of Chichen Itza. We had a wonderful trip and I hope that I have some really worth while photographs as a result of my endeavors.

While down there it occurred to me that someone might be interested in a set of pictures of the Sisal Hemp growing. I spent two days at a most interesting plantation and as the result have a series of twelve or fourteen prints showing all the process, the plant itself, the harvesting, the crushing, drying and baling. They make I hope an interesting series and I think unusual.

I am thinking something of submitting them with a short article to Fortune, but before I do so I want to ask you if you think the International Harvester would be interested.

I understand that they are the largest importers of this kind of hemp. I am hoping that you handle their advertising.

It is unfortunately necessary for me to market these to the best possible advantage and I wonder if you would be so kind as to give your advice in this regard.

I hope to have the set ready in a week and will be very glad to mail them on to you if you wish to see them.

Please give Mrs. Rubicam and the children my regards,

Sincerely yours,