

T. A. WILLARD  
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BEVERLY HILLS

Dec-8-32.

My Dear Miss Gilpin:-

I was glad to get your letter, I did not know but what I had offended you, though the Morley matter was not in any way your fault I have many friends and soon, I had more photos than I needed, tho Im sure they were not as good as yours.

I note what you say about using them, and allow me to suggest that a booklet nicely gotten up of Photos with an explanation under each would sell well to tourists who go to yucatan, in fact I believe that nearly everyone would buy one. Of course there would be considerable expense for the engravings, but I feel sure that it would be covered.

I judge largely from my Experience, The Itza Hotel sold over 150 of my books last year and they were almost all of the \$4. class

They made no special effort in this line except to put them in a case in sight. Lantern slides will sell but the demand will be limited there are not enough who are interested at this time tho may be later. If you would go to Chichen and Uxmal again this year I could suggest many detail pictures that would fill in well, I will be there again as usual in Febuary.

About the color separations that I proposed to have you make if you went there, this is useless now as all of the colors have been lost on the altar, which is peculiar for the reason there are several altars 4 years old on which the colors are still good.

OVER

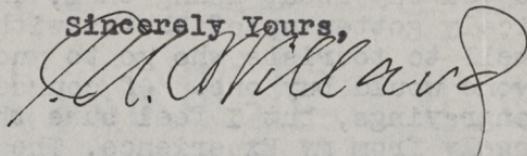
I suppose that it is one of those freaks of nature, I am somewhat disappointed as I expected to register them in an engraving.

This Altar is the only historical one that has ever been found and it shows the formation of the Empire of Mayapan.

This year I am to make close ups of the names above the heads of the figures for study by the Mexican Archaeologist Palacios who is a wonderful man in his line, he will no doubt be able to identify some of the historical Chief's, There is no question about the center one being Kukulcan he has already identified him.

There are 17 others waiting for us. If I can be of any assistance to you at any time, call on me at will.

Sincerely Yours,

A handwritten signature in cursive script, appearing to read "J. A. Willard". The signature is written in dark ink and is positioned below the typed name "Sincerely Yours,".

Why I think that your wonderful Photos will sell in book, form and at a good price, The hotel had both the \$4. edition and the \$1. edition and of them only 15 were sold, you see that it is a case of taking them home to show their friends.

I asked Dorothy Dix why she paid \$4. for one of mine and her answer was, I like pictures.