

September 19, 1939.
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Mr. Norman Sweitzer,
~~Mr. Norman Sweitzer, DEPT.~~
~~FREE ALBUQUERQUE INDIAN DEPT.~~
Albuquerque, New Mexico.

Dear Mr. Schweitzer:-
Dear Mr. Sweitzer:

Over a month ago, I sent down to the Indian Dept. News Room 12 sets of each of the new post cards.

Several people in Santa Fe have been asking about them and inform me that they are not at La Ponda either in the Indian Room or at the News Stand. I hope that this is an oversight that will be soon taken care of.

I am designing a special rack for these post cards which I feel is necessary and will greatly increase the sales when in use. I was very pleased to obtain permission from the Church to do the set of both Ranchos and the Santuario interiors. In the case of Ranchos, I have promised Father Garcia that the cards will not be placed any where in town except at the Church itself. They are selling them there and seem to have done extremely well, selling 50 sets in less than a month. Of-course this same set, (NO. 8.) is available for all other agents.

I had hoped to be down again before this to see about placing these in much larger numbers. I would appreciate it if you could give me some idea of how many racks you could use. I am working on a Southwest wood and tin design which will harmonize with all such buildings. Until these are ready, however, it may be that a very inexpensive wire rack would be best to use at once.

Any suggestions you may have either regarding a rack or of future sets of cards to be made will be welcome. I do feel that with a rack for these cards alone, they can be sold as singles as well as in sets which should greatly increase the sales.

With best wishes, I am

Sincerely yours,