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Barbachano's Travel Service

(SUCCESSORS OF MAYALAND TOURS)

EXECUTIVE AND TRAFFIC OFFICE:
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Mérida, Yucatán, México.

June 7, 1961

Miss Laura Gilpin
Box 1173
Santa Fe, New Mexico
U S A

Dear Miss Gilpin:

Many, many thanks for your letter and the beautiful photographs. The photographs arrived yesterday and we are delighted with them. They are by far the best we have had of the hotel and I especially like the color photos as I feel that they capture the mood of the place.

I do hope you will do a book on Uxmal. As to having the text in Spanish and English -- instead of Spanish I would suggest French if you can get distribution in Europe. There are so many books in Spanish about the Ruins already -- though I will admit that there are very few that have good photographs and/or drawings -- and almost all of the Spanish-speaking people who come to our hotels speak and read English anyway that I think a Spanish/English edition would not sell any better than one with the English text only. On the other hand, there is a great deal of interest in Europe now in the Ruins and travel from Europe to Mexico and the U. S. has increased sharply over the past 24 months. So if you can get good distribution in Europe (especially France, Belgium and Switzerland) I am inclined to think that a French edition or French/English edition would sell well there.

We are trying now to get Pan American World Airline to put on a campaign to sell Yucatan in Europe, and Air France is already pushing Mexico in General and Yucatan in special promotions so we hope to build up some good publicity for the Ruins by means of the airlines. Also, I think we are going to be able to get some publicity through SABENA -- the Belgian airline which also comes into Mexico.



SPECIALIZING IN TOURS TO THE MAYA RUINS OF

CHICHEN ITZA • UXMAL • PALENQUE • KABAH • SAYIL • LABNA • TULUM



#2 - Miss Gilpin

Our French traffic this year will be about 500 or more people at least, and I think at least 1/2 of them would buy a book of this type. We'd like to increase our traffic to at least 1000 French this coming year.

President Lopez Mateos has finally taken a definite stand against Communism so things look a bit brighter to us right now. The situation in Cuba has become so bad that all of Latin America is now aware of the danger from that source. In spite of the fact that this is due somewhat to the "weakness" of the US in the Cuban invasion I think it is good. The Latin countries will have to wake up and learn that they too must fight Communism - the US can't do it alone.

Well, I wont start on a political speech.

Thanks again -- many, many thanks -- for the photographs. I shall certainly make good use of them.

Do hope you can get back to Yucatan again. You'll always be welcome at Hda. Uxmal.

Cordially yours,

Frances
Frances Swadener
Mgr., Hda. Uxmal

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