

June 22
1973

Mr. Frank Wardlaw
Austin, Texas.

Dear Frank:- As usual I have been meaning to write for a long time, but time seems to go by without one realizing it.

Steve called me about his trip coming up for Arizona and I asked him to pass along the information about the up coming Navaho Fair in September. As there will not be a Gallup Ceremonial this year, the Navaho Fair will be going all out. The man in charge of the Fair book is Jack Crowder, care of Sam Day, LLI Window Rock, Arizona. He wants very much to use one of my pictures in the book. It occurred to me that this is the perfect place to advertise The Enduring Navaho. They are printing 35,000 copies and the people who normally go to Gallup Ceremonial will doubtless go the Window Rock. This should be a golden opportunity for us. I know that the Navaho Tribal Museum has carried the (our) book and as the Museum is on the Fair Grounds, they could certainly handle it. I gave the advertising costs to Steve, and they seemed to me very reasonable.

While I was in New York in April, I had quite a visit with Walter Frese of Hastings House. He has greatly enlarged his business since I was last there and is now importing a great deal, rather, a great many books from Europe. He had not seen The Enduring Navaho. I sent him a copy after I got home and had a very nice letter about it. It disturbed me a lot to find that every where I went, people either had not seen the book or had not been able to get it. One man who is the theatre production business said he had tried in several New York Book Stores to get it, and was met with the answer that the store knew nothing about it. This is a matter of distribution, I am sure, and with the American Indian very much in the public eye right now, it seems to me that U.T.P. is missing out on a big market. Would it be possible to work out some sort of deal with Hastings House on distribution?

I shall be writing you soon again about the Rio Grande but the above matters need first attention. I am getting back into swing again, and have a great deal of work ahead.

Best wishes to all