

July 27th
1949

Mr. Walter L. Goodwin, Jr.,
270 Madison Ave.,
New York, 16, N.Y.

Dear Wally:-

Every day for the past week I have looked the last proofs, the short measure, the Introduction etc. Appendix, etc. I am sure that they will be coming any day but perhaps if I write it will bring them in the next mail. There are other questions too.

I told you that I had arranged for the use of the First Nat'l Bank window, across from LaFonda for the last two weeks in August. This is not so far away, and I am hoping that I may have some sample pages, a sample jacket, and I hope a sample binding to put in the window. This being the two weeks preceding Fiesta, it should be very good publicity. Then I am to have my whole show up at the Museum opening Sept 16th or 17, just before publication. This should stimulate Santa Fe sales. Now that this is arranged I am writing to Dallas etc. in Texas. San Antonio only needs to settle dates for they have requested it.

My next problem seems to be being two places at once on publication day. Having promised Edith Farnsworth first, I shall be in Colorado Springs Sept 22nd. Jerry Clemens wants to have an autograph party here and when I told him Edith had asked first and I would be there, he wants to jump the gun and have it about the 20th. In view of my show opening here a few days before, do you think this possible? Would it make any difference to have Santa Fe out two days early, or is this just a bad policy? I write for advice.

I hate to think of how hard all of you work and what it must be like through the heat, and wish there were something more I could do to help. But I shall do my utmost to see if we can establish a record sale for Santa Fe. A radio broadcast is part of the First National Bank setup, so that should help pave the way. The plate of the storm pleased me no end. I hope the final proof of the snow was good.