

November 14, 1949

Mr. Walter L. Goodwin, Jr.
Duell Sloan & Pearce, Inc.
270 Madison Avenue
New York 16, N.Y.

Dear Wally:

Things have been so busy for me that I now have two letters to answer in one. First, your letter regarding Mrs. McCoy came about a week ago, and I finally met her yesterday at the Museum. We had a very nice chat and I hope to have her over soon.

As for your second letter regarding the cooperative advertising, I believe you know as much as I do already regarding the stores, but here is a list of the cities that I know.

Denver - Kendrick Bellamy & Co.
Colorado Springs - Edith Farnsworth's Book Shop
 - Their Book Shop
 - Mohl's Book Shop
Taos - Taos Book Shop
Albuquerque - Emily Ramage
 - New Mexico Book Store
El Paso I know nothing about
Dallas - the only stores I know are McMurray's Book Store
 and Kokesbury.

I go to Dallas the last of the month, and my exhibition opens there December 4th. I understand that Miss McMurray has made arrangements to sell books at the Museum while the prints are hanging, and this ought to be a very excellent set-up. I will write you more of Dallas when I have it at first hand. Everything seems to be working out very satisfactorily for the Dallas affair. I hope it will sell alot of books.

I am getting many letters, and from all the news I have in this part of the country, the book is going very well indeed. What pleases me the most is to have people reorder which has happened to me a great many times. I go up to Los Alamos tomorrow with the Taos Book Store, and I will let you know the results of that.

I saw Oliver LaFarge the other day who was most enthusiastic about the book, and told me that he had just reviewed it for the New York Herald Tribune. This should be out soon as it has already gone in. He said he regreted being limited to 500 words.

At the present time I am going in circles with Christmas work and all this extra business about the book, but I presume I can come up for air after Christmas.

With best wishes to all,

Very sincerely,

Ethel