

614 Alameda Rd. Santa Fe, N.M.
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Nov. 14,
1945.

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Mr. Walter Freese,
Hastings House,
67 W. 44th St.,
New York City.

Dear Mr. Freese:-

Your letter with the enclosed contract and check came yesterday and I thank you for both.

Since writing you my plans are slightly changed as to the time of my departure for Yucatan. Before I went to New York last Spring I had promised the Photographic group at Wichita to be on the jury for their international Salon this coming year. The time had not been set and I now find that I am supposed to be there Feb. 8&9. As there is no difference in Yucatan between January and February and as I must get the first part of Rio Grande ready for Duell, Sloan & Pearce before I go, I have decided not to attempt to go down until immediately after the Wichita date. This will leave me much freer and I will have the first lap of this other book under way. Judging from your letter it may suit you better if you are able to get away. This is now a definite plan as far as I am concerned.

I am just back from a trip down river and over to the White Sands. What a place!

The National Park Service Custodian was very nice and interested in my efforts and pleased with me to make post cards. There is really nothing in the curio shop at all in the line of cards and they have had 76,000 visitors already this year with more than have of the year gas rationed.

I am told the same is true at Carlsbad. The stores here in Santa Fe have asked for cards of Santa Fe and the same goes on where ever I go. I do think the opportunity awaits for a real business, and I want to know what the proposition would be with Hastings House, and what the cost of production and what royalty I could expect.

As I went through Albuquerque I was in the Alvarado and took a look at the Southwest Book Shelf of the Fred Harvey News Stand. No Pueblos. I asked for it and the girl in charge said they couldnt get it. I asked why and she said it was out of print. A favorite alabi. Then I told her who I was and she did some fancy side stepping and said it was through Mr. F. Clough, head salesman or rather purchasing man of Fred Harvey in Chicago. It is doubtless he whom your man has seen. If that book were on all the Harvey stands from Chicago to California the sales would go up many times. I have been watching here, and the personal touch unfortunately seems to help no end, for the fact that the stores here know that I am here makes them try to show it better. I am very sure than the Santa Fe sales have gone up this summer.

My situation is that I do not want to go back into the portrait business unless I have

to, and I am willing to spend whatever time is necessary just as soon as these two books are off my chest, and even before, to hit this postcard business hard. I have much material now that could be used, all I have to do is to make prints for reproduction.

The name and address I promised you is

Senor Fernando Barbachano
Mayaland Tours
Merida Hotel
Merida, Yucatan, Mexico.

In the mean time the best of wishes and the hope that you really will come to Chichen Itza.

Very sincerely yours,