

June 28
1948

Mr. Walter Froese,
HASTEN & HOUSETT, INC.
41 East 60th St.,
New York, 16, N.Y.

Dear Walter:-

Thank you for your letter with the enclosure from Mr. Thomas in Georgia. I have answered it as per your instructions.

Yesterday, I was out at the Pueblo of San Ildefonso. A young Indian, son of Maria the potter, has opened an arts and crafts studio. He is selling pottery, Indian jewelry, paintings and I found the recently published biography of his mother by Alice Marriott. I found that he had not seen our PUEBLOS and when I showed it to him, he ordered a dozen copies right away. This might prove out biggest outlet in this region, for I understand that he is going to town with his shop. Has sold 60 copies of the Marriott book already. So will you please send me the following:

15 copies THE PUEBLOS
5 copies TEMPLES IN YUCATAN.

I sell quite a few of both here at my studio. I will take the 12 copies out to the Pueblo and of-course let him have them at cost. If he wants to order direct from you later, that will be all right, but I believe that it had best go through me for the start anyway. I have no desire to profit on this transaction and want to help him and get the book established there.

I have had numerous nice letters about the Pueblos. A nice notice in POPULAR PHOTOGRAPHY, and NATURAL HISTORY. I hear nothing from Yucatan and have written to Urbachano twice. I understand that his monopoly of the tourist business is undergoing a war right now. I would appreciate hearing from you whenever you have any news as to the sales down there. Have you been in touch with the Hotel Merida? They have (or had) a shop in the hotel where our book should be.