

Feb. 14
1950

Mr. Walter Froese,
HASTINGS HOUSE, INC.,
New York, N.Y.

Dear Walter:-

Somehow the days since Christmas have flown by and here is the middle of February and I have not yet thanked you for the Calendar and Mr. Lynn's NEW ORLEANS. Your Calendars are always a joy and I don't know what I would do without one. I like the Lynn book very much. There is much excellent photography in it. I wish for more life in it, but don't I know the difficulties of this. Thank you very much indeed.

One reason for my delay in writing has been that I wanted to make another effort to find out about the situation in Yucatan. Some friends of mine from here are going down next week. On their behalf also I again wrote to Mr. Barbachano and to-day I have had an answer from him, part of which I will quote in a minute. But first I want to say too, that within the last ten days, I have had letters from two people, one from Virginia, one from Illinois, both total strangers to me, writing about TRIPLES IN YUCATAN. Both parties had just recently been down there. Neither saw my book there, nor had heard of it. Both had seen RIO GRANDE and the add page and both wrote at once wanting copies. I have been pretty unhappy ever the fact that nothing was moving down there. Who is your representative? Here is the quotation from Mr. Barbachano's letter.

"I have not received any publicity or never known about the house that is selling your book so please order them to send me 50 copies, advising me at what price I should sell them, etc. In case they would like to have the money in advance, please let me know so I may send it to them. There has certainly been a bad slip up somewhere, for at the time of publication I sent you all possible information about Barbachano as well as the list of book stores in Merida. One point is that I doubt if one per cent of the tourists who go to Yucatan set foot inside a book store in Merida. Mr. Barbachano is the manager of the beautiful lodge at Chichen Itza, who o I feel certain you will sell a great many books.

I hope that you can send the 50 books immediately without waiting for his advance. I am certain that you will receive the payment immediately when he receives the books. The chief point being that this season is already well advanced. I am writing him with this mail that the order is in. I cannot give him prices etc. as I do not know what the terms are in a foreign country. I may add that Barbachano's assistant manager John W. Gorman is an American (U.S.) and the office is equipped to correspond in English. I feel so certain that we are missing our big outlet on this book which should be on sale at Chichen Itza of all places, and I just don't know what the answer is that so much time has gone by without this all important contact.

I am sending a copy inscribed to Mr. Barbachano by my friend who leaves next week. She will deliver it to him personally so that we will know that he has received this copy. However, Miss Dutton is going first to Mexico City and will not reach Yucatan before the middle of March and I hope that the fifty copies will already be down there by the time she arrives. She will also bring me back news of the book's reception and what she thinks we may do to further sales. Miss Dutton is an archaeologist, and is going down on a special grant for a paper (for her degree) in which Chichen Itza largely figures. I want this book to pay off so I can go down to do another. For there is much more to do down there, and Yucatan is the market.

I am curious to know how much the add page in Rio Grande has done for your two books. I certainly autographed quite a number, and there were several sales made here in Santa Fe, where all three books went to one customer. In my letter to Mr. Barbachano I shall suggest that he send you an advance check, the balance to be sent when he receives the proper figures. Just hurry them off as quickly as possible so that we won't miss any more of this winter's travel season than we can help.

With best wishes and again my thanks for all your generous Christmas offering,

most cordially