

July 25,
1950

Mr. Walter Freso,
Hastings House, Inc.
41 East 50th St.,
New York, 22, N.Y.

Dear Walter:-

I really didnt expect to be three or four months answering your last letter. But it seems to have been one thing on top of another and I am always hopelessly behind with my correspondence.

I am hoping that the sale of books is moving in Yucatan. For a while I was completely at sea as to what had happened down there. Now I have it straightened out. Between the time I was last there and the time to book came out, Barbachano Senior turned the management of the Lodge over to his son. This accounts for part of the mix up only because Barbachano Senior answered my letter of last February saying he had had no idea of how to reach the publisher, which is ofcourse a very poor excuse. The point is that the books are finally there and I am hoping that the son is doing with them what I felt the father would do at the Lodge if he were there. I hope it moves along steadily. It should, and should pick up as fall approaches. If too long a time goes by without hearing from them, I suggest writing a letter asking if they dont need books.

I know it is a long time back to recall things you wrote me in March, but if you have a copy of the letter handy, I should like to coment on what you had to say regarding reports you received on my Rio Grande sales. I dont know to just what area the salesman referred, but outside of Colorado Springs and Santa Fe, I have done nothing to speak of as to stimulation. My show of original prints has helped in these two areas, and possibly in Dallas, but when I reached Dallas to hand the show, I found both stores there very pleased over the sales they had already made. I had a similar, though smaller show, of the Chichen prints in Santa Fe, and several other cities. But somehow the Chichen book has never gotten the publicity that either the Pueblos or the Rio Grande have had. And with each new book, I certainly learn more about what I can do the help promote sales.

In the mean time I am needing 4 copies of Temples in Yucatan. Will you please have them sent? At the moment I am away from home but will be back next week. With best wishes
sincerely