

# HASTINGS HOUSE

AIR MAIL



41 EAST 50th STREET  
NEW YORK 22, N. Y.

Publishers  
INC.

March 6, 1950

Miss Laura Gilpin  
Box 1173  
Santa Fe, New Mexico

Dear Laura:

I'm so indebted to you for setting us straight about the other Barbachano. We hadn't realized that there were two of them. The other one has been selling the book somewhat, but I'm sure that this new one is in a much better position to do larger volume.

In any event we rushed the 50 copies off to him, and hope that he will repeat his order soon and often.

It is tips like this that can help make the sale of a regional book successful, for the general bookseller concentrates on the bookstores. In Mexico, and, in fact, in South America, our agents are the same as those for Charlie Duell and most of the leading publishers. They get to Merida very seldom - not more than once every year or two, and at that are pretty sure to concentrate on the bookstore. We missed the boat completely on the Lodge at Chichen Itza, but now that you have again uncovered it for us, this might be a very satisfactory outlet for continued sales.

To give you an illustration of how some of these things work (and I tell you this confidentially), I happened to know that two men who cover the Texas area for Duell, Sloan & Pearce had covered their territory for the Rio Grand book without too much success. Later on they were very pleased to find that their reports had considerable sales. From a different authority I learned that most of these sales were due to your own efforts in stimulating the local accounts and extra-bookstore outlets. It is in this type of field that we have been most successful in this country, for most of our salesmen have been trained to dig out outlets in addition to the book field. In most cases we have been successful, but I am afraid the Merida one was a little difficult to handle at long range.



Miss Laura Gilpin:

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March 6, 1950

Miss Dwyer wrote ~~to~~ Mr. Barbachano a note giving all the information so I hope that everything will work along smoothly now.

I trust that this finds you in the best of health and spirits.

Cordially yours,

HASTINGS HOUSE

  
Walter Frese

WF/mgm