



Hotel Massimo d'Azeglio

Roma Sunday
10/23/53

Dear Marthy:

Last time we heard from you was Hongkong - till here. Hope we missed nothing on the way. Barrie's note here indicated a long letter sent by him to Istanbul - so I wired them at once to forward it here. That was Thurs. Has it arrived yet.

The BOOK came Friday - thank!
Please present one to each of your boys - beside the one to you two - Eddie and you, if they are interested. It is a simply fabulous thing.

You had prepared for me before we departed, or about that time a list on onion skin - and sent it to me, if you didn't give it to me ere departure. That I sent a copy in letter (my old thin stationery). Now I'm enclosing the copy I kept here.

Terribly sorry to hear about Glen!!!
And Valerie. Hope young Eddie gets his Fulbright. It would be grand! Would be int. to discuss the debate topic with Harry. So glad always to receive your letters. More later. (Had to hurry to meet our good friend Father Neil and take him to dinner. First non-Italian meal since we arrived here. He selected to go to a Viennese Beirstuben (?))

Sorry not to have known, so your birthday could have been properly celebrated. I can remember (vaguely)



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when I was 52.

Roma

Will you please write Mr. Deavell of Galveston that I'll write him on my return about a date - probably in January.

Please say to Mr. Wright & J. Walter Thompson that I have asked you to say the following to him. "It would be foolish for me to express any positive opinion on exclusive versus general distribution at retail, based on fragmentary details. How good can the available retail stores be? How much of their active support will the line merit? How sure could 'exclusive' outlets be that the line would not be made available generally after the exclusives had well introduced it? How convenient or accessible to the consumer should the line be to get optimum profits? Will people be induced to go out of their way to get it? Is such a retail inventory required as to pose special problems? I think the answer must be sought after a great many subordinate questions are answered. I am sorry not to be able to give an immediate, valuable, direct answer."

And now to bid with the Unantea book. My best to you.

Regards
Clyde