This paper examines Albert Deane Richardson’s correspondence from a trip through the Southwest in a series of descriptive travel letters headlined “Jottings from the Far West” in the Boston Journal in 1859-1860 with the aim of discovering what Richardson knew and thought about Mexicans and New Mexicans, how he addressed issues of race and ethnicity, and how he built an understanding of relations between the Euro-Americans who colonized the Southwest and the Mexicans and Native Americans whom the colonizers sought to dominate. Using as a lens David Spurr’s modes of colonial rhetoric, the project’s findings shed light on the antebellum foundations of current anti-Latino stereotypes. The most dominant modes in Richardson’s letters at a tactical level were negation, debasement, and eroticization, while surveillance, naturalization and affirmation were deployed at a strategic level.