

March 5, 1956

Mr. J.H. Gipson, president,
The Caxton Printers, Ltd.,
Caldwell, Idaho.

Dear Jim:

Enclosed are slips which you asked I fill out and return to you, even though, as I explained, the orders would not be placed until closer to publication time. As you know, arrangements for book parties are being worked out with most of these, and you are familiar with the Carl Wilson Co.

That company, through Fred C. Sharp, who does the buying, wishes to inspect an early copy before final decision is made on purchasing for the many stores that this firm purchases for.

In view of a recent week-long series of stories in the Seattle Newspaper, two columns on page 1 and big inside layouts with art, concerning Priest Rapids and Wanapum Dam (fulfillment of my forecast of months ago) and fact I will keep in touch with Mr. Sharp, I'm confident he will purchase. Right now, however travel conditions on Snoqualmie pass (215 inches of snow etc.) doesn't indicate trip to Seattle before a matter of several weeks.

You will note, too, that the Reed contact is put through as a circular reminder.

As weeks go on, I'm sure there will be many dealers both in the Northwest and outside of this area that I have contacted by personal letters and clipping packages, or personally, will be filing orders.

Regards Click Relat

March 5, 1956

Mr. J.H. Gipson, president,
The Caxton Printers, Ltd.,
Caldwell, Idaho.

Dear Jim:

Enclosed find check for \$150 which you will please deposit in Melander book account for book, Drummers and Dreamers.

My records show that you have now received checks for \$100, \$50 and the current one, \$150, making a total of ~~\$2~~ \$300, this in conformance with my earlier correspondence with you.

So I may now estimate any possible future needs relative to Drummers and Dreamers will you please notify me of the number of books this sum will purchase. These should be shipped by the same manner that books are delivered to dealers, carriage COD.

Could you also estimate the additional cost that it would be to bind say 10 of these books in a suitable "Deluxe" binding?

In this same general connection, I have on hand order L No. 37601 for three copies to be sent to Dr. C.B. Coulter, College of Puget Sound, marked "Less 40 per cent author's discount -wait for invoice before you ~~remixd~~ remit.) So I assume that at about time of publication, the invoice will be sent to me. You will recall that this was a situation requiring special attention.

Since Dr. Coulter wishes autographed editions you may either send flyleaves for the proper inscriptions, at the proper time, and they will

be returned to you, or deliver the books with my own shipment and I will deliver them to him on my trip to Tacoma. I will be in that city on a book tour with the Wanapum Indians . You may handle it any way you wish.

Sincerely

Click Relander

HENRY | WRITTEN BY TELLER

PURCHASER'S COPY

YALMA VALLEY BRANCH

SEATTLE-FIRST NATIONAL BANK

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150.00

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SEATTLE-FIRST NATIONAL BANK

SECOND AVENUE AT CHERRY STREET

SEATTLE, WASHINGTON

Mr. J.H. Gipson, president,
The Caxton Printers, Ltd.,
Caldwell, Idaho

March 5, 1956

Dear Jim:

Just a note to keep you posted.

Just because you haven't heard from me, in the matter of orders, doesn't mean that I haven't been busy. Of course, things are right at the stage now where some of the dealers are marking time as yet--those I previously made proper approach to either personally or via letter with follow up of newspaper clippings, etc.

My main idea was to get the book idea implanted. It will carry itself as the construction of Priest Rapids and Wanapum Dams gets under way. Contracts on the first phase of construction are to be opened in another week or so and construction will get under way by July.

Additionally, and it will come out in due time, the Indians are to be given a "home" at Priest Rapids. Next month they will have their last feast at the lower dam site. Later there will be stories about them coming out in the Spokesman, Oregonian, Seattle Times etc.

The nation-wide radio network, "Monitor" is interested in the Wanapums and it would not be surprising that they do a coast-to-coast broadcast on removal of the rock paintings from the island when construction begins. Even if they don't, it will make considerable news, and a good buildup for Drummers and preamers.

Within a month I will be working over the libraries and some special mailing list possibilities for spot checks. I will send you, before long, a proof of my own promotion that is going out to these sources. It is arranged to tie-in with local dealers as well as the publisher and geared so that a few random orders picked up for local dealers will get them on the ball when it comes to ordering. I am working hard at the main thing I have to overcome there--an abundance of "vanity" books. It at scare most of them out from ordering until they see the book. Too many of them have been "stuck" and too many of them are not as familiar as they should be with Caxtons books. In the long run, and as I told you, Caxtons itself will benefit much from the promotion. I will want your approval on the personalized circular that is upcoming. It, too, is a buildup toward the follow through invitations to come to the various book parties and meet the Indians, get their lithograph etc.

I don't expect to set the world on fire. But with the right promotion now, combined with proper publicity, including the local papers in cities where I will be going with the Indians--and I am sure of a good cooperation there--I don't see how but I can fail to get out people for the book parties, Nor do I see how I can fail to get a smattering of advance orders.

The result of my first spot check showed me many were waiting for a time closer to publication. I have these to follow up on and while I don't figure to get all of them for you, I figure on getting a smattering. I believe they intend to order or they would not have bothered to write me. Of course many of them will be ordering through their local dealer, and that is well, maybe better. Because if they dealer in some distant city gets an order for one book, he may place his order for two or three.

I will have much work, too, to work out an itinerary of ~~bookxxxx~~ the book tour, starting next October 6.

Would you start this in Yakima? I will have only the two weeks to do it in. The alternative would be to start in Spokane, Seattle or Portland and then swing around the circuit from there. What would you advise?

~~The reason for the~~

One reason for the "personalized" circular is to get a picture of one of the Indians on it. This same picture will be used in the invitations to come in, meet the Indians, get their lithograph.

Those I have talked to, like Warren Baldwin, manager of the John W. Graham Book Department, Spokane, said the last Indian they had in, and that was several years ago at the Spokane store, brought one of their biggest crowds. I will be on the road with several of the Indians, real characters, and on the heels of good stories about them. Some of the "fictitious" Indians, part bloods from the Yakima Reservation, who go to Seattle, draw hundreds of people, when they tie into any enterprise.

Perhaps, too, you have noticed the nation-wide emphasis being given in major church denominations to six week or winter-long studies of the Indian Americans. The Presbyterians, Christians, Congregationalists, Methodists, etc. have carried on these studies and church groups have been combing the country for Indian material, like that contained in Drummers and Dreamers. Were it out now, it would be in high demand, all over. Even this fall there will be considerable remaining interest, because this is the greatest concentration of study ever carried on in this country and has reached hundreds of thousands of persons, developing thousands of Indian fans.

Some of the church groups, now finishing the series of studies, have had Sunday night family gatherings, devoted completely to Indian programs, serving Indian food, etc. Some like Walla Walla etc. have had big public forums. And this is going on all over the country. Drummers and Dreamers contains more along the Indian line involved than anything else on the market.

Stewart Holbrooks, "Columbia River" out last month, is going great guns. It treats more completely of the Columbia, but not as much original material. Dick Abel at Reed College told me three weeks ago he sold 50 copies there in the first two weeks. Broads has sold dozens. It was

strong at Spokane. Drummers and Dreamers will be much "fresher," and up to

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