

1212 N.32nd Ave.
XXXXXXXXXXXXXXXXXXXX

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

May 13, 1955

Dear Jim:

The delay in answering your letter of April 28th which concerned circulars, Job No. 80595 and the Quigley litho was occasioned by the time necessary to carry out a little spot checking with a few dealers. You will recall I had mentioned I did not base my estimate to you on number needed on dealers, but only my individually developed mailing list and contacts.

Job No. 80595 (80597), for which picture of Quigley and proposed copy is submitted should run to 2,500 or 2,750 copies. You will recall that this will not be needed until approach of publication time, since it is to be used exclusively in my book store and other appearances.

Mailing lists, good ones including purchasers of material of the type of D and D will require 4,000 and an additional 1,500 will be needed by a selective list of stores which will use them for selective purchasers.

I have not yet heard from Shorpy's, who long ago told me they would want a number sufficient for their printed address. I have queried them.

Broad's in Yakima will require 1,200 with the address:

Broad's 22 N. 2nd St. Yakima, Washington.

John W. Graham Co., Spokane (Augusta Hess) want me to send a circular when it is issued. Then they will communicate with you directly, stating the number they will require. This I believe is one of the best outlets

at Spokane. Crescent there will be of some good and Clark's Book Store, Spokane, will take a small supply for a selective list.

I have made personal contacts at Tacoma and Seattle.

When one major contact is cleared at Portland (Gill's) ? and Shorrey's at Seattle, I will be well on the way to getting things lined out.

The stores in California and en route there where I have a limited acquaintance will require only limited amounts, 50 to 100 slips each.

Had I known to what extent I was to "work" the stores, I would have been ~~xxxxxx~~ ready. As it was, I was only partially ready.

My mailing list will be checked against such lists as Broad's etc. So there will be no duplication or the minimum.

When I hit Spokane for instance on the actual book store visit with my Indians; Seattle, Portland and the various valley cities, personal invitations will go out to selective lists from those cities accompanied by proper publicity and in the major cities as previously noted, advertising backup from you (as ~~xxxx~~ previously outlined)

But for the advance circulars, it will be slow to get them out to all the stores and to hit the libraries etc. But that is being worked up.

Two times now within two weeks the Wanapums have made the Associated Press and United Press on stories and picture layouts and through no publicity, just plain news.

Yesterday at Ephrata, city of 8,000 now, when we showed up for naming of dam, there was room full of 12 newspaper men, both Spokane papers, distant 100 miles; radio and photogs galore. I didn't know they were going to be there, but there they were. State Legislator Nat Washington, young historian, assured me he would arrange Ephrata and area "coverage" for later book party and help with advance circularization. Etc. Etc. It is double my estimates to you as of two years ago. These things, such as the dam naming, can not be restrained. But there will be plenty left.

I find interest higher than I could have dreamed--people whose fathers and mothers knew the Indians, heads of business firms who had personal contacts in the old days with some of them and remembered how unusual they were, etc. etc.

At the Pacific Northwest History Conference, where I made little reference to the coming publication, I was swamped by librarians from Oregon, Wash., college profs etc. wanting to be kept posted and this in contrast to two authors whose books were just out and had hard time getting attention.

These people have news value now and it will hold for another year, grow perhaps even. And as I said before, any publisher would give his right leg for natural stories that these people just fall into.

I will have to visit stores in Moses Lake and other cities in the basin and get them lined up, then Pasco, Walla Walla, Wenatchee and places like that. These I will clip off slow but sure.

But I will still have to count on Caxtons, when the time comes, to hit the big cities like Seattle, Portland and Spokane with some advertising.

I will also have a considerable "cross-country" circularization of libraries and selective stores, this based on a private list from a friend in Seattle who has built it up over long correspondence.

I'm sending just one clipping concerning the Wanapums.

Appended is a concise statement of circular and litho needs.

As a few others who will want or may ask for special name printing come in, I will notify you.

Sincerely

Click Relander