

May 9, 1956

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

Dear Jim:

I'm encountering the inkling of difficulty on the book tour, and perhaps you can advise me.

The Bon Marche at Seattle, for instance, wants the Indians exclusively at their big downtown and Northgate stores. Frankly Frederick and Nelson is the best for that in Seattle.

I had suggested the advertising in the Seattle, Portland and Spokane papers to take care of that eventuality. But the departments go to the store where they have a 50/50 advertising tie-in with the publisher, get them to take it on, I bring the Indians, put on the show, put out the invitations, get the real publicity in the papers as I know I can do and they sit back and capitalize on it.

I don't wish to jeopardize the Carl K. Wilson deal. The Archway, one of their outlets wants the party at Rhoades and I don't think the two women there will care if I'm also at Frederick and Nelson, but I don't know what F and N will do in the final analysis. By providing the displays, the lithographs, the invitations, the good mailing list etc., TV appearance which few of them can get, together with radio and good plays in the paper, I don't see how they can hold to "one" appearance in a town, but you know how these stores are.

I feel that my lists, very selective, are much better for a few hundred names of that kind than for the ways the stores operate, just use the invitations and circulars for stuffers, on general store accounts.

I can give Rhoades, Tacoma, which is a Wilson outlet, a one appearance there and that is a good place and I have a good list in that large city. I can also go out of my way to take care of their "outside" stores like Everett, Bellingham etc. Take care of the Seattle store, one in Portland and the Crescent at Spokane. However they may want "exclusive" at Spokane. I've already worked that out with the Graham company that such is impossible. I've got too many historical societies, groups etc. helping me out in the cities for them to balk too much and if they do, I'll just pick the best and stick to it. They can't afford, I don't believe, to stay out of the stocking or purchase list.

At Spokane for instance I'll have, if I want it, a Rotary Club appearance, good newspaper play and radio; and historical society

help through a special telephone crew that works for the historical society projects.

However, if you have any experience along these lines, let me know. I'm not trying to line up too many, but I certainly feel that it is foolish for a big store to try and tie you down exclusive on a city as large as Portland, Seattle or Spokane.

At Seattle I made a good contact with Lowman and Hanford. (under apparent newmanagement, J.K. Gill Co. but apparently on their own on the buying)

Their buyer there is quite impressed, isn't interested in an appearance which is not their policy, but should be placing his order before too long. (A larger order than the standing one)

Shorey's man was out appraising a library (all day) and I didn't get to see him but I know them there. They are happy with plans for a display and I'll have the big pictures and other material.

I'll keep going cautiously and think I can work out things to the best interests of all. I'm loaded and they don't yet realize I'm in a better position for this kind of thing than others they have contact with. I'm beginning to have the feeling I hope I won't be "overselling" the product.

As an example. I was the only "layman" on the Pacific Northwest History conference program. Such men as Dr. Stearn, head of the University of Oregon's Dept. of Anthropology was on the same program. They accept me as a "professional" which is something they seldom, if ever, accord to others. What they'll do after the book hits, I don't know. And they are all wanting to help me in their respective areas.

I've picked up a few more "review" contacts which will be sent when I get squared around. Right now I'm finishing up the galley proofs which will be completed tomorrow or Friday morning.

Next week I address the Pasco Chamber of Commerce (not on the book but a good tie-in, making a historical award presentation to the Pasco paper at the chamber's luncheon); and the week after I address a state convention. In all these instances, I'm running on my own standing in the historical field, and not in connection with any publication. That I think is good at this time.

Within 10 days my library contacts will be out and also another spot check.

Sincerely

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