

June 26, 1956

Mr. W.W. Shelton,
The Paper House,
412 South Main St., Moscow, Idaho

Dear Mr. Shelton:

I was in communication with you several months ago concerning my forthcoming book, Drummers and Dreamers which will go on sale Oct. 6 and which is being issued by Caxtons of Caldwell. It is strictly not a vanity publication.

I have lined out an itinerary starting from Yakima and swinging first to the coast, then back through Spokane and to Pullman to a small college reception on Tuesday, Oct. 16.

Mrs. Mary Avery suggested that perhaps arrangements could be made for a book party at your store, making the suggestion I believe upon the proposal of Dr. Deutsch.

Some of the last Wanapums have promised they will accompany me on the tour. The enclosed circular and announcement will give you a little background on that score. Additionally, you no doubt are familiar with the Priest Rapids Dam on which construction is to start July 25. These Indians live at the dam site and will be somewhat in the news between now and publication date. Contrary to other Indians, the treaty ones, they do not believe the world owes them a living and wish only to live and perpetuate their culture at Priest Rapids, which they will be permitted to do.

Several months ago the publisher sent me page proofs for indexing and proofreading. I found the book runs larger than originally estimated, hitting approximately 390 pages. Indexing was a five week job. There are 50 pages of pictures according to the underlines that accompanied the page proofs. I am well satisfied, having myself paid \$7.50 and \$8 for the type of book as contrasted to the \$6 retail it is listed at.

You of course are entitled to a 40 per cent discount and Caxtons operates under a returnable agreement, the customary.

I do not think that we will "pack them in" on a tour, but I do believe that it will help establish the book for the Christmas trade. And I believe the book will be accepted as one of the top ones of the year in the historical field. Additionally, it is a plain, human story. Of course one gets lost in the forest after so long a time, but it has received, through readers, highly favorable comment.

I regret that I do not have a mailing list covering your area, built up as I have throughout Washington and some parts of Oregon because of my widespread historical contacts. But if you have one fitting say 200 or so invitations, I would provide you with this number of printed invitations, stating your store name and address and the appearance hours.

My only problem would be to either be at Moscow first to reach Pullman in time for a couple of hours at the library, or reverse, on the same day, October 16. And it would be proper because of my friendship etc. with those at the college who wish various faculty members to meet the Indians, to fit it into their time.

I do feel that the lithograph offer may be of some value to you, since these will be given, irrespective of sales. I am interested in people meeting these Indians. (They have made me a fine buckskin jacket for my part in the tour.)

Also, I will confess, I do not know if you have a local daily paper or not, but I would see that an advertisement would be placed in it, if you do, say around \$7.50 and at no cost to you, announcing the Indians' visit. If your sales do not come up to expectations, I would compensate you for the postage on the 200 invitations. I feel that the book will receive considerable reviews and other advance publicity to help get it started by the time I would be at Moscow.

I am enclosing another clipping, or so, nothing especial, just bits of recent newspaper writing I have done.

If you are interested, please let me know at once so I can complete my schedule. I cannot change the dates now. It would be satisfactory that you call Mrs. Mary Avery at the Library, Archives branch, concerning the time and between the two of you, knowing the situation, you could come up with proper hours. Then you could fill out the enclosed sample invitation, as you wish it to read and return it to me.

I neglected to say I could provide you with two or three large size Indian pictures on loan, and you could combine them with a showcard announcing the date. Saxtons would provide you with extra covers for a window display and probably in your case a small quantity of books on consignment. Or, if you ordered say 10, I would probably have enough along with me to back up and save the bother of consignment order. I could also provide you with a couple of hundred of circulars like the enclosed, although the pages would be off, for possible advance promotion on your part with interested persons.

I would be glad to cooperate in any way possible.

Sincerely

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