

Oct. 4, 1956

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

Dear Jim:

I'm a little confused by your billing out of books for Drummers and Dreamers, so am writing.

I have received a bill for ~~km~~ L31814 entered 8-10-54, and assume that is a withdrawal for 50 books.

I have received no reference to my book purchase. This, according to my records, amounted to \$300.

I have received now four packages of books, 25 each, so assume that a part of my book order was filled in the first shipment of 50 books which would come to \$183.91. With \$300 to draw upon, my book purchases should have amounted to around ~~25~~ 84 books.

I am trusting you will provide the additional books, difference between ~~2~~ 50 and ~~24~~ 84 books to make up my ~~xxx~~ advance purchase, so they will be awaiting me in Takima when I return from the book tour on October 21. That would amount to 34 books. Or if you wish to, you could draw upon my commission account for about \$57 to make up an even 50 books.

I am not sure yet, but suspect that the books withdrawn may be used extensively during the tour. If early in the tour I see I am running short, I will wire where to send 25 or 50 more. I will see you are memoed and these are checked out by the store purchasing firms in lots that should cause you no extensive bookkeeping, or I may have the store write me out checks and send them into you with an accounting, whichever the store advises ~~xxx~~ me as the most suitable. Then that will be the uniform practice.

A recap again: 100 books received, four packages; invoice received for 50 books; \$300 deposited with you for book purchases, 50 books requested as withdrawal for tour purposes.

Saturday after Broad's book party--and advance orders are very good--we are to be taped for Monitor. That is a coast to coast well followed radio program. I am lined up for several TV shows, a good spot on main channel in the morning, an hour spot on educational channel at 6 p.m., both on October 11.



I am receiving a continuing dribbling of orders to turn into some of the stores, and orders from distant points for autographed copies, so with some breaks like Monitor, if they accept, and they accepted earlier, plus some good reports from your far reaching distribution of review copies, the cross-country sales might have a different turn than you or I anticipate. Note the reference to the nation-wide aspect in the Republic's review. Remember, this is the only book on the market with the material in it, and it lines out with material that church groups all over the country have been studying and searching for.

As one small example: New Age, the Masonic Magazine, got strong into this situation. A review there reaches 400,000.

The Yakima Chamber of Commerce promotion committee will acquire three books from me to send to Southern California contacts. These include the company that made To Hell and Back, featuring Audie Murphy, on the Yakima Firing Center and requested information of this nature for film purposes. Any inquiries here of course will be directed to you.

Remember that Monitor was on the review list, and some big eastern papers. I have acknowledgement letters as result of sending out close to 70 personal letters with supplementary information--from the profession to the profession, or one newspaperman to another. Don't forget too that the big construction company, Merritt-Chapman and Scott which owns 11 steel mills etc. was on the list. The material, I have been advised, is being turned over to the proper public relations department for proper consideration as to future promotion. I have built up so many angles for this I cannot take the time to enumerate them. Suffice it to say I believe it will do Caxton's much good if handled through satisfactorily and no doubt some of the other publishing houses will open their eyes.

Send any communications to me as you would normally do. My mail will be forwarded. It may slow up a little, but it will get through.

The TV shows and Monitor will contain some "fantastic" things... fantastic even to me. A long braid, a real medicine man who knows part of the old religion will be introduced as a man who is attempting to carry on where the Wanapums left off because of the death. He has made me up a weasle head band with eagle feathers draping down, given only in days before the full headdress of the plains Indians and worn by men of great importance. This has been done voluntarily. A few months ago this man who cannot speak English, would talk to no white man! The Indians have read the book, or had parts of it interpreted by their sons and daughters. They say it is the best book on Indians they have ever known of. No one has ever been able to please them before. And here they go out on TV, come to the book parties etc. It is astounding. It is bowling along too good that way to keep up, so I will do like an Indian, play it right and wait and see.

The tour is a memorial to the dead leader. His name cannot be mentioned by these people, so closely do they follow custom.

Sincerely

Click Relander



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

Dear Jim:

Enclosed are clips of the Yakima Daily Republic's review of Drummers and Dreamers. Copies of advertising published in the Yakima Dailies by Broads, and with cooperative arrangement, will be sent when I get out from under. I will also try and provide tear sheets of advertisements in various papers like Walla Walla, Moscow, Idaho, Wenatchee, Moses Lake, etc. which I have paid for myself. I believe in all cases the stores very generously met me half way. These adds are specifically in regards to the book store appearances.

Although I have your letter regarding cooperative advertising on your part with Broad's, I am holding that open. I have provided them with \$30 cash and suspect it will stand that way as far as I am concerned.

I presume the Wenatchee paper will send tear sheets of its review. In case not, I will do that later. Here again Drummers and Dreamers rated eight columns wide, front page, three pictures on front page. This is the second paper to give D and D an eight col., top, page one spread. I think you will agree it is an unheard of situation and will back up my earlier conservative statements to you. Tacoma published a full page in tabloid with large picture, Spokesman and other papers are yet to publish and may be late for the tour but in time to follow through.

Regards      Click Relander