

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

Oct. 24, 1955

Subject: Publication date

Dear Jim:

Thank you again for your patience with me.

I'll confine my letters to separate subjects so they may be more readily absorbed.

On the subject of publication date, which you asked me to write about at earliest convenience, I shall present a few dates of material interest.

An earlier letter from you suggested Sept. 15, 1956, as "the earliest" you could get to it.

In view of a series of activities that would take the Indians out of circulation and preclude their participation in the book tour these are times that would fit properly into a good schedule:

By Saturday, Sept. 1, 1956. [Such a date would permit me to get busy on a tentative schedule that would take me to some 14 or 15 book signs. This would be done in a period just short of two weeks, but capitalizing on an opening Saturday, that is important.

Should that not fit into your schedule for a certainty, then it should be Oct 6, 1956. This should be close enough to the Christmas trade that it would permit a more direct tie-in.

In fact this would perhaps be better from several viewpoints. However the important thing would that there be no delay in any date determined by you since my schedule would require so much shifting that it could not be changed.

Sincerely Click Relander

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

Oct. 24, 1955

Subject: Book tour

Dear Jim:

I've pretty well a general lineup on places that it would be possible for me to make a swing covering nearly a two-week period. I would be accompanied by the head man and a couple of other Indians. This is the tie-up that is very close with the stores and would include the invitations to come and meet the Indians, get their lithograph of the Quigley etc. If you are interested in quoting me a price later on a job order for invitation cards and envelopes, printed, I shall be prepared before too long to send a layout. Or I can have it done at our office or somewhere else. It is strictly a pay job on my part.

Excluding Yakima, I believe you will later concur that a conservative estimate of the additional books or books sold the day of the appearance will run from 300 to 400. This does not consider an estimate of books ordered for stock or those stocked in advance by dealers, just those sold directly as result of the swing.

Speeches and local group appearances are being lined up in most of the cities. Everyone but one exception is pretty definite. For your general information these are the cities:

Yakima, Ellensburg (2) ; Wenatchee, Ephrata (2) Moses Lake, Spokane (3) Pullman, Lewiston or Moscow; Walla Walla (2) Tacoma, Pasco, Richland, Portland (2 or 3) Seattle (2 or 3).

Advertising will be taken care of in all cities excepting Portland,

Seattle and Spokane. I think you will agree that is a very fair arrangement.

Before final arrangements are completed, I will submit to you a sample of the tenor of the advertisements. In some cases there will be an advance, small announcement. Then will come the publicity and I have personal or friendly connections in most of those cities. Then will come a direct invitational advertisement. Several of the dealers in fact have indicated or volunteered to take this on; some have regular advertising schedules and will augment their regular space.

I have a couple of "theme" black and white drawings, a drum and an eagle feather fan that will be converted into cuts and you will be provided with mats of these to use in your advertising connections with Portland, Spokane and Seattle. If you do not have a record of the space rates for these papers, I can provide them, but I think you have that information on hand.

I will require about 20 catalogues of the one the book publication date etc. is listed in. These will be used in my follow up for an increase in advance orders.

In the case of some of the stores they apparently know the ropes as to securing back up copies. In the case of over half of them it may be necessary for me to take along my own supply or say 50 or 100 copies. In other words if some of the stores don't feel inclined to stock I will be in a position to back them up, selling them, with your permission at 40 per cent plus carriage and replacing by purchasing additional ones from you at the same rate. In fact I found that one dealer, unfamiliar with your firm, believed he would have to retain the books left over.

Sincerely

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