

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

Sept. 14, 1955

Drummers and Dreamers order memo

Dear Jim:

Enclosed are additional order memos for Drummers and Dreamers, on separate attached sheet.

I'm still coasting along because I have discovered that until a date is set, much time can be wasted. Yet I believe you will concur that the advances on this have been more, at such an ~~early~~ early date, than is customary. Moreover, it has the advantage of having a fair amount of advance preparation for later sales.

I am not ~~fixing~~ working out Ellensburg, Moses Lake, Ephrata and the Basin towns, where the Indians are very popular, until the re-made circulars come through. It would be to the advantage of the book to use them on my tour through that area, since this mentions the Wanapum dam, etc. You may recall I ordered 500 of these. The others will work out just right.

I would like to point out at this time that you should keep in mind the necessity of arranging the book early enough in 1955 that it will not encounter the summer vacation slump.

There are two activities around Pullman and Spokane.

For instance the Washington State College historians, writers and librarians would give me an honorary appearance and would invite historians, writers and librarians from Eastern Washington to the event which would also be an occasion to display their collection of

material dealing with Indians.

Something of similar importance would take place at Spokane. And to receive recognition of that type for a book is something I do not believe has yet taken place in this state. I have advised that they should wait and look at the book, but it is the desire to do this before the summer vacation.

Besides I am getting lined out good on book parties. There will be more than one in Seattle probably, one in Portland (and university appearances at both those places, rather group appearances at which the ethnological classes and others will make recordings of the Indians' songs) the local appearance, one at Walla Walla, one at Pasco and another at Richland and probably Ellensburg and for sure at Ephrata. So I will be quite busy later lining them up on schedule. I'm not approaching these with the idea that I'll even get my money back out of it of course but I do believe that as a final sweep, it will move another 200 books at the minimum.

I believe that my library list later this fall will turn 75 to 125 more advance orders.

I am already turning in some advance orders or lining them up for stores in Seattle and elsewhere to the extent that they will take all the advance orders so there will be follow throughs in several cases before the book is issued.

Broad in Yakima will be following through, before publication, with another 25 to 75. He's not pushing it yet, just signing up those who come in and inquire or start talking about books of that nature.

But the most important reason for a publication before mid-summer is the fact that barring something unforeseen, construction will start on the dam, the rocks will be removed from the island,

and the Indians will be much in the news, probably even the Movietone news. I have already been queried on that score.

Since I am working closely with dealers I have not yet begun to work the local field, which I consider many small cities outside of Yakima.

Last week I was invited to address the Yakimas on the dedication of a new \$30,000 long house they have constructed.

Within 10 days or two weeks of next Easter there will be the last ceremony of the Drummers and Dreamers in their long house at Priest Rapids and this will be largely attended, every one of the "whites" being a virtual "cinch" for a book in their home community.

And, additionally, there is much attention being given to the Fort Simcoe Centennial. D and D has much Fort Simcoe material in it. There were many inquiries at the Fort Simcoe headquarters this summer by tourists every weekend for Fort Simcoe material of the nature. The Centennial will be observed throughout the entire state.

I am not ~~exaggerating~~ overoptimistic, but I have accomplished what has been done thus far through proper timing. That will be even more important later and it will pay off, I am sure. It will have a good buildup here, TV, Newspaper and Radio and an advertising buildup that will cost Caxtons nothing. The only places we will need help on the advertising will be Seattle, Portland and Spokane. I have assurances of liberal publicity, news making publicity in those cities such as feature stories in their Sunday magazine sections which could not be purchased, and news pictures which also could not be purchased.

The idea of the lithographs is going over well with the tentative book party contacts.

Additionally, some five dealers of major consequence will catalogue D and D.

Hope things are going well with you and Caxtons.

Sincerely

Cliff Belander

(not
needed as
of
9-17-55)

Sept. 14, 1955

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

Grey owl (2)

Dear Jim:

Enclosed is another dealer order which was omitted from letter in the same mail.

Of course I presume you have noted that thus far Seattle, Portland and Spokane are not yet represented in the orders, to any extent.

This is because most of them want to hold off, doing business as usual, and others just don't order so far in advance. When they come through they will all be larger than the "customary" advance orders you receive on most of your books from them.

It might be wise for me to know of the ~~stores~~ stores in those cities where you have "standing orders," and then I'd know the proper approach. Besides, I don't want to interfere with your salesman.

One dealer in Seattle buys for several stores, but I'll be lining up Frederick and Nelsons, Rhoades etc. there.

I suppose Graham Co. of Spokane sits back on standing orders they have but if they knew the support that is coming through there and the several hundred good contacts I have for invitations to get lithographs, they'd want to be first in line. I will try and make everyone happy at the last minute, but at the last minute I'll also be swamped with organizing my Indians for the tour, speeches etc. These speeches are good service clubs etc.

Sincerely Click Relander

Sept. 14, 1955

Order Memo

Drummers and Dreamers

(All subject to upward revision before publication.)

Tilton Indian Relics, Willis G. Tilton, 1615 West 21st, Topeka, Kansas. Three (3)

[This is subject to revision upward. Mr. Tilton may come through Northwest. Besides, he, of all the dealers, is sending out circular at his expense, cataloguing the book etc. and since this is his first experience in this line I did not wish to jeopardize relationships]

Book Nook, Walla Walla, Mrs. Margaret Rhoades, purchaser 3
(Dealer discount)

Ferney's Old Book Store, 214 W. Main St. Walla Walla,
Mr. and Mrs. C.T. Houghan. (Dealer Discount) 3

Clark's Book Store, 18 West Main St., Walla Walla,
Kathleen King, purchaser (dealer discount) 3

Shields Book and Stationery store
516 West Lewis Street, Pasco. 10

Library Purchase: (Granger) See attached slip. 1

(Total this order 23)