

October 4, 1956

Carl K. Wilson Co.  
Care: Rhodes, Bros.,  
Tacoma 1, Washington.

Dear Book Department Head:

Under separate cover I am mailing several of the "Wigley lithographs which may be used in connection with the larger photos sent for possible window use.

There will be two representatives of the "Anapums with me at Tacoma when we come in from Portland. We expect to arrive around 5 to 6 p.m. Tuesday evening and probably can be contacted through Dr. Brewster Coulter. We will be available that evening if anything materializes that we can help publicize the appearance, and we will want to leave Tacoma shortly after 3 o'clock Wednesday afternoon for Seattle.

I have mailed out close to 200 invitations. Some contained, as a spot check, returns. My friend, Mrs. Emmons wrote she would be at the store and the same reaction was heard from others.

I think in view of the widespread publicity attending, as previously pointed out and emphasized to Mr. Sharp at the Seattle office, it might be wise for him to reevaluate this book and its potential among all the Rhodes stores, thus taking complete advantage of the more liberal discount and sales in far scattering places. There will be as time progresses more Associated Press or United Press stories, and many feature stories in various newspaper magazine sections etc. This will firmly implant the book for the Christmas trade. There will be several TV appearances on the tour. At Seattle for instance we will be on King the morning of the 11th (Telescope show) and on the night educational channel, at 6, for an hour show.

Sorry that on my several stops at Tacoma, I did not happen to make connections but have gone ahead as originally outlined and if you have disposed of the invitations sent, etc. things should work out at least to implant the book firmly. We'll let the readers decide.

Saturday night we are to be taped for Monitor, coast to coast broadcast and there will be some stories in national places. The enclosed clipping from Yakima tells why, in a small sort of way. Some of the eastern Washington papers in their "reviews" have played the publication on front page, eight columns wide across the top, one with one picture and the other with three. It is an unheard of thing for a book. And more is coming. I think Mr. Sharp would be keenly interested in seeing that all his outlets are prepared to ~~xxx~~ capitalize on some of the benefits, but I have done all I could along that line.



The "cattle store is well stocked as I understand it, and some of the other Indians will meet us at "cattle "ednesday night, but I do not believe will come to "acoma.

This is another fantastic situation. One of them is a long braid, who knows enough about the old religion to carry on for the "anapums. He is an enrolled Yakima but was born at Priest Rapids. He is also a medicine man and I have been the only white man who has seen him work.

He or they have made me up a very old tyle head band with eagle feathers dangling, and will use it on one of the TV shows. These were worn only bymen of distinction in very old days!

The tour will be a memorial to the dead leader, who will have died just a month ago on ~~Sept.~~ Oct. 11. It will be emphasized on the broadcasts and TV appearances that the name of this man is not to be spoken, in keeping with the due respect for him, and inkeeping with tradition! These things are not put on. But in these Indians we are dealing with the last of the old cultured people. They are not the kind you see in parades and at rodeos, but are real specimens, full bloods. It amazes me that they consent to go so soon after death etc. ut parts of the book have been interpted to them and as far as I know it is the first book by a white man they care for. We do not put on a show, but the ones I have with me will make a very good appearance. They could drum one of the old religious songs or sing it as they drum, if occasion requires. They have made me a buckskin jacket, like worn at Priest Rapids with the Sun, Star and Moon, the sacred emblems of the "anapums. The drum pictured on the frontice is my drum, but was used by the oldman at his feasts on several occasions when they required an additional drum.

I don't know whether the new leader, not yet formally inducted, will bring along any of the sacred relics or not. I rather doubt it, since things of this kind are not so quickly displayed after death of the owner.

Would you be kind enough to return the enclosed clipping from Pasco-kennewick, the large one, to me. I only have a few of them. This, and the other newspaper stories came up strictly from the one receiving the review copy writing them. Publishers can't buy that kind of space, nor the news stories that have been on the wire, the Associated Press wirephotos etc.

I have told Chapin Foster of our appearance there but he is pretty busy at the museum. He is passing the word around. Since I am a member of the State Historical Society Board, like Mrs. Emmons, I did not wish to go further than that. He will be seeing you as scheduled.

Sincerely

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