

November 29, 1956

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

Dear Jim:

Will you please enter an order for five copies of
Drummers and Dreamers (5) for the Shelton Book Shop, 422 North Pine St/
Ellensburg, sending these out in the next convenient book post.

And also include to Louise Shelton a list of your books.

She has been with Central Washington College of Education I understand
many years, and took over the location formerly occupied by Patterson's.
She has in mind building up a select stock of Northwest Books and good
literature, feeling that Ellensburg, because of the college, is an
outlet for such books.

I made appearances at both Patterson's and her store this afternoon,
completing arrangements for the book appearance at Patterson's as I
notified you a few weeks ago. He placed an order at that time. Both I
am satisfied will be reordering soon, since the library appearance
for book week tonight was quite successful, the paper gave good publicity
etc. and the usual now until Christmas, I am satisfied, will result in
at least eight to 10 copies each. But they, because of Ellensburg's
past record, wish to go a little slow. Anyway it is a start there,
and D and D should be good in that area for the population size etc.

The Chicago Westerners gave a good review to D and D and it is noted
therein the Monitor Broadcast heard in Chicago etc. as the review was
being written. Several people told me here today they are going to get
D and D for gift presentations. So it will be moving
Regards

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Our Book Week appearance at Richland was very successful. The library had a good turnout, a good display they are leaving up and they draw in many potential buyers.

I stopped in at the book store (Shield's at Richland) and Mrs. Kuemle said D and D is moving consistently. I believe they will be out of their first 100 books before Christmas, and Mrs. K. is a live wire and you can depend upon her reordering in plenty of time. We had a short TV appearance there, and with good newspaper publicity etc. it should help push the holiday buying.

In view of my numerous inquiries from friends, who wish to buy one to three copies for Christmas presents, I am seeing Churchill's and Broads and keep them alerted to reordering in plenty of time.

Saturday I go to the Book Fair at Portland where Gill's is stocking the fair, an annual tradition there (for books they deal in) and I will help give them another boost.

I find that the libraries like Richland, Ellensburg etc. are just now ordering, through Gill's and other such sources, and some of their orders have not yet been filled.

I believe that most of the stores I hit on the book tour, and others later on like Ellensburg are about drained dry of books, and can turn at least 40 per cent, perhaps the same number of books, by Christmas.

I am dropping them all letters of appreciation, soon, and will encourage them to get any reorders in, pointing to the continuing publicity D and D is receiving.